

Sensitive Choice Partner Proposal



A note from the CEO

“Welcome and thank you for your interest in Sensitive Choice, a program created by the National Asthma Council Australia to help millions of Australians and New Zealanders to live better with asthma and allergies.

Our Sensitive Choice program helps consumers navigate their way through the sometimes confusing marketplace to identify those products and services that may be better choices for themselves and their families.”



Each company's participation in the program must be approved by our independent Product Advisory Panel, who rigorously assess the products and services in application to decipher their potential benefit for people with asthma and/or allergies. Only the approved products and services are permitted to use the Sensitive Choice blue butterfly symbol on their packaging and advertising.

We're proud of the program's integrity and reach. Since its inception, Sensitive Choice's blue butterfly symbol has appeared on hundreds of products and services that may be a better choice for people with asthma or allergies – from bedding to building products, cleaning agents to carpets, air purifiers and vacuum cleaners to the paint you put on your walls.

The Sensitive Choice website is an information hub that helps consumers understand their condition and its triggers, and identify relevant asthma and allergy friendly products and services. Research has shown that Australians and New Zealanders find the program to be useful and reliable, and that the presence of the butterfly influences purchasing decisions. With consumer awareness continuing to grow, the blue butterfly symbol is a valuable point of difference for your product or service.

Our success to date could not have happened without the continuing support from our partners who diligently fulfill their partnership requirements. The sponsorship fees generated through the program not only enable us to increase consumer awareness of the Sensitive Choice program, but also fund the important work we do at the National Asthma Council Australia.

Thank you for taking the time to learn about the Sensitive Choice program.

We look forward to furthering our partnership in the future.



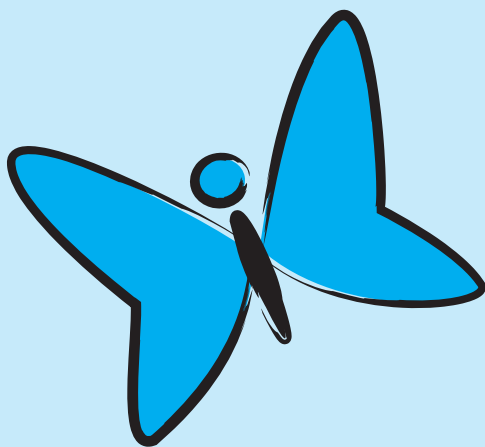
Siobhan Brophy



About the Program

The National Asthma Council Australia created the Sensitive Choice program to help the 1 in 10 Australian's with asthma and 1 in 5 of us with allergies.

The Sensitive Choice blue butterfly, is used by partners to help consumers easily identify products and services that may help reduce asthma and allergy triggers.



The Sensitive Choice[®] program:

- Educates the public about the importance of managing their asthma and allergies.
- Encourages manufacturers and suppliers to produce products and services that are asthma and allergy friendly.
- Helps consumers with a way of identifying products and services that may benefit people with asthma and/or allergies and improve health and wellbeing.
- Generates sponsorship funds enabling the National Asthma Council Australian and Asthma & Respiratory Foundation New Zealand to continue their work in improving asthma care.

Partners may use the Sensitive Choice trademarks on approved products, packaging, promotional material, websites etc. National Asthma Council Australia promotes the program through social media, websites, advertising, trade shows, public relations and digital communication activities and provides assistance to support initiatives. Partners also benefit from other Sensitive Choice partners promoting their affiliation with the program.

The Sensitive Choice® application process:

- Complete the application form and supply credible evidence, independent test results and relevant certifications to substantiate the asthma/ allergy benefit or claim.
- Provide product samples, a full list of ingredients for all products and demonstrate full compliance with all relevant laws, regulations and applicable standards within the related country.
- The application form and samples are submitted to the Product Advisory Panel (PAP). Each product/service is assessed and considered by an independent (and voluntary) PAP.

The panel comprises of independent experts and meets every two months.

Applicants are notified of the Panel's decision and, if accepted, may be invited to negotiate a three year cause-related marketing contract. Licenses are available for Australia and New Zealand, and many other countries.



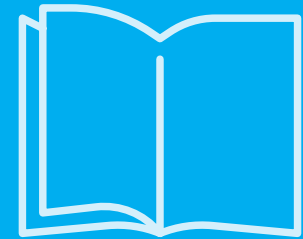
Activity Highlights



**Dedicated Sensitive Choice
Program Manager and
team in Australia and New
Zealand.**



**Ongoing digital
promotions to increase
brand awareness.**



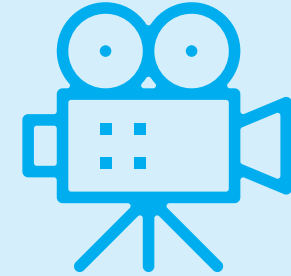
**Increased advertising
spend targeted social media
and specialist publications.**



Sensitive Choice hosts stands at various Home, Baby, and Allergy Shows in Melbourne, Sydney, Brisbane and Perth.



Regular Facebook and Instagram Competitions including “Creating a Healthy Home” & our Building and Renovation Video Series.

