



AUSTRALIAN LOYALTY ASSOCIATION

AUSTRALIANLOYALTYASSOCIATION.COM

OVERVIEW



The Australian Loyalty Association (ALA) is an organisation that was established in 2014 to provide thought leadership, education and networking opportunities to those working in the loyalty industry.

The ALA has many arms including Customer Loyalty Courses, a Loyalty Vendor Marketplace, an Employment Hub, Corporate Research, News & Content Hub and as of August 2022 we launched the ALA Young Members program.

The ALA runs the annual Melbourne and Sydney Loyalty Networking Events and the Annual International Loyalty Conference, as well as a number of smaller events throughout the year.

The ALA is suited to anyone that works with or would like to develop a loyalty or customer engagement program. Everyone from CMO's, Loyalty Managers and Marketing Directors through to those who work in Technology, Insights, CRM and Analytics benefit from membership and participation in the ALA.

2023 MELBOURNE LOYALTY NETWORKING EVENT

The Melbourne Loyalty Networking Event is the largest loyalty networking event of the year held in Melbourne and will be attended by key loyalty professionals. Starting with networking, canapés & drinks our keynote speaker will present topics currently facing loyalty practitioners and will be followed by a formal seated dinner event and after-party where delegates can continue to network with like-minded professionals.

Venue: Showtime Events Centre, Melbourne

Date: Thursday 30th March 2023

Time: 5:30pm - 9:30pm

2023 INTERNATIONAL LOYALTY CONFERENCE

The ALA is excited to bring you the 2023 ALA Annual International Loyalty Conference, in person at the Gold Coast. Hear from Domestic & International industry-leading speakers delving into the latest hot topics facing loyalty marketers in 2023.

The conference will also feature a Vendor Showroom and activities to support networking and help delegates make the most of the Queensland sunshine. Delegates have the option to stay on and participate in a 9-hole leisure golf charity event, hosted on Friday 11th August.

Venue: RACV Royal Pines Resort

Date: Thursday 10th August 2023

Time: 9:00am - 7:00pm

2023 SYDNEY LOYALTY NETWORKING EVENT

The 2023 Sydney Loyalty Networking Event will be attended by key loyalty professionals. Starting with networking, canapés & drinks our keynote speaker will present topics currently facing loyalty practitioners and will be followed by a formal seated dinner event and after-party where delegates can continue to network with like-minded professionals.

Venue: Four Seasons, Sydney

Date: Thursday 26th October 2023

Time: 5:30pm - 9:30pm

ALL EVENT BOOKINGS AVAILABLE HERE: [AUSTRALIANLOYALTYASSOCIATION.COM/ALA-EVENTS](https://australianloyaltyassociation.com/ala-events)

3800

LOYALTY
DATABASE
MEMBERS

9/10

AVERAGE
EVENT
FEEDBACK
SCORE

25%

INCREASE
IN MEMBER
NUMBERS
EVERY YEAR



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CUSTOMER LOYALTY COURSE

This 2-day course, accredited by The Australian Loyalty Association (ALA) and held yearly in Sydney and Melbourne, covers all aspects of loyalty including strategy, design, marketing, operations and technology. The course offers a combination of lectures, group discussions, case studies, and module exercises and will provide the processes and tools needed to create, develop and manage a world-class loyalty and customer engagement program. This course is designed for new entrants to the industry as well as more experienced managers seeking to improve their skill levels. By the end of the course, participants will be able to apply their new knowledge and skills in their career and business to build a more engaging loyalty program and confidently improve customer retention and advocacy.

Course Dates

Melbourne: Monday 17th and Tuesday 18th April 2023

Sydney: Thursday 20th and Friday 21st April 2023

Course Fee: \$1,490 per student

Bookings: australianloyaltyassociation.com/education

Group education courses available, POA.

Contact: enquiries@australianloyaltyassociation.com



"I loved that there was always opportunity for discussions and debate in the group. The different modules were clearly laid out, a good length and the exercises following each of the modules solidified the learnings for me."

Gen Pigott, CALTEX AUSTRALIA LIMITED

"A really beneficial course that allowed for open table discussions with other professionals in the industry. The course materials were set out professionally, with great real life examples that helped me understand the concepts more readily."

Sarah Neeson, TOTAL TOOLS



LOYALTY VENDOR MARKETPLACE

The Loyalty Vendor Marketplace offers a one-stop shop to search for vendors who can assist with developing organisations loyalty and customer engagement programs. Our listed vendors are experts in a range of services; from employee rewards, gift card supply and off-the-shelf loyalty solutions to loyalty strategy consultancy, legal, blockchain, digital wallet solutions and many more.

Cost: \$295 + gst per business listing for 12 months

Sign Up: <https://australianloyaltyassociation.com/vendor-marketplace>

EMPLOYMENT HUB

The aim of the ALA Employment Hub is to provide an accessible and centralised location for organisations to list job opportunities relating to the loyalty industry and for our industry colleagues to be connected to those roles directly through our communications channels, ensuring that the best talent in our industry are applying for these roles.

Cost: \$99 + gst per job listing

Sign Up: australianloyaltyassociation.com/employment-hub

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