

COSMETIC PHYSICIANS COLLEGE of AUSTRALASIA LTD.



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Prospectus - Corporate Membership

CPCA Corporate Membership is an invaluable resource for companies providing products and services to medical practitioners practicing non-invasive cosmetic medicine.

The CPCA has a reach of over 1800 medical practitioners where Corporate Membership allows suppliers to interact with them directly or indirectly, based upon membership level. This kind of co-operative relationship offers our members the opportunity to maintain their education and gain further professional development, and all the while contributing to patient safety.

We offer three levels of corporate membership:

1. Platinum - \$10,000 + GST
2. Gold - \$5,000 + GST
3. Silver - \$3,000 + GST

Sponsorship Benefits per Level		Silver	Gold	Platinum
1	Assignment of an Ambassador			☒
2	Annual industry forum with CPCA Board			☒
3	Branding on rotating banner, which appears top of home page in member website area.			☒
4	Speaker presentation slot at annual online (full day) conference - CosDoc			☒
5	Product placements – workshops and examinations			☒
6	Posts within CPCA private Facebook group.			☒
7	Posts within WhatsApp Events group			☒
8	Direct mail press/product release notices via CPCA admin. office			☒
9	Direct mail event notices via CPCA admin. office.		☒	☒
10	Newsletter banner and advertisement		☒	☒
11	Option to sponsor/provide content for CPD meetings (for continuing professional development)		☒	☒
12	Promotion of specific products or services on 'Sponsor's Special Offers' webpage within member website.	☒	☒	☒
13	A listing in the member website area via a webpage dedicated to promoting our Corporate Members (sponsors)	☒	☒	☒
14	Annual advertising opportunity via "exhibitor space" within our online conferencing platform - CosDoc	☒	☒	☒
15	Use of dedicated CPCA Corporate Member logo	☒	☒	☒
16	Sponsoring subscriptions of clinical journals and textbooks for members use	☒	☒	☒
17	Sponsoring educational videos, podcasts and webinars and specially written content for CPCA registrar training program (nationally accredited).	☒	☒	☒

Click for more information: [Exhibitor's Information Booklet](#) and
past [Exhibitor's 2024 Information Booklet](#)

5. Brand & Product Placement – workshops and examinations

Annually, the College provides a hands-on workshop to its members and would welcome our corporate members sponsorship through the provision of product or device demonstrations, lecturers and trainers, etc. ([see 2024 workshop for example](#))

In addition to the workshop, the College provides its members with an opportunity to be peer assessed and certified in areas of Injectables, energy-based devices, non-ionising radiation devices and cosmeceuticals, for the purpose of upgrading their membership level. This takes place via online MCQ examination, practical and case-based discussion assessments. Again, the College would welcome corporate member support, this time provided directly to our members through the provision of the injecting products used in the demonstration of their skillset. [More information is available here.](#)

6. Posts within CPCA private Facebook group

Most notices distributed for the attention of our members are supported by posts to our relevant private or public Facebook pages as well, improving the reach. Applicable corporate members can benefit from these posts as well.

Depending on the content of the post, the College also has a public Facebook page to post to.

Applicable Corporate Members are welcome to have their own marketing team provide marketing content to CPCA office for placement in these areas and platforms, etc.

7. Posts within WhatsApp Events group

As for no. 6, most notices can also be distributed via WhatsApp groups to broaden the reach. Applicable corporate members will benefit by this also.

8. Direct mail press/product release notices, via CPCA admin. office

We welcome your own marketing team to provide the promotional material in html format. This will then be distributed by our office to our mailing lists via email, with regular follow-up reminder notices until any event dates pass.

Depending on your corporate membership status, these notices can also be posted on our social media channels.

9. Direct mail event notices & invitations, via CPCA admin. office

As for no. 8 but relevant to upcoming events such as webinars, workshops, etc.

Events can be placed into the Events Calendar embedded within both our public website and a webpage in our members' website and promoted in our dedicated WhatsApp Events Group. See public webpage here: <https://cpcanet.au/other-events/>

10. Newsletter banner and advertisement

Banner - We currently distribute a bi-monthly newsletter. Platinum members are invited to provide a banner that can be placed in the newsletter. The banner is static or changeable from newsletter to newsletter.

Article or advertisement – material of the corporate members choice for one half or full-page placement within each bi-monthly newsletter.

Newsletters can be viewed [here](#).

11. Option to sponsor/provide content for CPD meetings (for continuing professional development)

The College has a State Representative that co-ordinates the CPD meetings for its members and they generally like to hold a meeting every two to three months. In some circumstances, our meetings can be open to the attendance of non-members and

colleagues from other similar organisations, which increases attendance numbers. Our Corporate members are welcome to select a state meeting date, appoint a speaker and nominate an appropriate topic to be presented at these meetings.

