



australasian society of clinical immunology and allergy

## Education Project 2018-2020 Prospectus

This project aims to expand influence and reach by promoting increased use of new and updated ASCIA website educational resources. These resources have been developed to help improve the care of patients with allergy, immunodeficiency and other immune diseases.

### BACKGROUND

#### ASCIA website redesign

In 2018 the ASCIA website [www.allergy.org.au](http://www.allergy.org.au) has been significantly redesigned to be more user and device friendly. The ASCIA website is a trusted and extremely popular source of information about allergy, immunodeficiency and other immune diseases. We have therefore not changed the content. However, we have updated and streamlined the design to improve access, promote increased use and encourage more feedback.

#### ASCIA resources review and updating

In preparation for the redesign of the ASCIA website, a substantial review and updating of ASCIA website educational resources has been undertaken over the past 2 years. This has included ASCIA's world leading e-training courses, action plans and treatment plans. ASCIA has also developed several new resources to meet needs that have been identified through feedback from health professionals, patients and carers.

The following policies continue to apply to the ASCIA website and all ASCIA resources:

- ASCIA resources are developed and peer reviewed by ASCIA members and based on expert opinion and the available published literature at the time of review.
- Information contained in ASCIA resources are not intended to replace medical advice and any questions regarding a medical diagnosis or treatment should be directed to a medical practitioner.
- Development of the content of ASCIA resources is not influenced by commercial organisations.

### HOW WILL THE ASCIA EDUCATION PROJECT BE ACHIEVED AND FUNDED?

This project will require funding from annual unrestricted educational grants, to enable ASCIA to:

- **Innovate**
  - create new information as required and “landing” ASCIA webpages to improve access
  - review, update and streamline existing online ASCIA resources
  - promote new ASCIA Fast Facts information sheets for patients, consumers and media
  - print and distribute new ASCIA postcards, that include ASCIA Fast Facts.
- **Promote**
  - develop electronic and printed collateral to promote ASCIA resources
  - use various communication channels, including e-newsletters, collaborative organisations, social media, health professional media networks and face to face distribution of collateral
- **Sustain**
  - retain free accessibility of ASCIA resources, including e-training courses
  - encourage and invite feedback to enable ASCIA resource evaluation and improvement

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ASCIA is the peak professional body of clinical immunology and allergy specialists in Australia and New Zealand

Website: [www.allergy.org.au](http://www.allergy.org.au)

ABN: 45 615 521 452

ACN: 608 798 241

Postal address: PO Box 450 Balgowlah NSW 2093 Australia

Office address: Suite 238, 117 Old Pittwater Road, Brookvale NSW 2100 Australia

## ASCIA EDUCATION PROJECT SPONSORSHIP OPPORTUNITIES

ASCIA will be seeking annual unrestricted educational grants to fund this project, which can be combined with sponsorship of the ASCIA Annual Conference.

The total combined sponsorship (education and conference) will be classified into the following categories and sponsors will be acknowledged on the ASCIA website [www.allergy.org.au/about-ascia/sponsors](http://www.allergy.org.au/about-ascia/sponsors) and at the ASCIA Annual Conference:

1. \$40,000 – Diamond sponsorship
2. \$25,000 – Platinum sponsorship
3. \$15,000 – Gold sponsorship

<b>Sponsorship Opportunities</b>	<b>AUD + GST</b>
<b>Annual printing and distribution rights (exclusive) ASCIA Action Plans, Treatment Plans or Treatment Guides</b>	
Action or Treatment plans (1)	\$ 5,000
Action or Treatment plans (2)	\$ 10,000
<b>Action or Treatment plans (3 or more)</b>	<b>\$ 15,000</b>
<b>Annual distribution rights (non-exclusive) ASCIA Postcards – including Fast Facts</b>	
Anaphylaxis	\$ 5,000
Food Allergy	\$ 5,000
Drug Allergy	\$ 5,000
Insect and Tick Allergy	\$ 5,000
Allergic Rhinitis	\$ 5,000
Allergy Treatments	\$ 5,000
Eczema	\$ 5,000
Primary Immunodeficiency	\$ 5,000
<b>3 or more topics</b>	<b>\$ 15,000</b>
<b>Logo and link on ASCIA webpages</b>	
<b>3 or more ASCIA e-training courses (for new sponsors)</b>	<b>\$ 15,000</b>
Anaphylaxis <a href="http://www.allergy.org.au/anaphylaxis">www.allergy.org.au/anaphylaxis</a>	\$ 5,000
Immunodeficiency <a href="http://www.allergy.org.au/immunodeficiency">www.allergy.org.au/immunodeficiency</a>	\$ 5,000
Hay fever/asthma/sinusitis <a href="http://www.allergy.org.au/allergic-rhinitis">www.allergy.org.au/allergic-rhinitis</a>	\$ 5,000
Food allergy <a href="http://www.allergy.org.au/patients/skin-allergy">www.allergy.org.au/patients/skin-allergy</a>	\$ 5,000
Drug allergy <a href="http://www.allergy.org.au/drug-allergy">www.allergy.org.au/drug-allergy</a>	\$ 5,000
Allergy and the Skin <a href="http://www.allergy.org.au/patients/food-allergy">www.allergy.org.au/patients/food-allergy</a>	\$ 5,000
<b>3 or more of the 6 webpages listed above</b>	<b>\$ 15,000</b>

**Note:**

Logos and weblinks must be compliant with restrictions regarding promotion to the public. Sponsors of specific items are given first option in subsequent years.

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