



Presented to: Debra Royle

Of

Prostate Cancer Foundation of Australia
Western Australian Office

There is a unique story to be told here with no greater purpose than assisting those less fortunate than ourselves.

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For more information, please visit www.boozewatch.com.au

Date: 22nd May 2008

Introduction

There is an ongoing need for corporate assistance in our community and in the Not for Profit sector.

We have never had the opportunity to communicate like we have today.

So little is being done to leverage modern communications to support the disadvantaged in comparison to what could be done if we utilized the tools at our disposal.

What and who is Boozewatch?

Boozewatch was launched in September 2006. It's Managing Director and owner is Robert Martin. Robert resides in Perth, Western Australia.

Boozewatch is a registered Trade Mark and owned by Boozewatch Pty Ltd ACN 119 493 033

Boozewatch is a privately owned company, totally independent from and does not have any commercial interest in any liquor distributors, liquor retail outlets, liquor importers or manufacturers.

Boozewatch is a medium for displaying liquor information and other information for consumers. Boozewatch provides unbiased information to the liquor consumer so that they can make an informed decision about their liquor purchases.

Advertisers on Boozewatch agree to adhere to The Alcohol Beverages Advertising Code

Boozewatch provides links to other commercial sites as well as to some organizations where advice can be obtained in regard to the consumption of alcohol. At this stage, namely the Road Safety Council, The Australian Government's information site for alcohol, Alcoholics Anonymous and Be Drink Aware (A Lion Nathan initiative)

'Not for Profit'

Boozewatch is proud to promote Donate West for The Australian Organ Donor Register (AODR) and Cystic Fibrosis WA

In April 2008, 75,000 pages of information were viewed from Boozewatch relating to Western Australian information. This figure is growing on a monthly basis.

Boozewatch sends emails detailing alcohol pricing to our subscribers on a twice weekly basis.

As managing director and owner of Boozewatch I understand that there is a high cost to the community by the misuse and abuse of alcohol.

I believe that Boozewatch does not outwardly encourage the consumption of alcohol but instead assists people to reduce the amount of money spent on their purchases of alcohol.

The opportunity.

In this proposal I suggest the utilisation of the Boozewatch portal to 'give something back' to the community. Here we would assist PCF, by providing a unique means of communicating the 'PCF message' to an important target audience.

I have been looking for organizations such as PCF to assist to the point of talking to many people about the service that we provide and how it may assist others in the community. It was such a discussion with Roz Baker that was my introduction to PCF.

I acknowledge the role that PCF plays in our community and now have a better understanding since my telephone discussion with Debra Royle.

I believe the valuable work that you carry out will be enhanced by further public awareness, involvement and contribution.

Email, together with web surfing by the public both at work and at home provides an excellent communication medium. To date Boozewatch has invested little in main stream media yet has gained a massive public awareness by word of mouth and email marketing.

Lets face it, people like to and do tell others about bargains that they have found and this same philosophy is the reason why people have spread the Boozewatch word!

Our suggestion

I would like to be very up front and acknowledge that this will also be good for Boozewatch from it's positioning in the market perspective but rarely do 'partnerships' of this suggested nature succeed and reach their full potential without a certain degree of win-win in the relationship.

This Boozewatch proposal, in principal, suggests that PCF has access to utilize the Boozewatch website portal together with the twice weekly email campaigns to further promote the PCF's messages to the public of Western Australia.

The placement of these messages would encourage our readers to act and to spread these messages to others.

Boozewatch will provide dedicated pages and areas in the website as required to:

Explain the relationship between the two parties.

Add additional pages for specific campaigns etc.

Promote campaigns such as 'BE A MAN- Talk to your doctor about prostate cancer' in the Boozewatch email alerts and on the website.

Promote other links and campaigns on the portal to encourage people to donate their 'Boozewatch" savings to PCF etc.

Content for the above would be provided by or approved by PCF.

The future

I am confident that a 'partnership' between the two organizations would be noticed in the community and in the main stream press as well.

There is a unique story to be told here with no greater purpose than assisting those less fortunate than ourselves.