When wishing to host a meeting you can advise your ambassador, contact the State Representative or head office to make arrangements.

Platinum Members have the first option to sponsor a state meeting. Gold Members have the second option.

The events are advertised by direct email invitations and include corporate members' branding and advertising assets.

12. Promotion of specific products or services on 'Sponsor's Special Offers' webpage within member website.

We can assist our doctor-members to quickly and conveniently understand the products and services that are on offer to them by our Corporate Members.

We welcome the provision of additional material (product or device images, downloadable pamphlets and brochures, pricelists and order forms, etc.) to help make this section a one-stop shop or directory for the member.

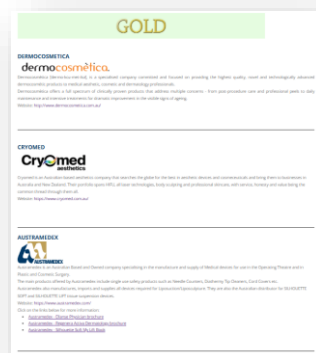
We accept a variety of file formats, including video (mp4), etc.



13. A listing in the members' website area on the webpage dedicated to promoting our Corporate Members

The CPCA members have a private website that is used to access a host of resources and information, including their much-used CPD Management section (CPD Wizard).

Within the site, we also provide various educational resources and information to assist them with their continuing professional development. Amongst these resources is a webpage containing a listing of all our corporate members. This listing includes "about us" information on the corporate member/sponsor, a URL to the sponsor's webpage and/or links through to downloadable PDF brochures, etc. See screenshot below:



14. Annual advertising opportunity via “exhibitor space” within our online conferencing platform – CosDoc

Your Corporate Membership level will dictate the quantity and variety of marketing material that can be placed within the virtual “booth” of the “exhibitor’s hall”.

A good overview of our annual online conferences, conducted since 2019 due to Covid19 lockdowns, can be viewed on this webpage: <https://cpca.net.au/conference/>

A snapshot example of a day’s program is below or refer to [2024 online program](#).



AEST	WEST	Channel 1	Channel 2
10:30 - 10:45	8:30 - 8:45	Welcome/Introduction	
10:45 - 11:15	8:45 - 9:15	Keynote Presentation 1 – Ferna Caille-AMPT 12 month Analysis of Complication Reporting and Factors that Impact Patient Outcomes	
11:15 - 11:35	9:15 - 9:35	Dr Michael Holton Insights into the College's Registrar Trainee Program and the Future of Cosmetic Medicine	Dr Eemey Khooam Body Dysmorphic Disorder in Cosmetic Patients
11:35 - 11:55	9:35 - 9:55	Dr Ben Palmer Followed by Dr Graham Kie COVID the Covert Enemy in Aesthetics Methods and 3D Anatomy of Thread Lifting in the Face and Nose	Mr Heli Outcome Persuasion is the New Black
11:55 - 12:15	9:55 - 10:15	Dr Amanda Ong The MINT V-FIX, a technique designed by Dr. Amanda Ong	Ms Hanna Overby Taking Care of Business – Everyday
12:15 - 12:30	10:15 - 10:30	Dr Isaac Wong (Singapore) When to Choose Threadlift, What and How to Lift and Combination with Fillers	Dr Debbie Taylor Tricky Treatment Areas with Botulinum Toxin
12:30 - 12:45	10:30 - 10:45	Dr Isaac Wong Full Face Regeneration with Polycaprolactone Collagen Stimulation (Deep & Intradermal)	Dr David Kosmicki Botulinum Toxin Associated Nodules; A Case Study
12:45 - 12:55	10:45 - 11:00	Panel Discussion 1 (live)	
12:55 - 13:05	11:00 - 11:15	Lunch break	
13:05 - 13:20	11:15 - 11:30	Keynote Presentation 2 – Democritus Profile: NARBYCO in Aesthetic Medicine	
13:20 - 13:40	11:30 - 11:50	Dr Kentaro Oka (Japan) Double Layer Approach with Picosecond Alexandrite Laser and Micro Needle RF Device for Total Skin Regeneration	Dr Christopher Leal Midface Volumizing Using Crema Volume Plus – A Multicentre Study
13:40 - 13:55	11:50 - 12:05	Dr John Mahony 15 Papers in 15 Minutes	Dr Stephen Lowe Intradermal Botulinum Toxin for the Reduction of Sebaceous Hyperplasia and Pore Size
13:55 - 14:10	12:05 - 12:20	Dr Stefania Roberts Facial Anatomy: A Layered Approach	Dr Carolyn Chey Parafacial Assessment
14:10 - 14:25	12:20 - 12:35	Dr Mayra Abdel Jabbar Minimise the Risk of Lip Vascular Occlusions: Complications of Injection Techniques, Tools and Products	Dr Simone Dorian Treating the Younger Amorphous Face
14:25 - 14:40	12:35 - 12:50	MediStar Clarix Handheld Ultrasound Scanner and its Application in Aesthetics	Younger Lips – Older Lips The Rhinoplasty in the Room
14:40 - 14:55	12:50 - 13:05	Panel Discussion 2 (live)	
14:55 - 15:10	13:05 - 13:20	Closing message	

This annual event attracts the attention of approximately a quarter of our overall reach of medical practitioners who practice non-invasive cosmetic medicine. Numbers are growing from year to year.

