



Advertising Kit 2026

OHAA.COM.AU

ADVERTISING WITH OHAA

Advertising is a persuasive and powerful medium. Minimum standards and codes are determined by federal law, state laws and the Dental Board of Australia regulates the advertising for the oral health profession.

PURPOSE OF THIS KIT

- To help determine the material that will be accepted for advertising on the OHAA channels (magazine, emails or app).
- To determine that material in no way conflicts with the purpose of the Association as outlined in the OHAA Constitution.
- To ensure that misleading information or statements are not included in any advertising material.
- To determine if the item to be advertised is of benefit to OHAA members.

ADVERTISING OPTIONS

- OHAA Connect eMagazine
- Email Direct Marketing (EDM)
- OHAA Insider Member Email
- OHAA App (Coming Soon)
- Employment Advertisements
- ANZJDOHT (Academic Journal)

All prices throughout this kit are GST inclusive.





Guest Editorial
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One Voice for Oral Health: The formation of a new association and the future of the oral health profession

The formation of the Oral Health Association of Australia (OHAA) marks a significant milestone for the Oral Health Professions in Australia. The unification of the Australian Dental and Oral Health Therapists' Association (ADOHTA) and the Dental Hygienists Association of Australia (DHAA) reflects a long-standing desire for stronger professional representation, streamlined advocacy and a unified voice in shaping the future of oral health. This merger brings Australia in line with New Zealand, where the New Zealand Oral Health Association (NZOHA) was formed in 2022 through the amalgamation of the New Zealand Dental and Oral Health Therapists Association (NZDOHTA) and the New Zealand Dental Hygienists' Association (NZDHA).

New Zealand has long been a trailblazer in oral health, pioneering the introduction of Dental therapy more than a century ago. The establishment of NZOHA was a progressive step in ensuring oral health professionals were better positioned to advocate for policy changes, workforce development and professional recognition. The formation of OHAA now signals a similar commitment in Australia, reinforcing the importance of collaboration and unity in a healthcare landscape with finite resources and high burden of unmet disease.

With this new chapter in Australia's oral health history, it is crucial to examine not only the reasons behind the unification but also the broader workforce trends shaping the profession. The Oral Health Workforce Survey conducted as part of ongoing efforts to understand workforce capacity, has provided key insights into employment trends, challenges and opportunities for the sector (Stormon et al., 2020; Stormon et al., 2021). These findings raise important questions about the future of the oral health workforce and highlight areas that require further discussion and strategic planning.

BRIEF HISTORY

The school dental nurse program was established in New Zealand in 1921 (Leslie, 1971). This initiative was developed to address the high prevalence of dental caries among school-aged children, particularly in rural and underserved areas. School dental nurses were trained to provide diagnostic, preventive and basic restorative dental care within the school setting, significantly improving access to dental services for children. The concept of an "auxiliary dental profession" was introduced to Australia in 1965, inspired by the successful New Zealand school dental nurse model. The National Health and Medical Research



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CATEGORIES ACCEPTED

- Oral health-related products
- Continuing Professional Development (CPD) events/courses
- Dental practices
- Employment advertisements
- Others as approved by the OHAA Board/CEO

- **OHAA only accepts advertising from organisations who support the beliefs, ideals and objectives that the association seeks to promote.**
- **Advertisements must not mislead viewers into thinking that the product or service is endorsed by the OHAA.**
- **OHAA seeks to build networks with like-minded organisations. These organisations may offer reciprocal arrangements for advertising/promotion.**
- **The advertising may display organisation name, product/event name, contact details, logo and text, and a link to the advertiser's website.**
- **The advertisement will have a set period of exposure and placement within the medium which will be determined by the OHAA.**



OHAA CONNECT eMAGAZINE

PUBLISHED MARCH, JUNE, SEPTEMBER & DECEMBER EACH YEAR

The OHAA Connect is the flagship publication including a combination of engaging articles, information and advertisements offering a valuable opportunity to showcase your brand and promote brand awareness. Oral Health Practitioners (OHPs) are advocates for products and education they know and trust, and contributing to the OHAA Connect is a great way to share your message to our members.

The average reading time of our signature publication is above the online publication average at 8-10 minutes.

