



# Partner Program

Empowering a community of businesses to accelerate the transition to a more sustainable future



**SUSTAINABLE  
AUSTRALIA  
FUND**

## Program Overview

Every dollar SAF invests improves the economic and environmental outcomes of its customers, delivering tangible impact. We want to deploy the most amount of capital we can in the shortest time frame possible to deliver the greatest environmental benefits. Leaving future generations, a better world.

Our empowered community fosters long-term relationships between Sustainable Australia Fund and our valued partners, enabling them to expand their market reach/influence and drive revenue.

So we developed our new partner program, our way of giving something back to the industry – creating an economy that promotes sustainability through collaboration with integrity.

By providing partners with essential resources, such as strategic sales growth training, dedicated sales support, and co-marketing efforts, we empower our partners to acquire more clients and unlock greater business success.



# Partner Tiers

## Program Structure

Our Partner Program consists of 2 tiers:



**SUSTAINABLE AUSTRALIA FUND**  
**CORPORATE PARTNER**

**Corporate Partner (Tier 1)**



**SUSTAINABLE AUSTRALIA FUND**  
**INDUSTRY PARTNER**

**Industry Partner (Tier 2)**

Each tier comes with its own qualifications and benefits.

## Benefits

	Industry Partner	Corporate Partner
<b>Enablement Benefits</b>		
Free FX Health Check (provided by our exclusive FX partner)	✓	✓
Media Kit + Marketing Collaterals	✓	✓
Partnership announcement on SAF's socials	✓	✓
Annual Partnership post (announcing projects funded, CO2 abated, savings generated etc)		✓
Partnership Promotion to Corporate Partner	Opportunity to upgrade	
SAF's website presence with Logo		✓
Listed on SAF website as industry partner (upcoming addition to website)	✓	✓
Live Webinar speaking opportunities		✓
Invitation to speak at Business hub and council events		✓
<b>Sales and Lead Generation</b>		
Ability to receive leads from SAF (either in a closed bid environment or direct to client) where appropriate		✓
Offer discounted rates to clients (at SAF discretion) during promotional periods		✓
Volume-based Incentives for direct led deals over and above targets on an agreed annual basis		✓

	Industry Partner	Corporate Partner
<b>Sales and Lead Generation</b>		
Ability to offer Sale and EUA back to existing clients extending their systems	✓	✓
First deal bonus (at SAF's discretion)	✓	✓
Open Council Bonus (for first ever deal in a new council)	✓	✓
First pick of leads and invite only tenders		✓
<b>Sales Strategy Consulting and Training</b>		
Sales growth training sessions	✓	✓
Sales opportunity engagement training sessions	✓	✓
Opportunity to have SAF staff at industry events to help promote your brand		✓
<b>Bonus Program Incentives – once annual targets are met</b>		
Profile consulting to unlock sales team potential		✓
Free Marketing hours and consulting		✓
Annual awards ceremony	Yes - invite only	✓
Annual Awards speaking opportunity	Yes - invite only	✓
Business Mentoring session - from industry expert	Yes - invite only	Yes - invite only

### Tier Qualification requirements (reviewed annually)

	Industry Partner	Corporate Partner
Include SAF quotes on all eligible sites	✓	✓
Hit minimum annual project funding targets		✓
Complete compliance training annually (as required)	✓	✓





## How to maintain your Partner status

### All Channel Partners need to

- Attend meetings, at a minimum biannually, to run through any changes to compliance and process
- Offer EUF as an option to their clients where applicable to that client's location
- Quote on all eligible projects (if they have not run a quote in over 6 months re-training will be required)
- Maintain relevant insurance
- Maintain relevant industry accreditation
- Must attend and complete SAF training when required to maintain accreditation
- Must not offer financial advice to clients
- Must not misrepresent SAF in any way
- Must not verbally or otherwise grant finance approvals
- Must not have a Director, CEO or Head of Sales (or equivalent) who has been charged with any offence in relation to fraud or bankruptcy

### To maintain Corporate Partner (Tier 1) status:

- Each corporate partner needs to refresh training at the discretion of the SAF Sales BDM on a need's basis where required.
- Must maintain minimum quotes on an annual average basis to maintain accreditation status (i.e. 100 unique project quotes per year or a % of their overall projects p/a – to be agreed upon with SAF)
- Must maintain minimum deals on an annual average basis to maintain accreditation status – to be agreed upon with SAF

### To upgrade from Industry partner (Tier 2) to Corporate Partner (Tier 1) status:

- Each industry partner will need to exceed a minimum target set by SAF within an agreed period and maintain it for three months to be considered for a status upgrade

All of the above is at the discretion of SAF and partners can be removed at any time if there is a lapse in compliance.

# Thank You



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If you have any questions,  
please get in touch:

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