The type of marketing material, besides your branding and the link to your website, that can be placed on your webpage canvas will depend on your level of corporate membership, as mentioned above. Options are promotional video/s, marketing images, downloadable brochures and information pamphlets and live contacts for instant chat opportunities during the event.

Click for more information: [Exhibitor's Information Booklet](#) and past [Exhibitor's 2024 Information Booklet](#)

15. Use of dedicated CPCA Corporate Member logo

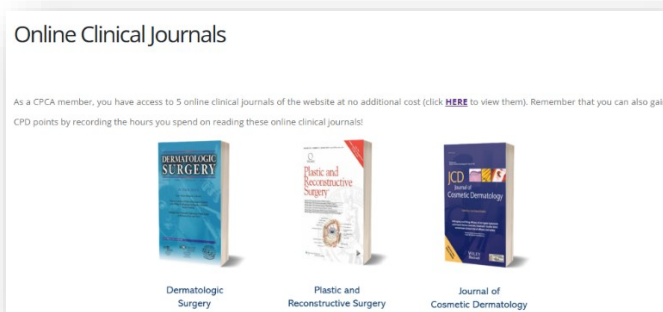
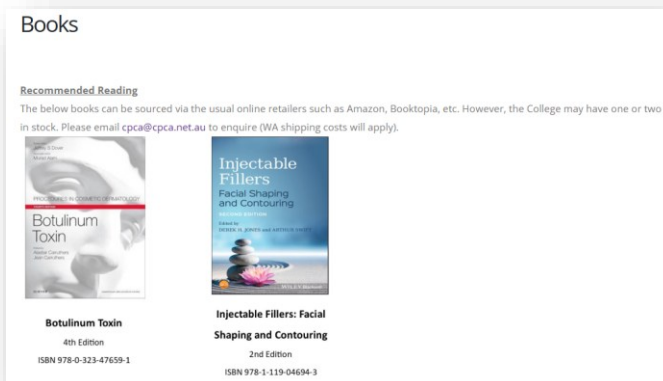
Upon becoming a financial Corporate Member, we will provide you with the special CPCA Corporate Member logo applicable to your membership level. Examples below.

We encourage you to use the CPCA logo within your own website, in accordance with ethical practices. Should you require a write-up on the CPCA to go with this logo, please contact us at cpca@cpca.net.au



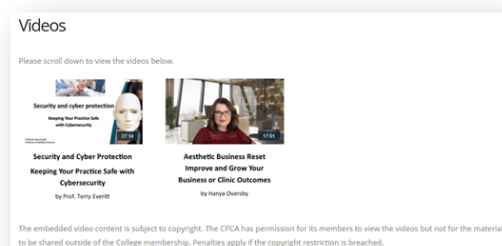
16. Sponsoring subscriptions of clinical journals and textbooks for members use

In the members' website area, under our e-library of educational resources, we are able to host Corporate Member's banners and acceptable educational resources they may wish to sponsor. This area of the website is accessed regularly for CPD purposes.



17. Sponsoring educational videos, podcasts and webinars and specially written content for CPCA training program (nationally accredited).

The Board is working on extending the current training and education opportunities that are available to our members. We are currently producing videos and podcasts to be hosted within our e-library. This increases further exposure opportunities for our Corporate Members. Further information on this initiative will be announced shortly.



We welcome input and suggestions from product, device and service providers.

Regarding to the College's Registrar Training Program, a nationally accredited (AQF, Level 8):

- **52900WA Graduate Certificate in Cosmetic Medicine**, and the
- **Graduate Diploma in Cosmetic Medicine**

Corporate Members have an opportunity to sponsor the provision of educational content written by nationally or internationally regarded experts in a particular field of non-invasive cosmetic medicine. All contributions will be duly referenced and accredited to the generous support of our corporate member and the sponsored writer. More information about the CPCA's Registrar Training Program can be found [here](#) and [here](#).



APPLICATION FOR CORPORATE MEMBERSHIP

The College Board is intent upon fostering mutual relationships that benefit our Corporate and College members. You can take advantage of these benefits by submitting your application form linked below.

Should you have any questions, please feel free to contact us on cpca@cpca.net.au, or telephone (08) 9300 2414 or mobile 0407 788 587 (WST).



The Cosmetic Physicians College of Australasia is a not-for-profit, charitable organisation that operates nationwide.

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