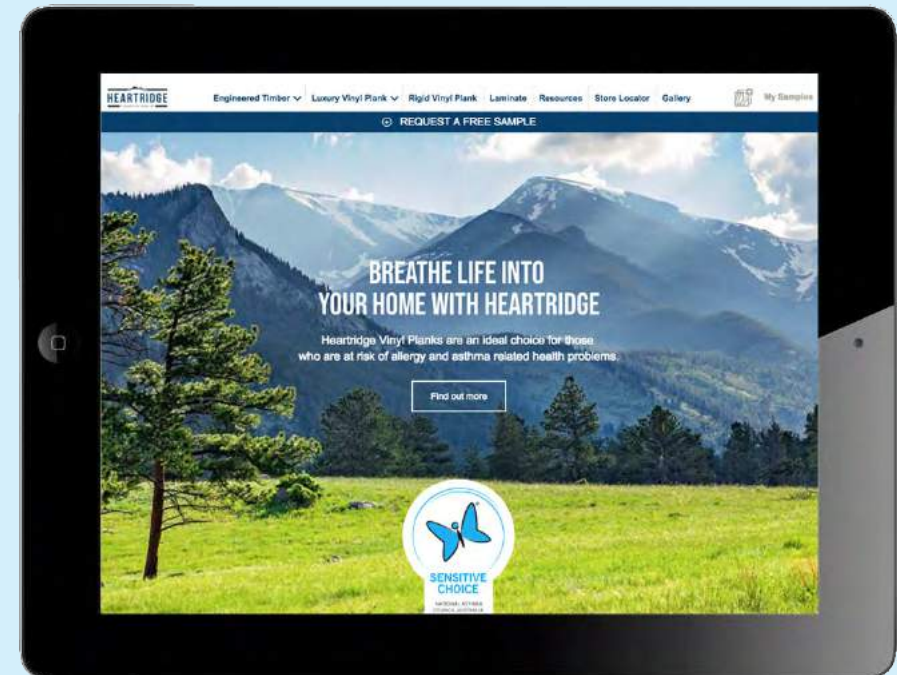


Developed and released various partner specific video series with well over 1,000,000 views.

Partnership Benefits

Sensitive Choice Partnership

Use the Sensitive Choice logo on your website to promote your product or service inclusion in the Program.



Examples of promotional trademark use on brand and product websites

Sensitive Choice Partnership

Use the Blue Butterfly logo on your product packaging and promotional materials to help consumers identify asthma and allergy-friendly products.

