

# INSOLVENCY

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# AUSTRALIA



## MARKETING KIT

Insolvency Australia connects businesses and individuals seeking financial, restructuring, corporate or personal insolvency advice with the registered professionals who can assist.



If you are a Registered Liquidator or Bankruptcy Trustee, this is your platform.

Australia's first and only complete online insolvency platform of Registered Liquidators and Bankruptcy Trustees. Targeted at those who may need your services.



**THE POWERFUL & AFFORDABLE MARKETING TOOL THAT WORKS FOR YOU 24/7**

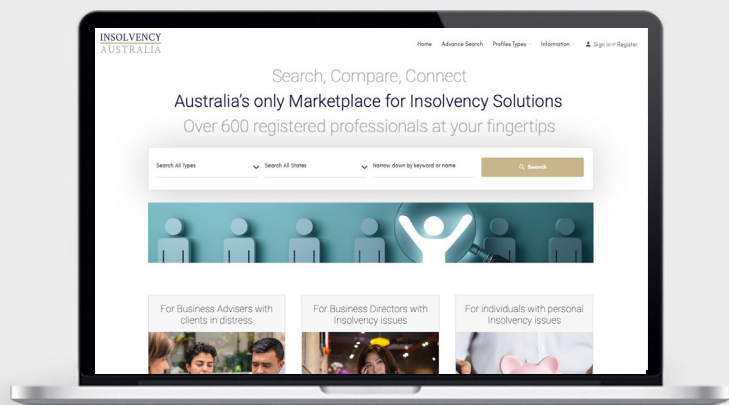
[www.insolvencyaustralia.com.au](http://www.insolvencyaustralia.com.au)



[enquiries@insolvencyaustralia.com.au](mailto:enquiries@insolvencyaustralia.com.au)

# ABOUT INSOLVENCY AUSTRALIA

**InsolvencyAustralia.com.au**  
is the only online insolvency  
platform that has all of Australia's  
Registered Liquidators and  
Bankruptcy Trustees in one place



## INSOLVENCY AUSTRALIA IS:

- **User focused:** choosing a specialist to assist during financial distress – or even when businesses are looking to restructure, refinance or grow their business – can be confusing and complex. Insolvency Australia provides directors, individuals and advisers a one-stop, positive, user-friendly experience to make the selection of a Registered Liquidator or Bankruptcy Trustee in Australia a more transparent, democratic and straightforward process.
- **Independent:** Insolvency Australia is independent of all Registered Liquidators, Bankruptcy Trustees and companies listed on the site. It is designed to provide all site visitors, businesses and individuals seeking restructuring or insolvency advice with accurate information to make their own informed choice of insolvency specialist.
- **Free for site visitors:** the Insolvency Australia website and its unique searchable content is available free of charge for all your prospective clients - directors, individuals and their advisers - without charge for site users. There are no referral fees or commissions.
- **Quality:** Insolvency Australia only lists qualified specialists – Liquidators who are registered with ASIC, Bankruptcy Trustees who are registered with AFSA, and those who are registered on both. We do not publish information nor promote anyone not on these registers. In total, there are only about 700\* such professionals in Australia. If you are one of them, you qualify to be on the site.
- **Unique:** Insolvency Australia is the only website to offer a comprehensive search, compare and connect facility for users to review all ASIC Registered Liquidators and AFSA Registered Trustees

- **Supportive:** Insolvency Australia recognises that personal stress associated with potential insolvency is real. We support Lifeline, which can provide specialist Mental Health support to anyone affected.
- **Compliant:** as Insolvency Australia is a marketing platform, and does not receive fees for referrals, it is compliant with ARITA, ASIC and AFSA requirements.

## THE MARKETING OPPORTUNITY

InsolvencyAustralia.com.au is an affordable and effective marketing tool that works exclusively for Registered Liquidators and Bankruptcy Trustees, 24/7.

The platform makes it quick and easy for your target market - company directors and individuals and their accountants, lawyers, banks, financiers and financial advisers - to search, compare and connect with you.

