



AUSTCHAM
HONG KONG

A MEMBER OF AUSTCHAM GREATER CHINA

MEDIA KIT 2024

CONNECTING BUSINESS, PEOPLE & IDEAS

SENIOR M

Gold Sponsor

Silver Sponsors

Bronze Sponsor



OUR MISSION

CONNECT • ENGAGE • REPRESENT

The Chamber's mission is to promote and represent Australian business and values, while enabling members to connect, engage, and grow bilateral relationships.

ABOUT US

Established in 1987, AustCham members come from a wide range of backgrounds, nationalities and interests. Our diverse membership is a cross-section of start-ups, SMEs, NGOs and large corporates across all industries and expertise. With such an extensive network, members leverage AustCham's connections to make business connections, and reach decision-makers and government across the region including Hong Kong, Greater China and Australia. The Chamber is an active member of Support Australia Group which exists under the auspices of the Australian Consulate-General in Hong Kong and aligns the interests of over 100,000 associates.

Our active member community are senior representatives from all the major industries – banking, legal, accounting, IT, financial services, construction and infrastructure, hospitality, tourism, trading and manufacturing. They range from small business owners to multinational corporations and represent over 200 Australian and Hong Kong companies.





ADVERTISE WITH AUSTCHAM

Our communications suite becomes your toolbox to raise brand awareness, visibility and engagement to reach one of Australia's largest and most influential audiences through digital and IRL channels.

ADVERTISING

- Email Advertising
- Weekly Newsletter
- AustCham Website
- Online Membership Directory

EVENT SPONSORSHIP

- Seminar and General Events
- Event Series
- Annual Signature Events

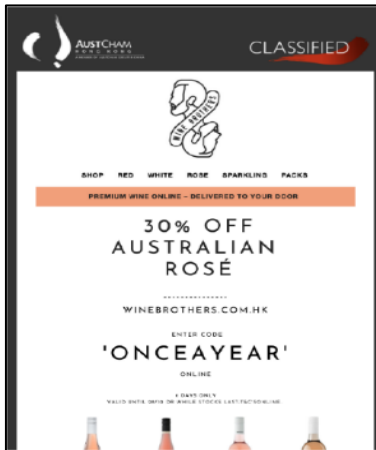
COMMITTEE SPONSORSHIP

- Sponsor one of our 10 committees to enjoy year long brand exposure

ADVERTISE WITH US

EMAIL ADVERTISING

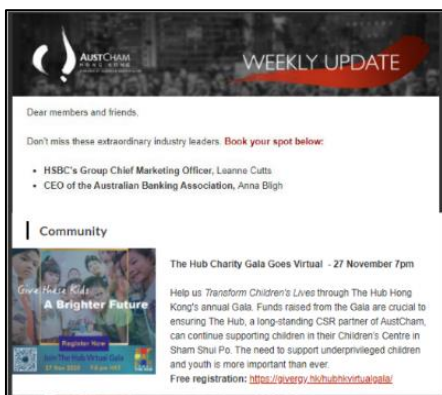
Raise your brand profile, product or service by joining AustCham’s Marketplace, highlight offerings from our very own members. Reach AustCham’s key membership of around 1000 members and 3500+ subscribers.



- Dimensions: Pixels 700 (w) x 1054 (h)
- 72dpi or maximum 144
- URL Link
- 2 week lead-time

AUSTCHAM HK NEWSLETTER

Feature in our weekly AustCham Newsletter. Emailed each Monday to our influential network of around 1000 members, 3500+ contacts and 4600+ growing social media followers. The Newsletter includes AustCham happenings, events and news.