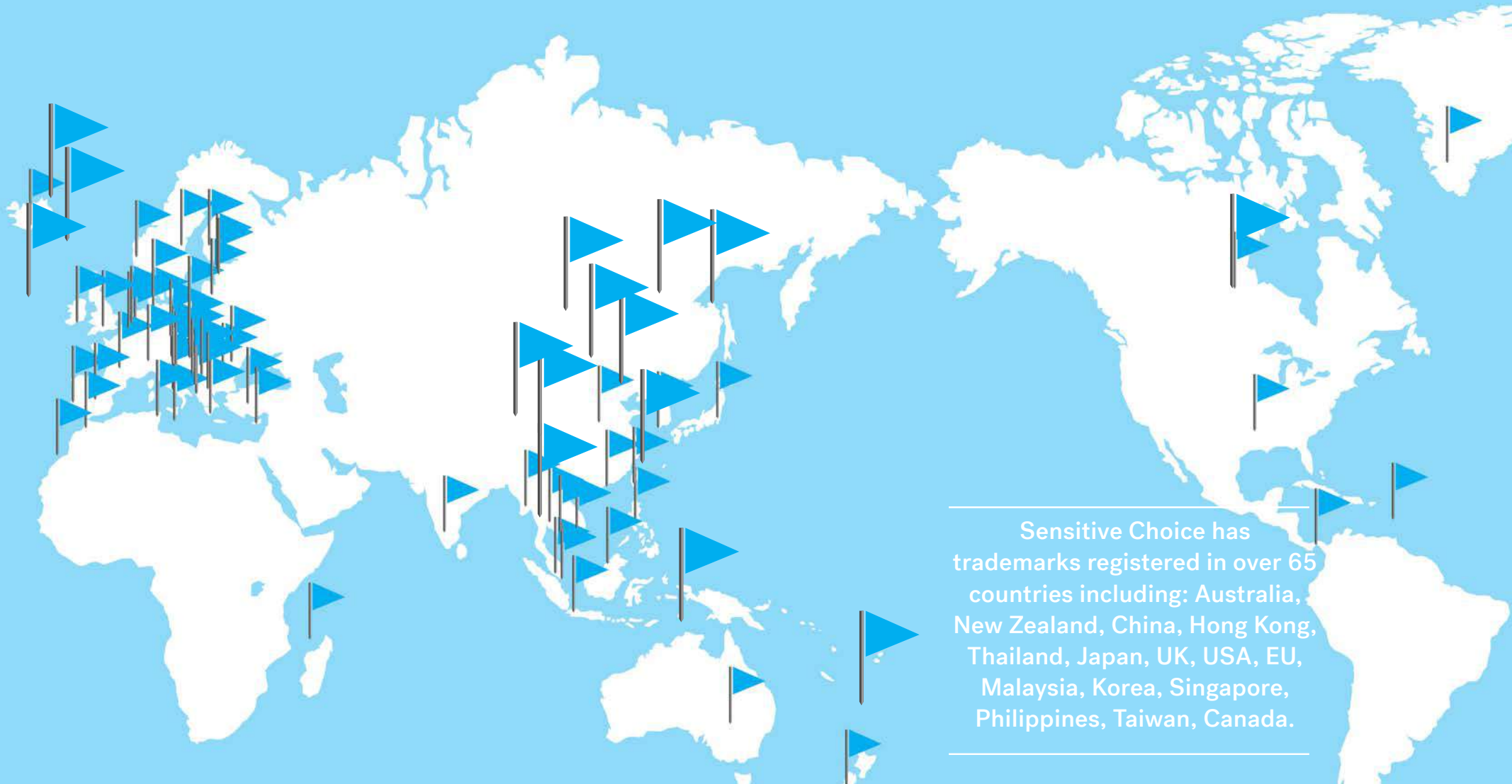


Example of partner website using blue butterfly



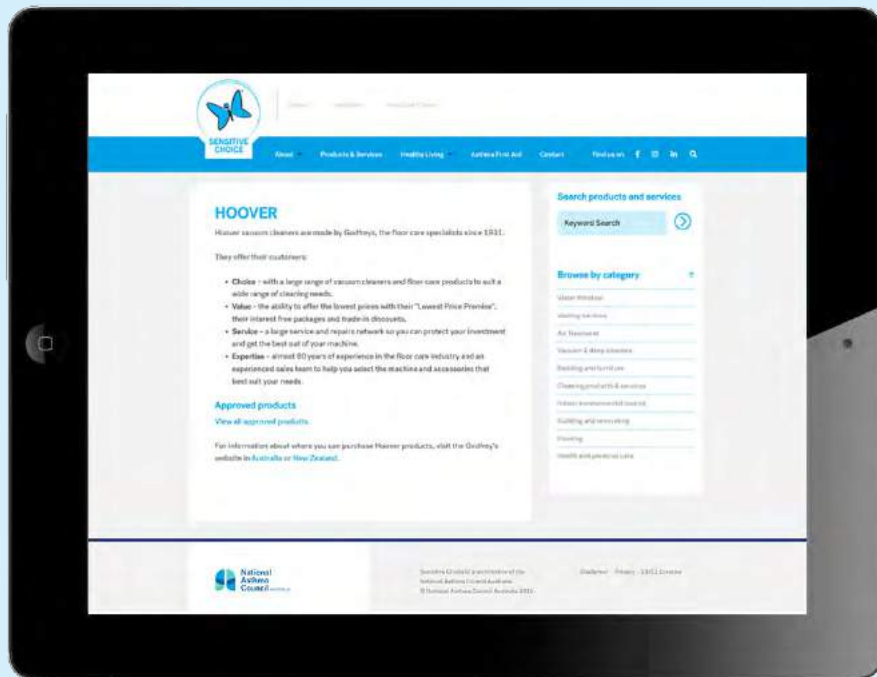
Example of blue butterfly on product packaging

Program's international reach

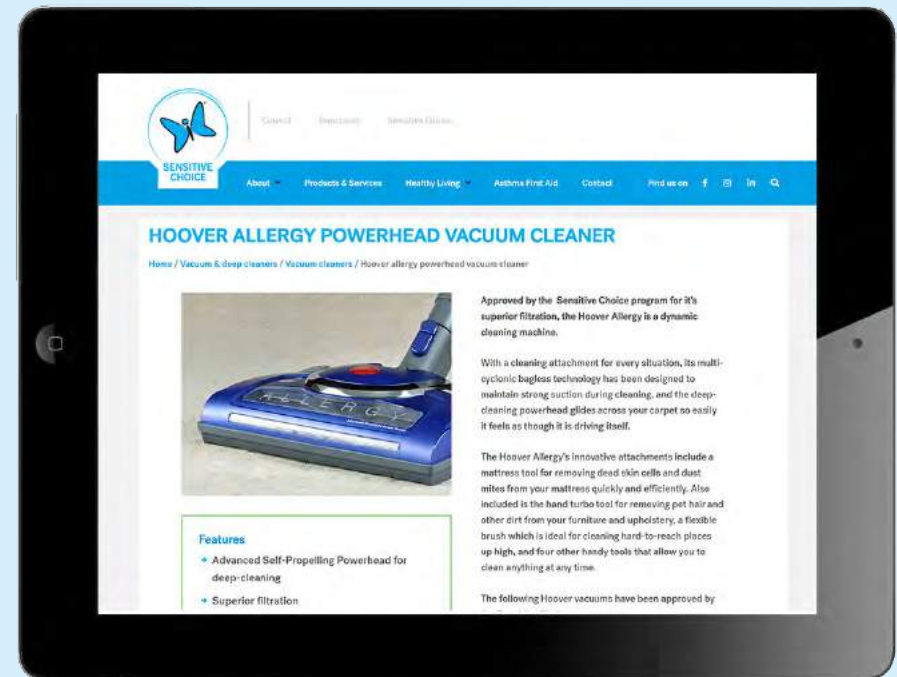


Did you know?