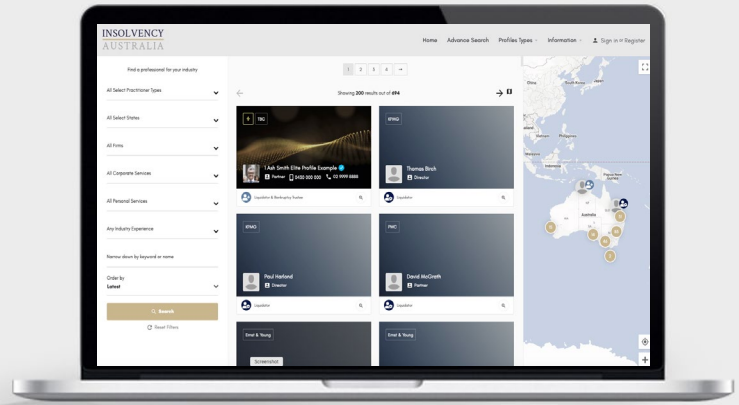
With the Federal Government's COVID-19 support measures – including JobKeeper – almost at an end\*, now is the ideal time to enhance your marketing profile to give your business the edge and the best chance of winning new appointments.

Discover how this user-friendly, content rich, and fully mobile optimised site enables you to tap into a captive market of prospective clients all day, every day – from business owners, directors, to individuals and advisers.

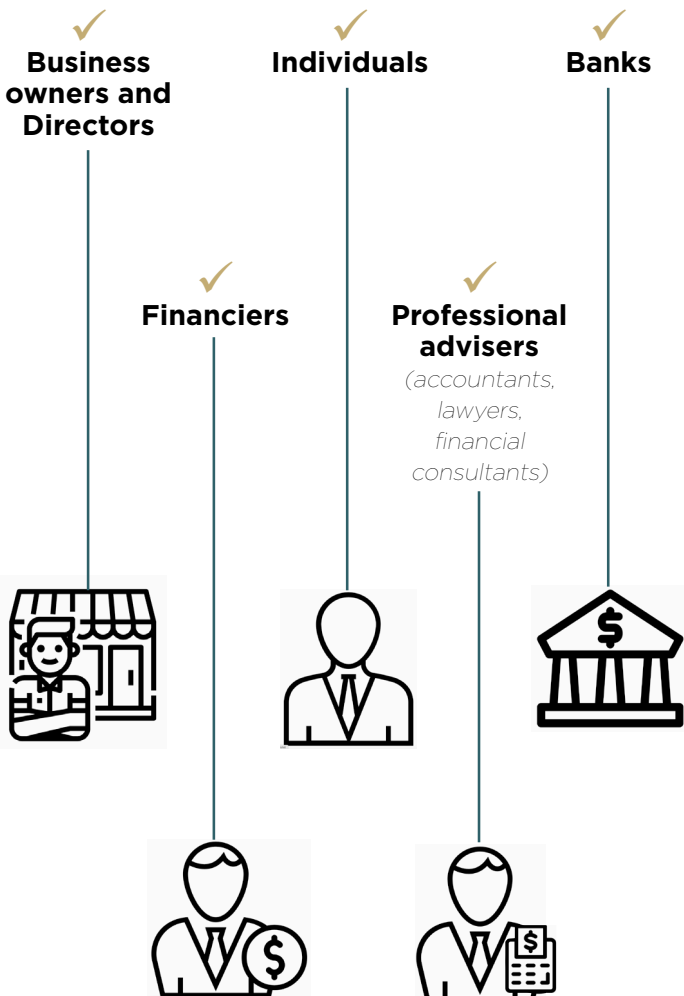
*\*at time of writing.*

# WHY INSOLVENCY AUSTRALIA?

InsolvencyAustralia.com.au is the only online insolvency platform that lists all of Australia's Registered Liquidators and Bankruptcy Trustees in one place, with contact details and opportunities for additional marketing information.