- Short description (150 words)
- Title
- Logo or image (hi-res)
- URL embedded in text
- 1 week lead-time
- Email release with distribution across Social Media

ADVERTISE WITH US

EMAIL ADVERTISING & AUSTCHAM NEWSLETTER

	RATES HKD	MEMBER	NON-MEMBER
eDM (3500+ subscribers)	Image (A4 artwork provided)	\$6500	\$9500
AustCham Newsletter	Logo & Description	\$2500	\$3500
	Bundle of 2: Ad to be placed in two consecutive AustCham Newsletters	\$4500	\$6500



AUSTCHAM EVENTS

The Chamber delivers signature events with a variety of networking opportunities, industry-leading insights, leadership, training & education opportunities. Our events provide access to business leaders, government representatives, and the largest Australian business community abroad. We aim to showcase corporate expertise with real takeaways and people-to-people engagement. Online, Hybrid, and Offline options for delivery.

SEMINAR & GENERAL EVENTS

- Leading Industry Topics
- CEO & Executive Briefings
- Business Networking
- Government Engagement
- Specialist Delegations
- Industry Insights
- Committee Roundtables

Audience (Members & Non-Members): 20-80pax

Sponsor a committee (annual) or event (one-off)

SERIES

Demonstrate your company's commitment to leading business issues. Exclusive sponsorship of Austcham Series of up to 4 events annually. Previous event series include:

- CEO Forum
- Mind, Body, Business
- Sustainability
- Women in Technology

Audience (Members & Non-Members): 20-120pax

Sponsor a series for 6-12 months

ANNUAL SIGNATURE EVENTS

Sponsor a signature event or book a corporate table.

G'DAY HK

- Jan – Feb
- 300+ attendance

MELBOURNE CUP

- November
- 160+ attendance

INTERNATIONAL WOMENS DAY CEO LUNCH

- March
- 40+ attendance

MIX AT SIX

- Summer/Christmas
- 120+ attendance

RUGBY SEVENS

- April
- 300+ attendance



SPONSOR A COMMITTEE

At the heart of Chamber, our ever-strong committees continue to provide opportunities for members to share ideas, address challenges and engage with influential business networks across a broad range of industries and sectors. Companies keen to build their brand can align themselves with their preferred committee and enjoy the added benefits. Committees meet on a monthly basis.

BENEFITS

- High brand visibility
- Bespoke membership package
- Annual calendar of events and committee-driven activities
- Invitations to restricted AustCham Executive Briefings
- Priority Event Bookings

PACKAGE

As Corporate Sponsors;

- Co-sponsorship of an AustCham Committee
- 15 members from your company can join the AustCham Hong Kong Network
- Year long branding through the Chamber's committee events, website and social media presence

OUR COMMITTEES

- **AUSTCHAM PEOPLE FORUM**
- **AUSTCHAM YOUNG PROFESSIONALS**
- **CONSTRUCTION, PROPERTY & INFRASTRUCTURE**
- **FINANCIAL, LEGAL & TAX**
- **FOOD & BEVERAGE & HOSPITALITY**
- **GREATER BAY AREA**
- **SUSTAINABILITY**
- **INNOVATION & TECHNOLOGY**
- **WOMEN IN BUSINESS NETWORK**

AUSTCHAM EVENT SERVICES

AustCham Hong Kong events are designed to engage with our active network of members and connections. In addition to our own branded events, AustCham provides bespoke event services for third parties. These events are a unique opportunity to gain exposure and access to AustCham's membership and community. AustCham also provides Virtual Events and Hybrid Events to reach your target audience. AustCham is not responsible for the content, although provides guidance and advice on positioning and marketing to maximize the event opportunity. Arrangements are subject to change according to social distancing regulations in Hong Kong.

BRANDING

- Promoting your event to AustCham members plus an additional 3500+ business representatives
- Inclusion of your logo on all promotional communication
- Listing your event on the events section of AustCham's website
- Hyperlinking your company website on our website and promotional communications
- Webinar – branded video conferencing background
- Follow up email to all registered attendees from AustCham
- Opportunity to display Corporate literature at the registration desk
- Opportunity to display stand alone corporate banner





AUSTCHAM EVENT SERVICES

SEMINARS & GENERAL EVENTS

- Seminars
- Workshops
- Roundtables
- Cocktails
- Networking
- Webinars
- Virtual and hybrid events

SERVICES

- Full webinar set-up and support
- Venue search, facilities and A/V equipment
- Food and Beverage
- Event registration and RSVP management
- Event management on the day
- Two complimentary tickets for the speaker and a guest



AUSTCHAM EVENT SERVICES

BENEFITS

- Our role in your event ensure that you have stress free access to guests on the day to enable business to be done
- Our experienced online event managers and technology support mean seamless virtual events
- We efficiently manage venue and catering to reduce your administrative burden and costs
- One of the most cost-effective solutions for staging end to end event delivery services in Hong Kong.