Each partner product or service has their own page on the Sensitive Choice website linking to their own websites.



Example of a partner page

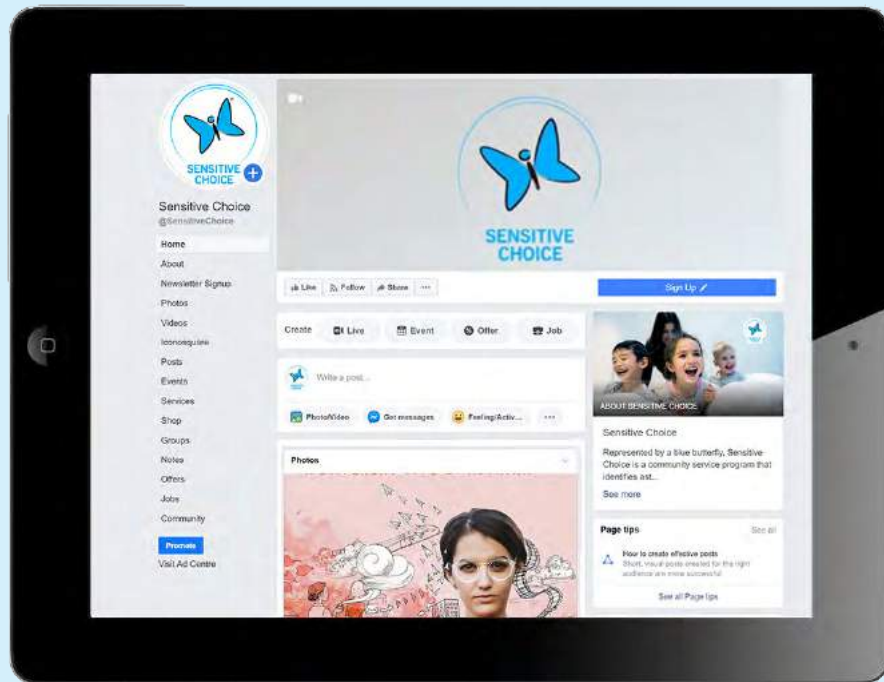


Example of a product page

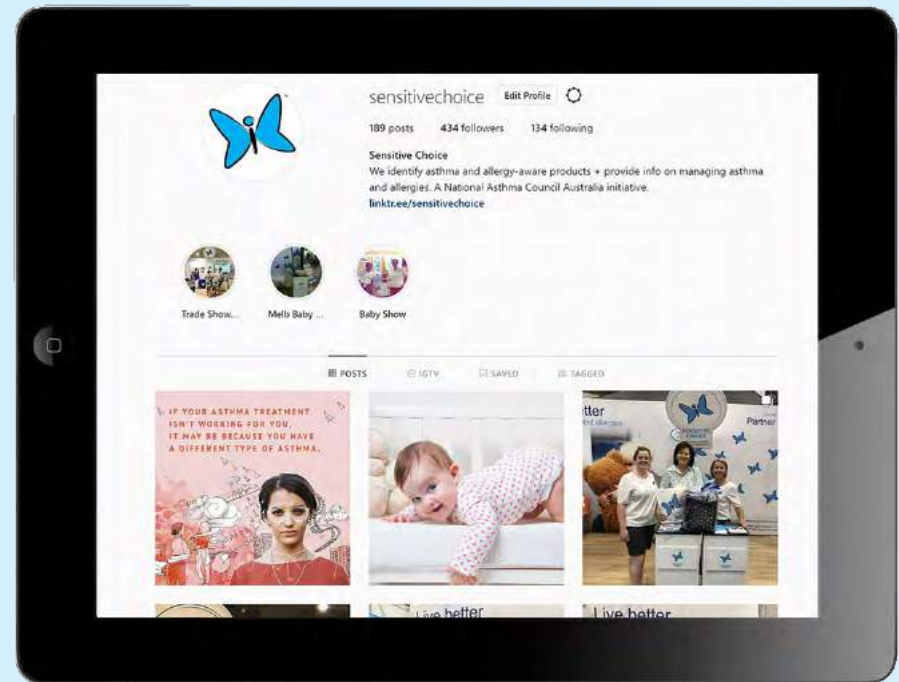
**What can
Sensitive Choice do for you?**

Social media activity

Sensitive Choice has an active and rapidly expanding social media presence.



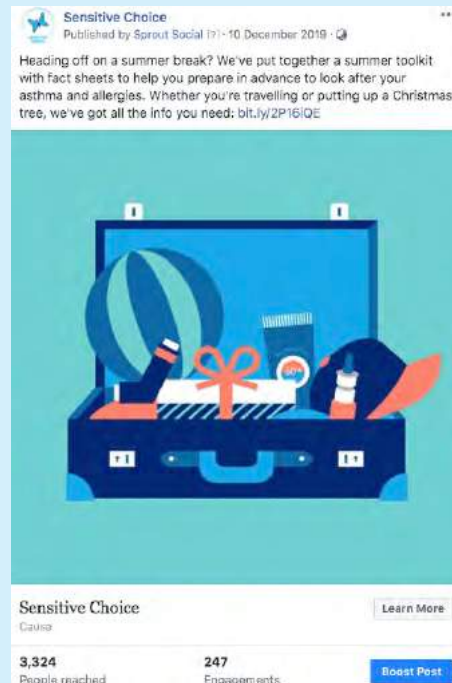
Strong Facebook presence



Growing Instagram channel

Social media promotions

Sensitive Choice conducts online social media promotions to engage customers and promote products and services.



