

Kiteboarding Australia Limited

School and Retailer Affiliate Program Policy

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REVISION RECORD

Date	Version	Revision description

1. TITLE

This Policy is to be known as the School and Retailer Affiliate Program Policy (**Policy**).

2. POLICY STATEMENT

KAL is committed to working closely with the industries schools and retailers in an attempt to promote the growth of the sport. KAL will implement an affiliate program to incentivise and reward approved schools and retailers who promote KAL membership purchases.

3. RATIONALE

The focus of the policy and guidelines is the promotion of both KAL memberships as well as offering incentives to schools and retailers for promoting KAL.

4. SCOPE

This Policy is applicable to all approved schools and retail stores as well as KAL's management team.

5. OBJECTIVE

Through the development of this Policy the objectives of KAL are to:

- (a) build relationships with both the industries schools and retailers.
- (b) increase KAL membership numbers.

6. POLICY DETAILS

- (a) Overview
 - (i) Successful applicants (schools/retailers) shall receive a \$20.00 incentive per member that successfully joins as an adult member of KAL and enters the applicant's unique discount coupon code.
 - (ii) KAL will reduce the cost of the adult membership by \$25.00 as an added incentive for potential members to join.
 - (iii) The incentive will only be provided for new members joining KAL and will not be provided for those renewing a membership or those that have a lapsed/expired membership.
 - (iv) Only one incentive can be claimed per member for either a school or retailer at any one time regardless of whether the applicant operates as both a retailer and school.
 - (v) Successful applicants will be eligible to be listed under KAL's directory of schools and/or retailers via the website
 - (vi) To be eligible the applicant must complete an application from which is to be ratified by the Administrative Officer.
 - (vii) This is a pre-cursor to becoming a KAL accredited school and having the opportunity to teach the KAL owned and run Instructors program.

- (viii) Schools &/or Retailers who offer their own form of membership (that strictly excludes insurance) are eligible to apply for differing levels of incentives such as;
 - Up to \$50.00 off the total cost of KAL adult memberships for their customers/clients/members without receiving any reimbursement as a school &/or Retailer.
 - These applications will be reviewed on a case to case basis
- (b) Documentation to be provided by the applicant and other requirements
 - (i) Fully completed Application form
- (c) KAL to provide the successful applicants with
 - (i) A unique Affiliate code
 - (ii) An Affiliate guide
 - (iii) Marketing and promotional material
 - (iv) Listing under KAL's directory of schools and/or retailers via the website.
- (d) Process to approve and implement incentive program
 - (i) Review application form.
 - (ii) Upon approval and signing of the application form from both parties all successful applicants will receive the items listed in 6(c).
 - (iii) KAL will provide any reimbursements to the Affiliates quarterly starting from January 2015.
 - (iv) KAL will provide a quarterly report to all Affiliate detailing the number of memberships purchased pursuant to the Affiliate Program during the relevant quarter.

7. ROLES AND RESPONSIBILITIES

Party / Parties	Roles and responsibilities
Administrative Officer	Carry out the process outlined in 6(d) Sign any legal agreement forms on behalf of KAL
Directors	Sign any legal agreement forms on behalf of KAL should the Administrative Officer be unable to do so

8. MONITORING, EVALUATION AND REVIEW

This Policy will be reviewed annually and updated in line with any legislative changes that have significant impact on the manner in which incentive programs are to be dealt with.

9. DEFINITIONS AND ABBREVIATIONS

(a) In this Policy unless the context otherwise requires:

KAL means Kiteboarding Australia Limited

10. ASSOCIATED DOCUMENTS

(a) Application form

(b) Affiliate Guide

(c) National Database of Schools & Retailers

11. REFERENCES

N/A