INVESTMENT

OPTION	DESCRIPTION	MEMBER	NON-MEMBER
1	Standard Event Service	\$12500	\$15000
2	AustCham Branded Event with Your Logo and Branding Service	*Upon application	*Upon application
3	Virtual / Hybrid Event Service	\$10000	\$12000





AUSTCHAM HONG KONG MENTOR PROGRAMME

The AustCham Hong Kong Mentor Programme connects young professionals with senior executives for a one-on-one mentoring relationship, supported by professional development seminars, workshops and networking. This program aims to develop leadership skills, support professional development and expand the business network of participants. The program is selective, with just 20 mentoring pairs participating in order to deliver a boutique experience. Both Mentors and Mentees will receive targeted masterclasses and activities aimed at supporting their role in the programme.

AustCham HK offers facilitated pre-screen networking opportunities/icebreaker sessions with speed matching for mentors and mentees to allow each participant to develop authentic relationships before being matched by AustCham teams. This programme will be delivered annually, offering 8months of exposure through a series of events, social media, AustCham News and website features.

ADVERTISE ON THE AUSTCHAM WEBSITE

Premium Banner (Exclusive) Pixels: 700x70



Enjoy an Australian Welcome Back Home

in f @ T
SIGN UP | LOGIN



For Static format:
JPEG or GIF
files are
acceptable
however images
must be in
300dpi
resolution or
higher

UPCOMING EVENTS

Jul
16
08:00
AM
09:15
AM

**Public Engagement – a Long-term
Decarbonisation Strategy for Hong
Kong**

Venue: Mayer Brown, 18th Floor, Prince's Building, 10 Chater Road, Central.

Public Engagement – a Long-term Decarbonisation Strategy for Hong Kong The Paris Agreement, which came into force on 4 November 2016, applies to the Hong Kong Special Administrative Region (HKSAR).

[READ MORE](#)

Aug
22
12:00
PM
02:00
PM

**Mind, Body Business Series: Extending
Your Performance Window**

Save on your global
money transfers
with competitive exchange
rates for Austcham members

GoForex (HK) Limited, trading as OFX Money Service
Operator License number 23-08-00582

FIND OUT MORE



For Flash format:
Shockwave or
GIF files are
acceptable,
maximum file
size 80kb.
Hyperlink needs
to be included
in shockwave
file.

4X Gold Banners
Pixels: 255x215

ADVERTISE ON THE AUSTCHAM WEBSITE

Average monthly views = 12,500

		MEMBER RATES			NON-MEMBER RATES		
RATE HKD PER MONTH*		3 MONTHS	6 MONTHS	1 YEAR	3 MONTHS	6 MONTHS	1 YEAR
Home Page	Premium Banner (Pixels: 700 x70)	\$5500	\$4675	\$4125	\$7150	\$6077	\$5362
	4 x Gold Banners (Pixels: 255x215)	\$4000	\$3400	\$3000	\$5200	\$4420	\$3900
Others Pages	Premium Banner (Pixels: 700 x70)	\$4000	\$3400	\$3000	\$5200	\$4420	\$3900
	4 x Gold Banners (Pixels: 255x215)	\$2200	\$1870	\$1650	\$2860	\$2431	\$2145

* Minimum 3 months commitment.

* The above discounted rates are only offered on bookings in consecutive months.



AUSTCHAM
HONG KONG

A MEMBER OF AUSTCHAM GREATER CHINA



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