

## DONATIONS

Title  Dr  Mr  Mrs  Ms

Family Name

Given Names

School Name or Employer

Email

Telephone

Mobile

Postal Address

Signature

Date

\$  Donation to Asia Literacy Scholarship Fund

TOTAL PAYMENT \$

Donations of \$2 or more are tax deductible to Australian tax residents.

### DONATIONS

#### Electronic Transfer

Asia Literacy Scholarship Fund  
Ref: ←Your Name→  
BSB: 633-000  
Acc No: 142 584 168  
Bendigo Bank

#### Cheques

Asia Literacy Scholarship Fund  
PO Box 5600  
West End Qld 4101  
Brisbane, Australia

### ALLOCATION

Please select one (1) area where you would like your donation to be allocated:

- No Preference
- |  |   |                                      |
|--|---|--------------------------------------|
| <input type="checkbox"/> Music               | <input type="checkbox"/> Drama          | <input type="checkbox"/> Visual Arts |
| <input type="checkbox"/> Media               | <input type="checkbox"/> Dance          | <input type="checkbox"/> Business    |
| <input type="checkbox"/> Tourism             | <input type="checkbox"/> History        | <input type="checkbox"/> Geography   |
| <input type="checkbox"/> Science             | <input type="checkbox"/> English        | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Design / Technology | <input type="checkbox"/> Home Economics |                                      |
| <input type="checkbox"/> Chinese             | <input type="checkbox"/> Indonesian     | <input type="checkbox"/> Korean      |
| <input type="checkbox"/> Japanese            | <input type="checkbox"/> Vietnamese     |                                      |

*“Globalisation is occurring at a faster pace today than at any time in history.*

*Leaders of education reform across Australia view our integration with Asia as a natural and inevitable part of our nation’s development.*

*Young Australians must adapt rapidly to this change, to support harmonious evolution in our society, and to maintain their access to career and business opportunities.”*

**James Davis**

Chief Executive Officer

Asia Literacy Teachers Association of Australia Inc.

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 **AsiaLiteracy.org.au**  
ASIA LITERACY TEACHER'S ASSOCIATION OF AUSTRALIA



ASIA LITERACY  
SCHOLARSHIP FUND

# Asia Literacy - Making it Happen

## ASIA: AUSTRALIA'S FUTURE

Australia's future lies in Asia. To meet this future young Australians must adapt rapidly to support harmonious evolution in our society, and to maintain their access to career and business opportunities.

The Asia Literacy Scholarship Fund supports studies of Asia across all Australian schools. Our scholarships and prizes aim to stimulate an interest in Asia across all year levels and curriculum areas, consistent with the Australian Curriculum.

## WHO'S INTERESTED IN ASIA LITERACY?

Across Australia, Asia Literacy is relevant to:

- ① 9,000 primary and secondary schools.
- ① 1.3 million secondary students.
- ① 250,000 teachers.
- ① 22 million Australians, whose future is Asia.



## REACHING OUR TARGET AUDIENCE

- ① Via our website with more than 800 unique visits per month, and growing rapidly.
- ① First page ranking for Google and Bing on relevant search terms.
- ① Regular e-newsletters to more than 5,000 educators across Australia, and growing rapidly.
- ① Building strategic partnerships and marketing links with 180 teacher associations Australia-wide.
- ① Contributing to education conferences in Australia, and in key Asian markets.

## DIRECT BENEFITS TO BUSINESS

Your business can reach our target audience by making a tax deductible donation to the Asia Literacy Scholarship Fund and/or by becoming an Asia Literacy advertising sponsor.

## DONOR BENEFITS INCLUDE:

- ① Meeting your Corporate Social Responsibility objectives by contributing to the future prosperity and competitiveness of young Australians through education.
- ① All donors can indicate their preference for the curriculum priority for donated funds.
- ① For larger donations we will consult with you when we plan scholarship and prize names.
- ① Donations over \$2 are tax deductible in Australia.

## ADVERTISING BENEFITS INCLUDE:

- ① Access to our target audience via our website, newsletters, conferences and education networking events.
- ① Association of your brand with a reputable and reliable organisation.
- ① Access to teachers, and students in a high growth education sector.
- ① Access to branding with a key education theme that is embedded in the new Australian Curriculum.
- ① Efficient way to gain profile at education conferences across Australia and in key markets of Asia.
- ① An ongoing relationship with our Executive Team who can offer innovative opportunities for promotion in Australia and Asia.