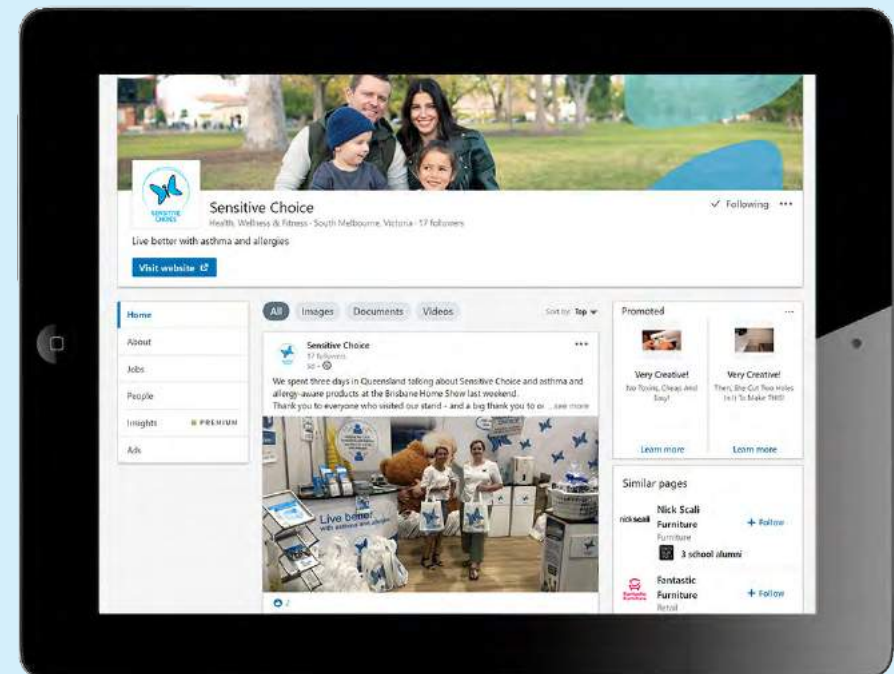
Examples of Facebook promotions

Online partnerships

Sensitive Choice builds strong relationships with online partners to promote the Program



Example of a partner promotion



Sensitive Choice page on LinkedIn

Educational videos

Sensitive Choice has a wide selection of educational videos to support staff training and encourage brand awareness.



1 in 10 Australians have asthma



1 in 5 Australians have allergies



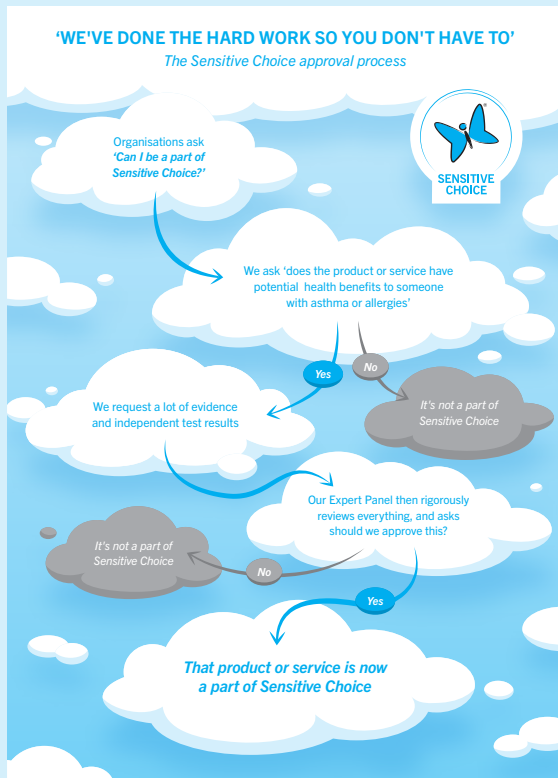
Sensitive Choice CSA and social videos

Sensitive Choice's community service announcement / television commercial appears on free to air and commercial networks.

