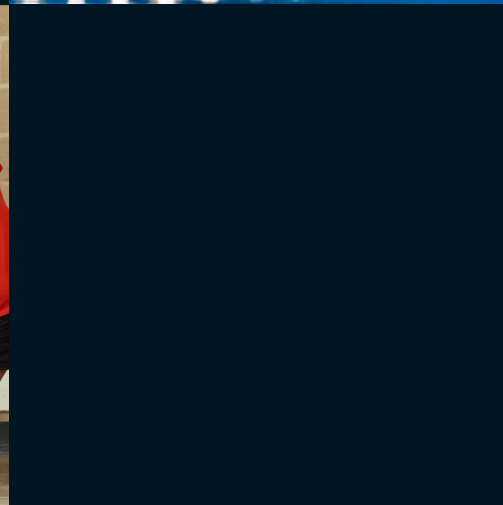
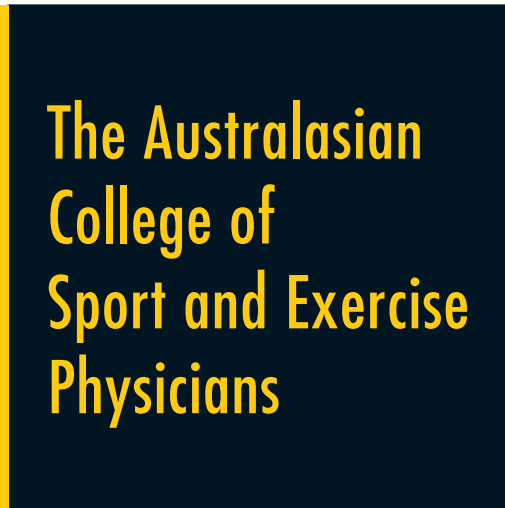




AUSTRALASIAN COLLEGE OF  
SPORT AND EXERCISE PHYSICIANS



> NATIONAL MEDIA KIT

# WHO WE ARE

The Australasian College of Sport and Exercise Physicians (ACSEP) is Australasia's pre-eminent professional body for sport and exercise medicine (SEM).

We support and represent SEM physicians, who in turn aim to improve the health and wellbeing of individuals and communities, by promoting and enabling physical activity.

With members throughout Australia, New Zealand and other parts of the world, we are working to improve the knowledge and skills of other specialities such as General Practitioners, Emergency Physicians and Orthopaedic Physicians in this new, but fast-growing specialty field.

## WHAT SPORT AND EXERCISE PHYSICIANS DO?

Sport and exercise medicine is a relatively new, but fast-growing specialty. It covers a diverse range of disciplines:

- **providing** an accurate diagnosis and appropriate management of musculoskeletal injuries sustained during exercise
- **prescribing** exercise as medicine for disease management
- **developing** exercise programs for the relatively inactive
- **managing** medical problems for individuals as they exercise
- **prescribing** exercises to improve an individual's physical fitness and treat disease
- **understanding** the exercise needs of different population groups, such as the elderly, those with disabilities, children and pregnant women
- **providing** medical services for sporting teams at sporting events
- **managing** the pharmacological and ethical issues associated with drugs and doping in sport.



1

ACSEP Media Kit



# WHAT WE DO

ACSEP's primary objective is to promote world's best practice in training, standards and research in the SEM specialty.

We provide training and continuing professional development opportunities and events for SEM physicians in Australia and New Zealand:

- training to become an ACSEP Fellow, covering topics such as acute injury management, trauma management, sports nutrition, sports psychology, sports pharmacology and support for clinical research
- SEM events, such as the ACSEP annual conference, regional symposiums and workshops
- fellow attendance at international SEM conferences, such as the International Olympic Committee (IOC) conference
- resources, such as ACSEP's newsletter, access to member information on our website and access to journals
- a network of peers throughout Australasia.



# 2

ACSEP Media Kit



AUSTRALASIAN COLLEGE OF  
SPORT AND EXERCISE PHYSICIANS



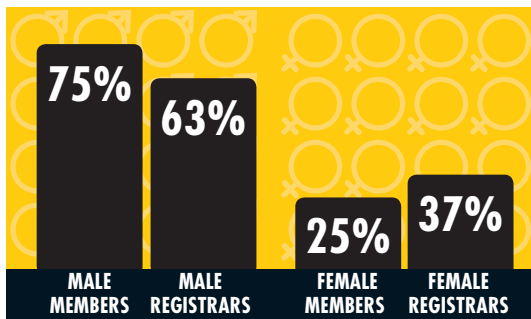
# ABOUT OUR MEMBERS

We have more than 300 members throughout Australia, New Zealand and other parts of the world.

