



APAN
AESTHETICS PRACTITIONERS
ADVISORY NETWORK PTY LTD
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Dear colleagues and friends

Re: The Launch of Australia's first **ADVISORY NETWORK** for the professional **AESTHETICS INDUSTRY**

It is with great excitement that I announce to you **the launch of Australia's first professional advisory network organisation** dedicated exclusively to the service and growth of the professional aesthetic industry.

AESTHETICS PRACTITIONERS ADVISORY NETWORK PTY LTD (APAN) is not an Association, but a network organisation with an extensive vision to service the Aesthetic industry. The chief aim of APAN is to provide a strong support structure to practitioners and businesses through **a new and contemporary organisational model**. APAN will be using modern tools and methods with a focus on improving communications between stakeholders for business growth and a sustainable future.

Having worked in leadership positions in the industry for over 18 years I have closely studied industry changes and needs and I have identified **areas that require improvement through a more modern approach to communication and networking that will effectively assist the industry to grow and prosper**. It is quite apparent to me through feedback from industry professionals that you are seeking a personalised approach to consultation and mentoring from experts when you encounter problems. You need help and support in identifying solutions for your work and your business in order to move forward. APAN has been set up to help you gain the support you need quickly and efficiently through a comprehensive Mentoring/Consultation service available to its members.

Furthermore, in this current economic **climate businesses need to explore new ways of growing their client base** and we have some excellent plans that will help you achieve this.

Networking is an essential life skill. It is also the most basic business building tool in today's competitive market. Did you know that networking account for more than 85 per cent of all business transacted in Australia? However the aesthetic industry did not have its own networking organisation until now.

APAN has a huge vision that will bring a new level of support to both practitioners and business owners within the aesthetic industry through a cost-effective membership service.

To communicate valuable information to you on a regular basis members will have access to:

- * Regular e-newsletters with updates on regulations, news and education
- * APAN's publication - **AESTHETICS PRACTITIONERS JOURNAL**
- * An informative and interactive website
- * Products and merchandising
- * Insurance
- * A variety of networking opportunities

"Developing dynamic alliances for the Aesthetics Industry"

APAN will be focusing on 15 KEY AREAS of strategic support and on-going information:

- * MENTORING – Comprehensive consultation sessions with members
- * BUSINESS STRUCTURES – Options on how to set up your business
- * REGULATIONS – Government and Health regulations
- * TAXATIONS – Accounting issues made easy
- * CLIENTS – How to get, keep and grow your client base
- * BUSINESS OPERATIONS – Policies and Procedures
- * HUMAN RESOURCES – Staff Policies, wages, employment contracts
- * SERVICES – Products, Equipment and External Contractors (what to look for)
- * LIFE SKILLS – Personal development, managing stress, balanced living
- * ON-GOING EDUCATION – Staff and business owners need to constantly update their knowledge and education
- * EFFECTIVE NETWORKING – Exploring the most cost-effective methods
- * BUSINESS BENEFITS – Getting the most from your tax deductions
- * LEGAL ISSUES – Contracts
- * FINANCIAL MATTERS AND INVESTMENTS – Getting the best return for your money

Our aim is not to duplicate other structures in place for the industry, but to compliment and fill the gap in areas that are currently deficient. Our purpose is to better serve the industry in areas where they need greater support. By joining as an APAN Member you will gain the help you need to move forward and achieve your goals with greater ease.

APAN aims at providing a service like no other. I look forward to you joining us as a member.

Membership is now open to every category, so please choose the level of support you need. Please find attached an **Application Form** for your consideration. If you are seeking to gain extra support and engage in new strategies to grow your business then APAN membership will provide this for you.

Kind regards



Tina Viney – CEO

AESTHETIC PRACTITIONERS ADVISORY NETWORK