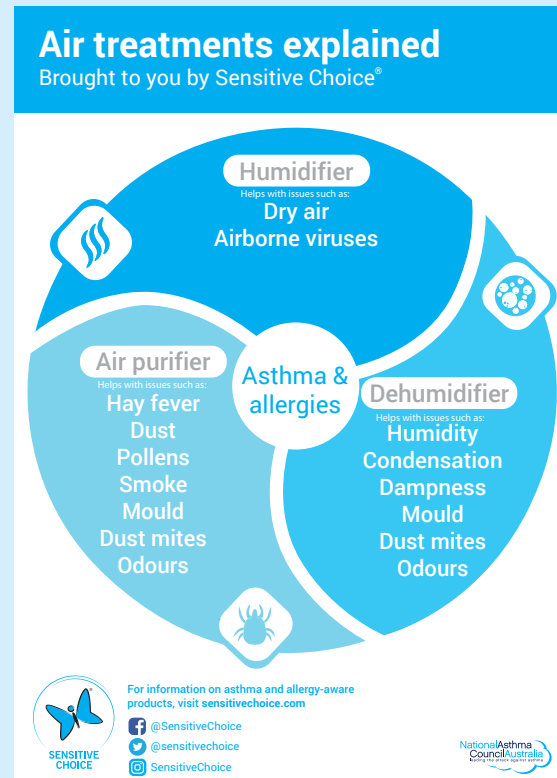


Sensitive Choice promotional material

Sensitive Choice has a wide variety of printed and digital material to support consumer messaging and engagement.



Product Advisory Panel application process



Infographic explaining different types of air treatments

Asthma and allergy aware products wear this sign

The next time you're shopping for products, **look for the blue butterfly**

SENSITIVECHOICE.COM

Flyer explaining the program

Got asthma or allergies?
Make a Sensitive Choice®

Represented by a blue butterfly, Sensitive Choice is a community service program that identifies asthma and allergy-aware products, and aims to educate Australians about the importance of managing their asthma and allergies.

Sensitive Choice products and services are approved on the basis that they may benefit the more than seven million Australians with asthma and/or allergies.

You'll find that reassuring blue butterfly on hundreds of products - from bedding to building products, from cleaning agents to carpets, from air purifiers and vacuum cleaners to the very paint you put on your walls.

Make a Sensitive Choice.

LEARN MORE

sensitivechoice.com
[facebook.com/sensitivechoice](https://www.facebook.com/sensitivechoice)

SENSITIVE CHOICE

The funds generated through the program enable the National Asthma Council Australia to continue its work to improve asthma and allergy care.

National Asthma Council Australia
Leading the way in asthma and allergy care

Sensitive Choice promotional material

Sensitive Choice takes a multi-channel approach to promotional opportunities.

Building & Renovation and Healthy Homes video libraries



Sensitive Choice National Asthma Week promotion

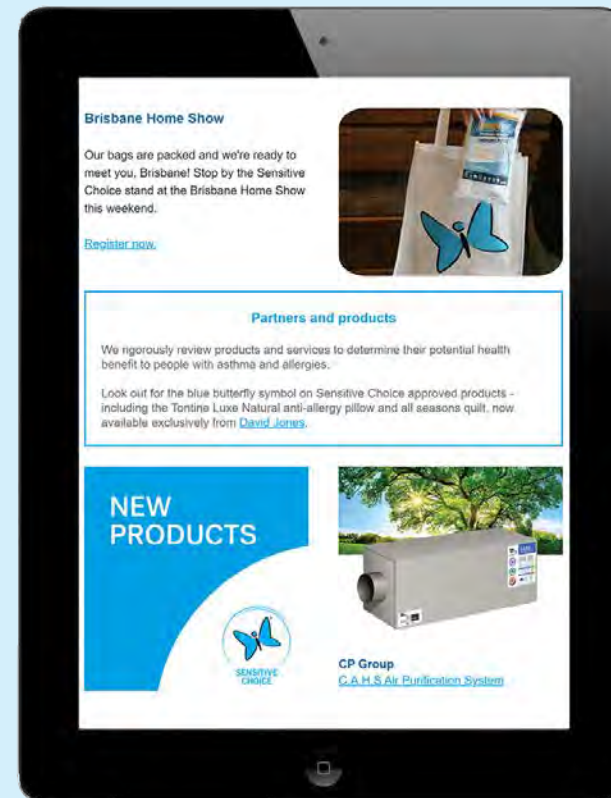
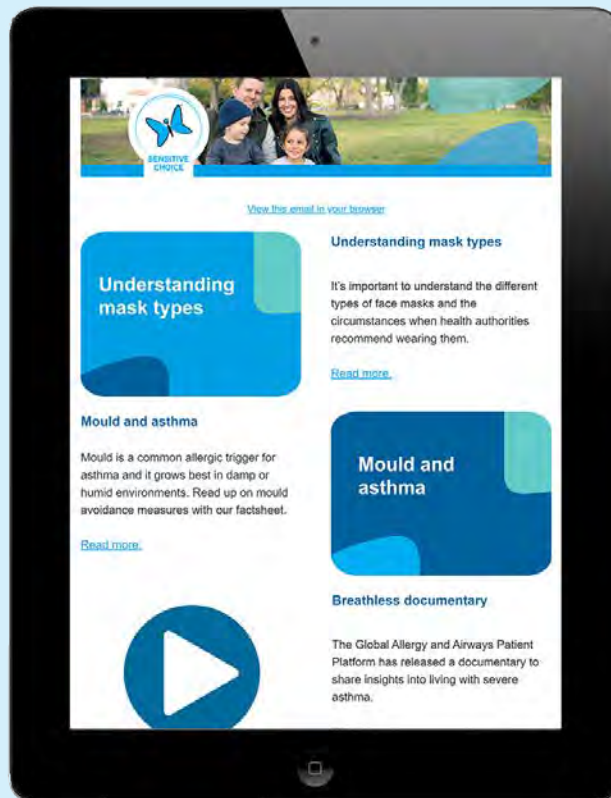


Extendable 15 & 30 second CSA



Consumer newsletters

Sensitive Choice keeps customers up-to-date with products, services and information.