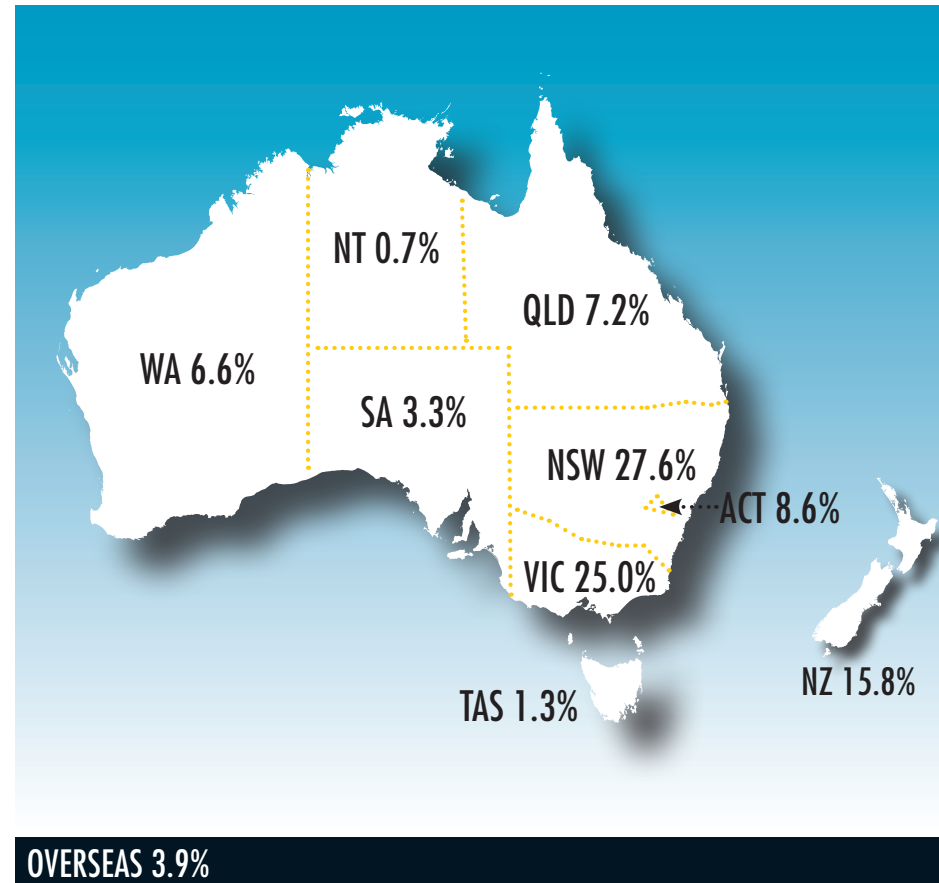
## LOCATION



## OUR MEMBERS



Our membership is growing, especially registrars. And we are attracting more females, particularly among our younger members.



3

ACSEP Media Kit >

## ABOUT OUR MEMBERS (CONTINUED)

### WHO OUR ACSEP MEMBERS ARE

We have several member segments:

**Fellows** – An ACSEP fellow (FACSEP) is a registered medical practitioner who has applied for and been admitted to Fellowship by the ACSEP Board of Directors. ACSEP fellows have successfully completed a four-year intensive speciality program through the College and keep their clinical skills up to date through a rigorous continuing professional development program. Many of these doctors are in private practice and are interested in opportunities to establish their reputation in this emerging specialty field.

**Registrars** – ACSEP registrars are doctors currently doing their training within an ACSEP training position, but who have not completed all requirements. Registrars can complete their ACSEP training in various private practice clinics throughout Australasia. These younger doctors are keen to establish and build relationships as they begin their careers in SEM.

**Retired fellows** – Retired fellows no longer practice, but maintain their fellowship and are involved at some level of College life. Their clinical experience and broad peer networks make them an important and influential part of our College.

**Associate members** – Doctors with a genuine interest in SEM can become associate members, giving them access to additional resources, education and networks available through the ACSEP. These physicians look to ACSEP for guidance and advice about SEM.

**Student members** – Medical students with an interest in SEM can become student members. You can engage with the next generation of SEM physicians.



# 4

ACSEP Media Kit



# WHAT WE CAN OFFER

ACSEP focuses on developing our members, both professionally and personally. Our training, professional development, network opportunities and resources ensure our members remain at the forefront of sport and exercise medicine.

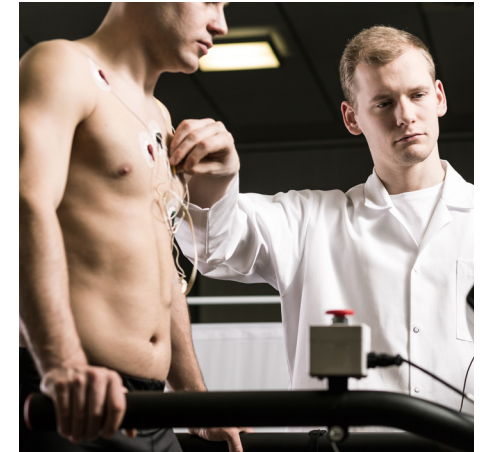
By sponsoring or advertising with us, you gain access to:

- a growing industry, from the ground up
- a connection with the world of elite sport
- networks to the sporting community and wider SEM community, including General Practitioners, Emergency Physicians, Orthopaedic Physicians, Sports Physiotherapists
- opportunities to promote your aligned organisation (within ACSEP guidelines)
- ASCEP communications platform, including our website, newsletter and social media feeds
- subject matter experts.