- Distributed electronically to members and stakeholders
- Digital format - no bleed or trim required
- Content to be supplied as image/s (JPG/PNG) and text
- Variety of advertising sizes

QUARTER PAGE \$215

W105mm x H148mm

HALF PAGE \$425

W210mm x H148mm

FULL PAGE \$725

W210mm x H297mm
(supply as 1 x A4 image)

DOUBLE PAGE \$1250

W420mm x H297mm
(supply as 2 x A4 images
W210mm X H297mm)



EMAIL DIRECT MARKETING

EXCLUSIVE EMAIL DIRECT TO MEMBERS

An EDM can be sent from the OHAA digital platform straight to active members. EDMs are a direct method for promoting your organisation's products, CPD events or specials to our members.

Your customised email can be sent on an agreed day and time, to support optimal engagement in line with our communications planning.

Analytics are supplied 1-2 weeks following the EDM delivery.

- Distributed electronically to current members
- Text & images to be supplied
- Image sizes W550px X H800px maximum
- Simple or long format available

EDM \$725

**UNIVERSITIES OR
NFPs EDM \$500**

Discounted EDM subject to Board/CEO approval for:

- Not-for profit (NFP) charities
- Australian Universities



Dear {Contact_First_Name}

As part of your membership benefits package, we share an array of Continuing Professional Development and Oral Health events and collaborate with relevant organisations and sponsors to facilitate this.

Your Logo

This is a paid advertisement and should not be interpreted as an endorsement by ADOHTA. It is the responsibility of every registered dental practitioner to evaluate the event's learning outcomes in accordance with your personal continuing professional development requirements and the Dental Board of Australia's registration standards.

Your Image Here

Registrations Close DATE

Head to the direct event booking page here:

BOOK NOW



MEMBER EMAIL

ADVERTISE YOUR EVENT OR PRODUCT

We communicate with our current members on a fortnightly basis where your organisation's event, course or product advertisement can be featured.

This offers a key electronic advertisement method for you to reach our members across Australia.

Your advertisement can be included in our member email on an agreed date, with strategy and engagement considered.

Analytics can be supplied if requested at the time of booking.

- One advertisement via an agreed member email date
- Reach our members across Australia
- Supply your preferred images & text
- Imagery PNG or JPG W550px X H650px (maximum)



17 June 2025

Dear [Member]

Welcome to our latest OHAA eNews featuring industry updates, oral health events and our sponsor feature by [Sponsor].

YOUR ADVERTISEMENT HERE

MEMBER EMAIL AD \$500

FREE FOR:

- Not-for profit (NFP) charities
- Associations with reciprocal agreements



Oral Health Association of Australia



ORAL HEALTH JOB ADVERTISEMENT

We're keen to support the evolution of the oral health practitioner workforce across Australia and are pleased to announce our new, dedicated job advertisement platform and process for industry organisations and partners to achieve this. We offer two advertising options for you to choose from - Basic \$175 or Premium \$250.

Employment opportunities you may wish to advertise can include, but are not limited to:

- Dental hygienists, dental therapist and oral health therapists
- Lecturer or Team Leader roles
- Positions relevant to, but not necessarily directly involved in, dental and oral health therapist clinical practice

Both the Basic and Premium options include:

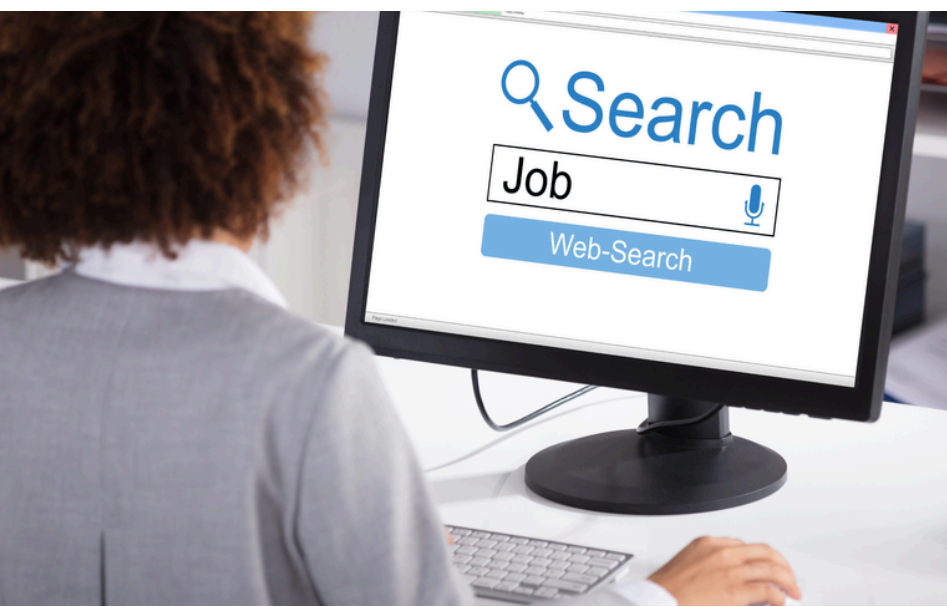
1. Advertisement for each oral health job on the OHAA job advertisement website for 60 days.
2. Promotion of the vacancy advertisement via our member email.
3. Branded employer profile on the OHAA job advertisement website - 60 days.
4. Partner network exposure (e.g. LinkedIn).

