



ATHLETICS
AUSTRALIA

A member of the
International Association of Athletics
Federations

Memorandum

To: Member Associations, AAF Partners and Running Australia Events
 From: Simon Allatson
 Date: 17 April 2004
 Subject: **Preferred Medal Supplier**

Dear Colleagues

Re: Bulk Purchase Arrangement for Competition Medals

Athletics Australia recently completed a tender process covering competition medals. We are now able to share the results of this process with our constituents in the expectation that our preferred supplier will be able to provide significant cost savings to you as a member of the athletics family.

Five companies submitted tenders, being Miller's, AJ Parkes, Stokes, Action Badges and Cash's. Our preferred supplier is **Cash's**.

An indicative price comparison is attached. You should note that, while the pricing submitted by three of the tenders was quite similar, there were instances where there were significant price differences. However, Cash's pricing was significantly the best of all tenders when applied over time.

The advantages that will be provided by Cash's as athletics' preferred supplier include:

- cheaper pricing over time (ie while tooling charges for new medal orders will result in the Year 1 pricing being higher than two of the tenders, over time Cash's prices will be cheaper – the impact of this is most pronounced for small orders, although only for the original order);
- Cash's has offices in every State, unlike the other tenders;
- Cash's will provide access to its internal design department at no charge;
- Cash's has offered a % rebate, payable in cash at year-end based on total business generated through this athletics arrangement. This is a superior offer to those submitted by the other tenders and would generate for the sport:

3% for purchases between \$200-300K	\$9,000 at \$300K
4% for purchases between \$300-400K	\$16,000 at \$400K
5% for purchases above \$400K	\$25,000 at \$500K

It is proposed that rebates generated be proportionally divided between the organisations which have placed their orders with Cash's during that year; and

- Cash's has offered a guaranteed saving to existing customers; ie Athletics groups who already purchase their medals from Cash's will receive a % price reduction if they elect to become part of athletics' bulk purchasing agreement (% to be determined on a case by case basis).

If you wish to take advantage of the Athletics bulk-purchase agreement, please contact Mr Jamie Byard, National Sales Manager for Cash's on 03 9426 2230 or 0417 299 231 or by email jbyard@cashes.com.au to establish the necessary arrangements. If you do not have an existing account with Cash's, you will be required to complete an application for credit form. Your account will then be set up for you.

Please note that:

- a) Cash's and AA will be distributing information packs on the new bulk purchasing arrangement, including how to place orders, the various medal designs, sizes and metals etc early in the new year; and
- b) if you experience any difficulty in ordering or pricing, please email me a product description and the price that you are currently paying and we will take up with Cash's on your behalf.

I trust you will see the benefit in this bulk purchasing arrangement and will be able to extract suitable cost savings for your organisation. The interest the five tenders exhibited through the tender process confirms that the sport will generate meaningful savings and economies if we collaborate in areas of mutual interest, such as we have in insurance and now with medals.

If you have any queries, or require any further information, please do not hesitate to contact this office.

Kind regards

Simon Allatson
Chief Executive Officer

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