Examples of our e-newsletter introducing new products or services and promoting current partners

How Sensitive Choice supports partners

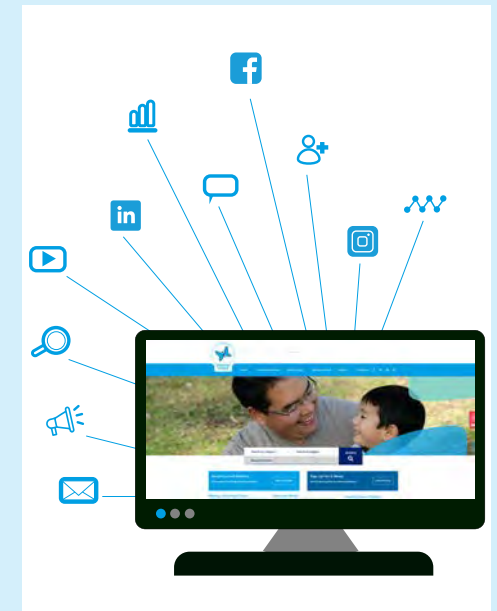
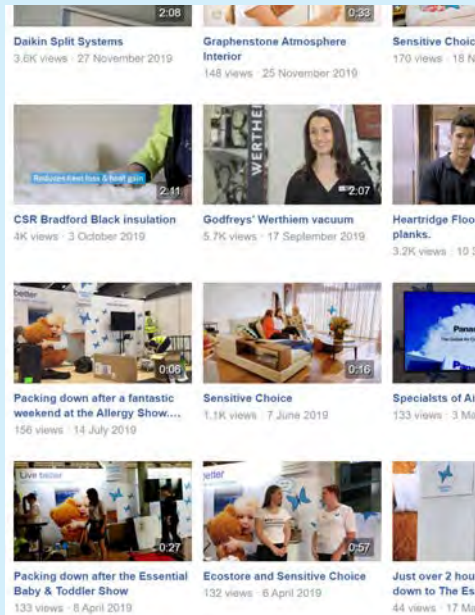
Sensitive Choice actively looks for new and diverse ways to support and interact with partners.

Annual partner forums highlighting the latest Sensitive Choice activities.

Enhancing website and social media presence, increasing return visitors to Facebook and Sensitive Choice website.

Ongoing promotion of partner brands via social media.

Dedicated Marketing and SEO Specialist supporting Sensitive Choice's online initiatives.