The Premium option additionally includes:

1. Featured company/employer placement on the OHAA job advertisement website for 60 days.
2. One social media post (OHAA Facebook/Instagram/LinkedIn).
3. Spotlight job advertisement placement 60 days - shown at the top of search results and the job seeker home page on the OHAA job advertisement website.

\$175 BASIC | \$250 PREMIUM

ADVERTISE TODAY



ANZJDOHT - ACADEMIC JOURNAL

PUBLISHED BI-ANNUALLY

The Australian and New Zealand Journal of Dental and Oral Health Therapy (ANZJDOHT) is published bi-annually to provide a vehicle for the reporting of new learning and research in the field of dental and oral health therapy and develop the body of knowledge around the discipline of dental and oral health therapy. The Journal was first published in 2012.

Circulating to approximately 4000 oral health practitioners in both the Australian and New Zealand markets, the ANZJDOHT is the only international journal for dental and oral health therapists. Additionally, the journal is included as a membership benefit for both OHAA and NZOHA associations, and by subscription for academic institutions - guaranteeing exposure to a wide-spread Australasian market.

The Journal is produced by an Editorial Board comprising members of faculty of each of the Bachelor of Oral Health programs in Australia and New Zealand and practising members of the professions with the assistance of a prestigious and diverse panel of academic and practitioner expert reviewers. The content is peer reviewed to ensure the quality of published material meets the standards required by the dental and oral health therapy professions.

Organisations and companies wishing to advertise in the ANZJDOHT are advised to review the ANZJDOHT Advertising Specifications & Rates below.

ohaa.com.au nzoha.org.nz

VOLUME 13, ISSUE 1, 2025
ISSN 2200-9584

The Australian & New Zealand

JOURNAL OF DENTAL AND ORAL HEALTH THERAPY

ANZJDOHT ADVERTISING SPECIFICATIONS & RATES

ADVERTISING IN THE ANZJDOHT

The Journal incorporates paid advertising of relevance to the readership with revenue raised used to support the production of the Journal. Management of advertising materials for inclusion in the Journal is the responsibility of the administrative office.

Publication deadlines are 30 October and 30 May each year.

ADVERTISING RATES

Rates are set from time to time by the committee and are as follows:

Item	Rate \$AUD
Back cover page	\$1500
Full page	\$1000
Half page	\$750
Quarter page	\$400
Noticeboard 2-3 line entry	\$100

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VOLUME 13:ISSUE 1, 2025
ISSN 2200-9584

The Australian & New Zealand

JOURNAL OF DENTAL AND ORAL HEALTH THERAPY

ANZJDOHT ADVERTISING SPECIFICATIONS & RATES

SPECIFICATIONS FOR ADVERTISING LAYOUTS

Please note the Journal is printed in full colour mode and is A4 size.

Half page advertisements:

Half page (horizontal) is 200mm x 148mm with bleed size of 220mm x 153mm.

Photos:

Supplied at 300dpi at the size required. Any format accepted - ie, jpg, png, tif, eps, psd, pdf.

Logos:

Preferable to supply in EPS format. However, can accept any format.

SUBSCRIPTIONS

Subscriptions to the ANZJDOHT have been set at \$100AUD per academic institution. Individual member subscriptions are available via membership of OHAA and NZOHA. For information on how to become a member, please visit:

ohaa.com.au

nzoha.org.nz

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ADVERTISING BOOKING FORM

Please complete our online form to book your advertising with OHAA. Once received and reviewed, we will organise and confirm your advertising booking, including invoicing your preferred contact person.

Our preferred lead time is three to four (3-4) weeks. If your booking request is before this time, we will endeavour to action where possible.

If you wish to book a package for several months or the year, please contact us.

Contacts:

Communication & System Officer
communications@ohaa.com.au

Administration
admin@ohaa.com.au

OR SCAN THE QR CODE

BOOK HERE



CONTACT US

If you have further questions, or would like to discuss your advertising needs with our team, please email or visit our website contact page:

admin@ohaa.com.au

ohaa.com.au

Thank you for your interest and we look forward to working with you.

