

# Getting members on the road

*How an association used a partnership  
to open a new revenue stream*

## **F**inding and maintaining a successful corporate partnership is no easy feat.

There are many factors to consider. The potential benefit to members should take first priority of course, but the potential benefit to your association is also important. Not only that, you also need to ascertain a corporate partner's capability to generate a new revenue stream for you.

So when three years ago, AMA Victoria – a not-for-profit representing Victorian doctors – found themselves shopping around for a new corporate partner after being burned by a previous company that over-promised and under-delivered, they were understandably gun shy.

AMA Victoria business development manager Daniel McLaughlin said they were initially hesitant when approached by AutoTender with the promise of offering their members access to new vehicles at cut-price rates.

“Without reason, we put them in the same basket as the previous company who offered a similar service,” he said.

“But when [director] Todd Kerr put the proposal to us, which showed how the member base would grow and the commission we could earn, we had the trust in him that he could deliver.

The partnership has allowed AMA Victoria to offer its members a new service – help buying and financing new vehicles at discounted rates.

“They provide all the support if you're looking to do financing or a novated lease [and] they take the pressure off us because they're experts in that field,” McLaughlin said.

In addition to drawing new members, the commission received from every purchase or finance of a vehicle has

created a new revenue stream for AMA Victoria, making the partnership profitable beyond simply member utility and satisfaction.

For any association looking to bring on new partners, McLaughlin suggested doing the research first in order to avoid a soured relationship.

“If that potential company has a current relationship with another association, get in touch and figure out how they operate – good or bad feedback, get a second or third opinion,” he said.

## KEY TAKEAWAYS

Just because a corporate partnership has soured in the past, doesn't mean a new partnership won't be successful or that new partner won't deliver what they've said they will.

Don't judge a book by its cover. Rather give potential partners an opportunity to present you with what they can do.

Do your research and contact other companies and associations who have worked with, or who are currently working with, the potential company you plan to partner. Figure out how they operate before committing.

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