**The Insolvency Australia audiences are the insolvency sector's current and future clients and their referrers:**



**INSOLVENCY AUSTRALIA IS THE FIRST AND ONLY PLATFORM TO OFFER THE FOLLOWING TO THE MARKET:**

- Complete listing of Registered Liquidators, Bankruptcy Trustees and those that are both
- Search and filter facility across all major fields
- Compare search shortlist
- Ask a question function
- Insolvency updates
- Insolvency insights and explanation
- Why use a Liquidator and other useful content
- How to select a Registered Liquidator or Bankruptcy Trustee
- FAQ
- Free for the user seeking advice
- Advertisers self-managed portal

# It's easy to make your Insolvency Australia profile a powerful marketing tool

As a Registered Liquidator or Bankruptcy Trustee, your basic profile will appear on the website. Your 'Essential' Insolvency Australia profile is published FREE of charge. You can review and update your existing free entry now on the website.

Beneficially, in addition, you can make your profile a more powerful marketing tool by upgrading to an **Enhanced or Elite account** that features additional marketing information such as your achievements, specialties, and expertise, which can give you the competitive edge you seek to receive more opportunities than your competitors.

## THE BENEFITS OF AN UPGRADED ACCOUNT PROFILE

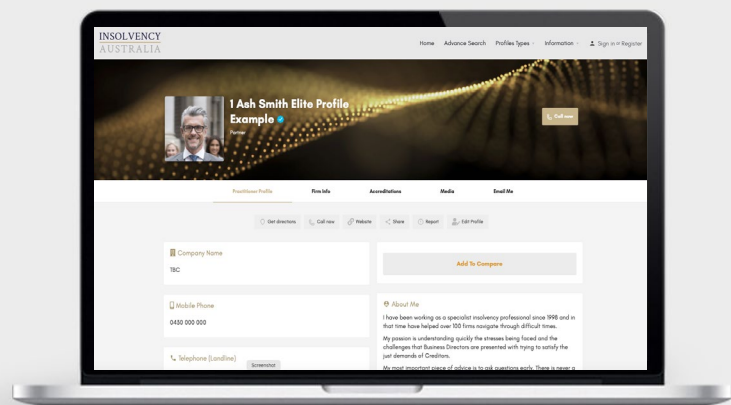
### Upgrade to Enhanced or Elite & you unlock...

- A powerful marketing tool that works for your business 24/7
- An enhanced profile: complete with additional information, photos, videos, white papers and more (depending on what you want to include to truly enhance your profile)
- Ability to review your profile at any time to ensure it's up to date

	ESSENTIAL Free*	ENHANCED \$2125 <sup>pl/a*</sup>	ELITE \$3225 <sup>pl/a*</sup>
Company Name	Y	Y	Y
Email Address	Y	Y	Y
Location Map	Y	Y	Y
Practitioner Type (Liquidator, Trustee or Both)	Y	Y	Y
Registration Date	Y	Y	Y
Registration No.	Y	Y	Y
States	Y	Y	Y
About Me - Bio		Y	Y
Articles			Y
Case Studies			Y
Corporate Services		Y	Y
Cover Image/ Logo Banner			Y
Current Matters			Y
Education			Y
Events Listing			Y
Example Matters		Y	Y
Gallery Images			Y
Head Office Address		Y	Y
Industry Sectors		Y	Y
International Experience			Y
Job Title	Y	Y	Y
Languages			Y
Main Business Address		Y	Y
Mobile Phone			Y
No. of Partners		Y	Y
No. of Staff		Y	Y
Personal Services		Y	Y
Professional Memberships		Y	Y
Profile Photo		Y	Y
Qualifications		Y	Y
Service Type (multi or specialist)		Y	Y
Social Media Links		Y	Y
Tel (landline)		Y	Y
Testimonials			Y
University			Y
Video Links			Y
Website		Y	Y
Work Hours		Y	Y

*All costs per annum, plus GST*

Don't miss your opportunity to be a part of this powerful marketing tool



UPGRADE RATES	LIQUIDATORS AND / OR BANKRUPTCY TRUSTEES
ESSENTIAL	\$0
ENHANCED	\$2,125 per annum, plus GST
ELITE	\$3,225 per annum, plus GST

Simply visit [www.insolvencyaustralia.com.au](http://www.insolvencyaustralia.com.au) to select the upgrade that gives you the best chance to connect with the market. Or call 1300 037 027 or email: [enquiries@insolvencyaustralia.com.au](mailto:enquiries@insolvencyaustralia.com.au) today.

CONTACT DETAILS: Insolvency Australia  
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 Contact: Jenny Westdorp