

**12<sup>h</sup> Annual 2009 AMI GOVERNMENT MARKETING & COMMUNICATIONS  
CONFERENCE  
Wednesday 9 – Friday 11 September 2009  
The Langham Hotel, Melbourne**

The Government Marketing & Communications Conference is hosted each year by the Australian Marketing Institute and includes over 300 marketing and communications specialists from a range of state, federal and local government agencies. Each session is specifically targeted for an audience of senior public sector marketing and communications staff.

**Conference Program:**

*Wednesday 9<sup>th</sup> September* - Pre-Conference Workshop

*Thursday, 10<sup>th</sup> September* – Conference Day 1

Thursday, 10<sup>th</sup> September – Conference Dinner

*Friday, 11<sup>th</sup> September* – Conference Day 2

**Key themes:**

- Global Marketing Trends
- Communications Best Practice
- Digital Marketing & Social Networks
- The Future of Media
- Employer Branding
- Recruiting & Retaining Staff

**Delegate Profile**

Sectors represented by delegates at the AMI Government Marketing conference include:

- Commonwealth Government Agencies
- State Government Agencies & Departments
- Local Government
- Government Business Enterprises

**Agencies represented at previous conferences include:**

ACCC	Independent Commission Against Corruption
ACNielsen	Industrial Relations
ACT Government	Institute of Public Affairs Australia
Air Force	IP Australia
Animal Health Australia	Latrobe City Council
AusIndustry	Logan City Council
Austrade	Mallesons Stephen Jacques
Australian Bureau of Statistics	Marine Safety
Australian National University	Maroondah City Council
Australian Sports Commission	Metropolitan Cemeteries Board
Australian Taxation Office	Metropolitan Fire Brigade
Australian War Memorial	Motor Accidents Authority
Bankstown City Council	Multicultural Marketing and Management
Cancer Council of Victoria	Newcastle City Council
Centrelink	Newcastle Mater Hospital
Children, Youth & Womens Health Service	News Limited Community Newspapers
City of Canada Bay Council	Nielsen Net Ratings
Clemenger BBDO	Northern Child Health Network

Community Relations Commission for a multicultural NSW	Northern Territory Police Fire and Emergency Services
ComSuper	NSW Department Of Commerce
CSIRO	NSW Department of State & Regional Development
DEET	NSW Health Department
Defence	NSW Public Trustees
Defence Signals Directorate	NSW Registry of Births, Deaths & Marriages
Department of Administrative and Information Services	NT Police, Fire & Emergency Services
Department of Agriculture, Fisheries & Forestry	NZ Maritime Safety Authority
Department of Education & Arts	Office of Consumer & Business Affairs
Department of Education & Training	Office of Fair Trading
Department of Employment and Training	ORB Management
Department of Health & Human Services	Parks Victoria
Department of Human Services	Penrith City Council
Department of Industrial Relations	Pine Rivers Shire Council
Department of Industry & Resources	Primary Industries, Water & Environment
Department of Innovation, Industry & Regional Development	Privacy Victoria
Department of Local Government	Public Trustee NSW
Department of Natural Resources & Mines	QLD Department of Education & Arts
Department of Premier and Cabinet	Qld Department of Justice
Department of Premier and Cabinet	QLD Office of Gaming Regulation
Department of Primary Industries & Fisheries	QRAA
Department of the Environment & Heritage	Queensland Health
Department of Transport and Regional Services	Queensland Treasury
Department of Transport, Energy & Infrastructure	Rail Corp NSW
Department of Workplace Relations	Road Safety Task Force - Tasmania
Dept of Health & Human Services	Smart Service Queensland
Dept of Infrastructure, Energy and Resources	Sport & Recreation
DEST	State Library of Victoria
Disability Services Queensland	TAC Victoria
DPI & F	Tasmanian Museum & Art Gallery
EPA	The Apprenticeships Specialist
Families Commission	TNS
Family and Community Services	Tourism Victoria
Federal Department of Agriculture, Fisheries and Forestry	Tourism, Parks, Heritage and the Arts
Footscray Swim Centre	Translink
Frankston City Council	Transport Ticketing Authority
Geoscience Australia	Treasury - Financial Literacy Foundation
Gold Coast City Council	University of Canberra
Government Communications Unit	University of Tasmania
Greater Brisbane ACC	V/Line Passenger
Hobart Water	Victoria Legal Aid
Willoughby City Council	Victoria Police
WorkCover NSW	Victorian Multicultural Commission

### **Sponsorship Opportunities**

The Government Marketing Conference represents an outstanding opportunity to meet with the key decision makers in government marketing and to promote your business.

Major supporters of previous Government Marketing Conferences included:

- NewsLimited Community Newspapers
- Commercial Radio Australia
- The Regional Radio Bureau
- Sensis
- Colmar Brunton
- The Government Communications Unit, The Department of Prime Minister and Cabinet
- The Victorian Premiers Department
- Australia Post

### **2009 Sponsorship Packages**

Sponsorship packages for the 2009 event will be tailored to suit the individual needs and objectives of your company. However, a major sponsorship package will include the following benefits for your company.

- Prominent display of your logo on the conference brochure and website
- Prominent display of your logo in the main conference rooms, including during the keynote plenary and concurrent stream sessions
- Placement of your promotional material in the delegates' conference folders
- An exhibition booth in the conference exhibition area
- Editorial space in the AMI's online newsletter, **Marketing Update**
- 2 complimentary registrations to the Conference & Dinner
- A detailed delegate contact list for your marketing program

The major sponsorship fee for the 2008 Government Marketing Conference is an investment of \$10,000 + GST. Additional rates and benefits will be negotiated on an individual basis.

### **2009 Exhibition Packages**

The Government Marketing Conference offers a limited number of companies the opportunity to exhibit at the conference. Exhibitors will be located directly outside the main conference room and will be highly visible to all conference delegates. The exhibition space will also be the venue for conference registration, morning/afternoon tea and pre-dinner cocktails at the conference dinner.

#### **Key Exhibition Benefits Include:**

- Prominent exhibition space and access to conference delegates
- 1 complimentary registration to the Conference & Dinner
- A detailed delegate contact list for your marketing program

Exhibition fees at the 2009 Government Marketing Conference start from an investment of \$4,000 + GST. Additional rates and benefits will be negotiated on an individual basis.

### **2009 Satchel Inserts**

Satchel inserts for the conference start at \$600 + GST for a small brochure or promotional item. Multiple items and heavy documents will incur a greater fee to be negotiated individually.

#### **FURTHER INFORMATION:**

Roxanne Ruscoe, National Events Manager

Tel: 02 6251 9482, Mobile: 0404 053 512, Email: [roxanne.ruscoe@ami.org.au](mailto:roxanne.ruscoe@ami.org.au)