

# Some two-way gains in corporate sponsorship

ALEXANDRA TREDREA

NATIONAL Pharmacies' philosophy of "healthy people, healthy world" is the driving force behind its sponsorship deals.

The Adelaide company sponsors numerous causes including juvenile diabetes and the Adelaide Festival.

While many businesses have similar sponsorship deals, *Business Owner* asked several what they got in return for their support.

National Pharmacies general manager (merchandising) Neil Retallick said the company only worked with organisations focused on health and community.

"We are motivated to support those community groups that we believe our members would want us to support," Mr Retallick said.

"... it's not totally altruistic though, because we want our company to be acknowledged."

Another Adelaide company, Robern Menz, this year began sponsoring Novita Children's Services. The company, best known for its FruChocs products, had pledged money for Novita's bingo sessions and Christmas parties for children.

Robern Menz chief executive Philip Sims said the company aligned itself with organisations with similar values. "Novita is a very professionally run organisation and they have a number of strong key partners," Mr

Sims said. "Organisations looking for sponsorship need to be aware that it is a two-way partnership."

He also acknowledged that sponsorship was an important way of promoting Robern products in the community.

Prescott Securities secured the naming rights for the cheetah-breeding facility at Monarto Zoo.

Prescott chief executive David White said double passes to the zoo were given as a reward to staff.

"That entitles us to certain benefits which we think are worth it," he said.

"(These are) naming rights for the facility, significant references to Prescott Securities on the website and in the *Zoo Times*, which has a significant circulation."

He said the company had been approached by several organisations seeking sponsorship. "When we looked at the benefits, there appeared to be advantages from our perspective and there was some exposure to a huge group of people," he said.

"In a sense it is brand building rather than something we get commercial return from."

In July, Prescott would also sponsor thinker-in-residence Dennis Jaffe, a professor from San Francisco's Saybrook Graduate School and an expert on family businesses.

He will spend his three-month residency in SA conducting workshops, with a particular focus on succession planning.



**RIGHT SPIRIT:** Philip Sims, whose company Robern Menz sponsors Novita Children's Services, with Ethan, 5. Picture: CHRIS MANGAN

## Insurance coverage tailored to trades and dogs

JOHN BEVERIDGE

INSURERS used to have long, boring, staid sorts of names.

Then they moved to "What the...?" names like AXA and Vero.

Now there is a trend to more descriptive names such as Blue Dog Insurance.

Designed to cover tradespeople and their dogs, marketing director Mike Hooton said the idea was to have an image clients could immediately identify with.

"Insurance is always something of a grudge purchase, so we wanted to look beyond the traditional branding," Mr Hooton said.

"We thought it was the right time to launch a niche product for trade contractors."

Formed out of listed Australian insurance group Calliden, Mr Hooton said Blue Dog's standard package will cover a tradesperson's public and product liability, general property including tools and a standard coverage of up to \$500 for the dog.

Add-ons are available for cars, accident and illness, business interruption, burglary, goods in transit, electronic equipment and fraud or dishonesty.

One of the unusual features will be a no-claim bonus of a 10 per cent rebate of premiums for three claim-free years.

"We wanted to create a system that would reward people for their loyalty and for their lack of claims over time," Mr Hooton said.

"One of the reasons people don't like insurance is they feel they don't get anything back and we wanted to provide that."

Callidan's research had shown there were more than 270,000 construction and trade-related small businesses in Australia and it was about time they had a tailored insurance product.

## Companies practising social responsibility

CONSUMERS are being encouraged to support companies that invest time and money in their local communities by United Way SA, a non-profit, non-church-affiliated organisation that helps human care services and welfare bodies.

The fundraiser's executive director, Sioux Christiansen, said many companies were seeking cheap labour overseas but "offshore work opportunities are affecting us all".

"As a consumer, it's fair enough

to ask a company that you are supporting how much it is putting back into the community," she said.

Fuji Xerox Australia encourages employees to give back to the com-

### “Bringing our staff closer to the community

munity and is involved with United Way's workplace-giving program while it also helps Trees for Life with its environmental work such as growing seedlings. Fuji Xerox

spokeswoman Janet Penhall said employees were thrilled to be involved with community projects because "it gets the employees involved in socially responsible

activities and it is about bringing our staff closer to the community" under a global policy of being "strong, kind and interesting".

Ms Christiansen said the program

helped connect office workers with charities they may not traditionally have been associated with.

"Traditionally, employees would go and join a Lions or Rotary club and they would be encouraged to do that by their employers," Ms Christiansen said.

"These days people are 'time poor' so this is an excellent opportunity for them to go out and learn about other opportunities which are available for volunteering."

## Search resumes for SA's best and brightest businesswomen

ALEXANDRA TREDREA

SOUTH Australia's most inspiring female entrepreneurs and small business owners will once again be acknowledged this year by Telstra.

Nominations are now open for the 2007 Telstra South Australian Business Women's Awards.

Since 1995, leading business-

women around Australia have been recognised and rewarded.

Telstra Business Women's Awards ambassador Holly Kramer said the company was committed to supporting female businesspeople.

"Telstra wants to encourage even more women towards greater success and recognise inspi-

ration businesswomen for the contribution they make to the Australian business landscape," Ms Kramer said.

Previous award recipients include 2006 SA state winner Terri Scheer, who earlier this month sold her insurance broking company for \$5 million.

Awards are offered in five cate-

gories. These are the business owner award, the private and corporate sector award, the community and government award, the business innovation award and the young businesswomen's award.

Each state and territory category winner will advance to the national awards in November.

The national prize pool is more

than \$200,000, with entrants judged on professional achievements, roles and responsibilities.

Nominations - of someone else or personal - can be made at [www.businesswomensawards.telstra.com.au](http://www.businesswomensawards.telstra.com.au) or by calling 1800 817 536.

Entry questions for the awards program were put online today and short-listed candidates will face an interview process.