**Do more with your
Sensitive Choice Partnership?**

Participation in Home, Allergy & Baby Shows



Attend or provide prizes and products at various Trade Shows

Appendix

Fee Schedule

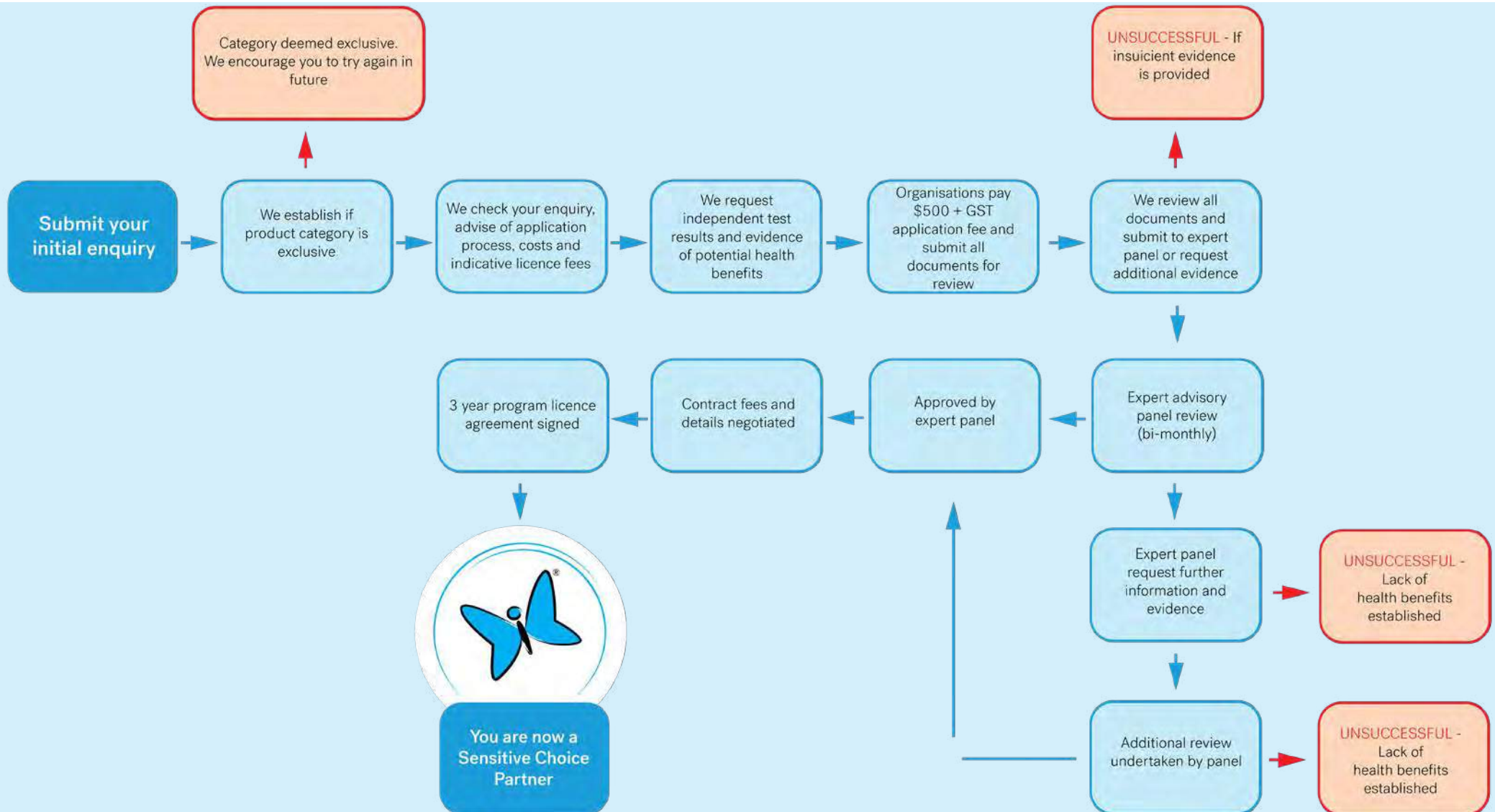
Fee Schedule

ITEM 1	<p>Company contact details</p> <p>[XXX Company]</p> <p>Address: XXX</p> <p>Phone: XXX</p> <p>Website: XXX</p> <p>Company contact person</p> <p>Full Name of Contract - [Contract Position]</p> <p>Email: [Contact Email]</p>
ITEM 2A	<p>[Product Service] Categories:</p> <p>[List [Product Service] Categories]</p>
ITEM 2A	<p>[Approved Products] [Approved Services]:</p> <p>[Insert [Product Service] Name]</p>
ITEM 3	<p>Commencement Date: (XXX)</p> <p>Expiry Date: (XXX)</p>
ITEM 4	<p>Fees</p> <p>Australia Fees in year 1: \$[XXX] plus GST</p> <p>New Zealand Fees in year 1: \$[XXX]</p> <p>For year two, the fee will increase by the greater of 3% of the percentage increase in the Australian Consumer Price Index (calculated using CPI data available three months prior to the contact anniversary date) (rounded up to the nearest hundred dollars). The same escalation calculation will apply for year three (Based on the year two fee).</p>
ITEM 5	<p>Special Conditions:</p> <p>[list restrictions] or None</p>
ITEM 6	<p>Territory</p> <p>[Australia] [New Zealand] [Singapore] [China] [Hong Kong] [Thailand] [Malaysia] [USA] [UK] [Korea] [Philippines] [Taiwan] [Europe]</p>

Product Advisory Panel application process

Product and service approval process

Utilising health benefits for your competitive advantage



Sensitive Choice[®]

Style Guide

Logo

This trade mark will frequently be used with grey qualifying text immediately below the words Sensitive Choice.

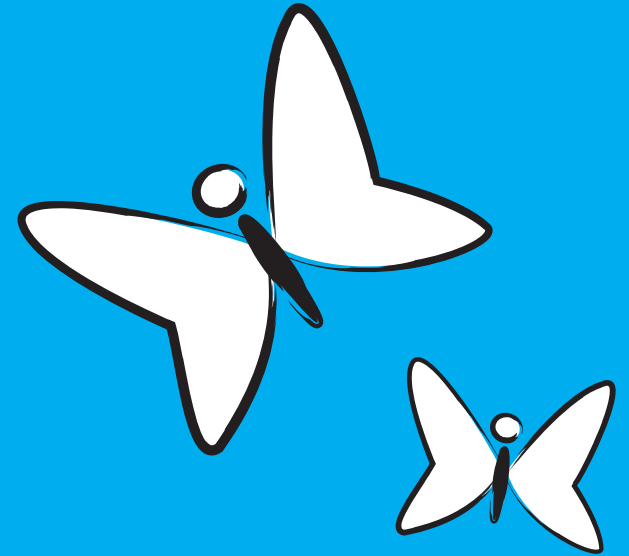
The trade mark should ideally be used on single coloured background. Where this is not possible, the white within the trademark must stay as white and a white border should appear around the exterior.

The words “Sensitive Choice” are a registered trade mark. When used in text, the ® should appear as superscript after the first use.

Where the trademark is reproduced in a small size, it may appear without grey qualifying text. It must not be stretched on one axis alone or otherwise changed. The trade mark should be reproduced in black, white and Pantone Process Cyan C (CMYK: C100 M0 Y0 K0). Grey qualifying text is 80% of black.



Interested?



For more information please contact

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sensitivechoice.com