The ACSEP is affiliated with Australia's top sporting organisations and organising committees such as the International Olympic Committee (IOC), the Australian Paralympic Committee, the Australian Commonwealth Games Committee and New Zealand Olympic teams. We also have representatives placed within the AFL, NRL, AIS, state and territory sporting institutes, Athletics Australia, Cricket Australia, the All Blacks, the Silver Ferns and the list goes on. The ACSEP recently partnered with the Australian Indigenous Doctors Association (AIDA).



AUSTRALASIAN COLLEGE OF  
SPORT AND EXERCISE PHYSICIANS



5

ACSEP Media Kit



# OUR COMMUNICATIONS PLATFORMS

## WEBSITE

We aim to offer quick and easy access to essential information about products and resources that will benefit our members via our website ([www.ascep.org.au](http://www.ascep.org.au)). We also integrate social media components, with links to Twitter and Facebook.

By advertising on our website:

- Your logo will appear in the rotating banner.
- It will also appear on website ads for conferences and other events (such as symposiums and workshops).

Please contact the ACSEP for pricing.

## SOCIAL MEDIA

We use social media to keep our members informed and up to date about the latest clinical practice, research, and ACSEP activities and publications. We offer soft advertising and share stories such as the Cancer Council sponsoring an ACSEP member's research.

Cost: \$500 per month per post.

## NEWSLETTER

We circulate a 10-page newsletter to our members every month, which includes clinical articles and updates about ACSEP training and events.

Cost: \$100 for a half page ad per edition, or \$500 for a six-month package.

Quarter page and full page blocks are also available. Prices are available on request.



# 6

ACSEP Media Kit



## OUR COMMUNICATIONS PLATFORMS (CONTINUED)

### FACE-TO-FACE EVENTS

ACSEP runs face-to-face events for our members, such as our annual conference, regional symposiums, education days and clinical workshops.

Our SEM physicians run a range of state based events throughout the year, which offer both clinical information and networking opportunities.

We plan these events to meet the interests and needs of our members, associate members and student members.

Sponsorship packages typically include:

- pull up banners at the event
- a complimentary trade exhibition stand in a premium position
- complimentary/discounted attendance at events
- materials/products included in event satchels
- logos on event materials
- sometimes the opportunity to present a short welcome to event attendees.

We run one major scientific conference and various smaller events throughout the year. We offer sponsorship opportunities for all events which are available on request.

Sponsorship offerings include:

- major sponsorship
- exhibition opportunities
- bespoke packages.



7

ACSEP Media Kit





# OUR ADVERTISING TERMS AND CONDITIONS

## GUARANTEED POSITIONING

We do not guarantee positioning unless an advertiser books a prime position (for example, an inside front cover or inside back cover) and ACSEP agreed to that position. The ACSEP editor decides on advertising placement.

## ACCEPTANCE

ACSEP reserves the right to reject any advertisement or copy, such as any material considered offensive or material that does not align with ACSEP advertising standards and regulations.

All pharmaceutical advertising must comply with Medicines Australia Code of Conduct. Guidelines are available at: [medicinesaustralia.com.au/code-of-conduct](http://medicinesaustralia.com.au/code-of-conduct).

## DEADLINES

The advertiser must meet booking deadlines to ensure their advertisements are published. ACSEP must receive all artwork by no later than 12pm on the day material is due.

If ACSEP does not receive artwork by the material deadline date, we reserve the right to repeat a previous advertisement without consulting the advertiser.

## COSTS

All costings in this media kit exclude GST.

## CANCELLATIONS

ACSEP must receive all cancellations in writing two weeks before the material deadline date.

ACSEP cannot accept responsibility for:

- any errors in digital files supplied to ACSEP for outputting. We will accept only file formats we requested.
- any discrepancy in advertisement colour, unless a digital output proof is supplied with the specifications.

## OUR SPONSORSHIP TERMS AND CONDITIONS

Any sponsor engaging in sponsor activities not covered by direct advertising must sign the current ACSEP Standard Sponsorship Agreement.

## > WHO TO SPEAK TO

To find out more about our sponsorship opportunities, you can talk to:

**Ashley Mackay**

email: [a.mackay@acsep.org.au](mailto:a.mackay@acsep.org.au)

phone: 03 9654 7672

