

AUSTRALIAN MARKETING INSTITUTE

PROFESSIONAL MEMBERSHIP

INFORMATION AND APPLICATION



THE PROFESSIONAL ASSOCIATION FOR MARKETERS

PROFESSIONAL MEMBERSHIP

INFORMATION

The Australian Marketing Institute is the professional association for marketers

The Australian Marketing Institute (AMI) was established in 1933 and is the professional body for marketing practitioners. Our purpose is to advance the marketing profession and our belief is that marketing should be future focussed. We ensure our members have the resources they need to fuel their abilities and put them ahead of the game. This unlocks their potential to create value now and lead their organisation into the future.

We believe that collaboration, accountability, learning and high standards are crucial to the continued growth and evolution of the marketing profession.

The Institute offers:

- Professional development programs to fuel progress in your career and boost your skill set
- The latest information and resources on marketing practice
- Opportunities to connect with fellow practitioners at all stages of their careers
- A respected and authoritative voice for the profession
- Strong advocacy on behalf of the marketing profession

Membership Benefits include:

- Professional Recognition
- Rewarding Excellence
- Communication and Information
- Professional Development
- Career Advancement
- Networking Opportunities and Profile Building
- Preferential Rates and Discounts
- Events and Conferences

The Australian Marketing Institute serves marketing professionals in all sectors including public and private enterprise, education and not-for-profit.

Professional Recognition

The Certified Practising Marketer (CPM) Program is the profession's performance measure and industry benchmark. The designation recognises experience and a commitment to continuing education and ongoing development of marketing skills. The program is available only to members of the AMI.



Rewarding Excellence

The annual **Australian Marketing Institute Awards for Marketing Excellence** recognise the work of outstanding marketers via state award ceremonies. State winners compete with national finalists for the annual awards in their category, and ultimately the Marketing Program of the Year Award.

The **Sir Charles McGrath Award** recognises outstanding individual achievements in marketing practice over a long period and is the highest honour bestowed by the profession.

CPM of the Year is awarded to an accredited marketer who has demonstrated exemplary performance in marketing and is held in high regard by peers and colleagues.

The **Future Leader Award** recognises a young marketer's excellence in leadership qualities and marketing skills.

Members are recognised and supported through their marketing careers



Fuelling Progress

PROFESSIONAL MEMBERSHIP

INFORMATION

Communication and Information

Stay informed with our library of online resources including industry publications and research. Members receive our e-newsletter *Marketing Update* and *B&T* magazine for the latest in marketing, advertising and media. The AMI website is a communication hub and contains details of upcoming events and professional development training.

Professional Development

For today's marketing professional, learning is lifelong. The AMI is passionate about equipping professionals with new skills to ensure they are always at the forefront of change, as well as refreshing knowledge of the fundamentals. To this end targeted workshops facilitated by industry experts are delivered around Australia.

Career Advancement

Show your future employers how important your marketing career is to you through membership of the largest association for marketing professionals in Australia. Demonstrate a commitment to professional excellence and take advantage of access to marketing concepts and ideas to fuel progress in your organisation and career.

Networking Opportunities and Profile Building

Forging new connections and establishing a wide professional network is important for future success.

From CMO-level special events to conferences, mentoring programs, state events, the Emerging Marketers special interest group and online, you're invited to meet your peers.

Certified Practising Marketers can exclusively gain exposure and recognition for their businesses through a listing in the *Marketing Services Directory* (MSD), a web-based directory of marketing professionals in Australia.

Preferential Rates and Discounts

The Institute also provides an array of preferential rates and discounts, which support members' careers and commercial needs while providing real savings and value including: Car Rental, Magazine Subscriptions, Media Auditing, Online Bookshop, Publication Advertising, Professional Indemnity Insurance, Airline Lounge Membership, Web Hosting and Managed Services. For full details, please refer to the AMI website.

Events and Conferences

Each state has a comprehensive program of events, including breakfast and evening seminars, webinars and special interest group meetings.

Conferences across the country bring together leading marketing professionals from Australia and overseas in a range of conferences including:

- Government Marketing and Communications Conference
- Marketing Summit
- Marketing Week
- Marketing and Business Networking Congress
- Canberra Marketing Forum

Members receive advance information and special registration rates for our events and conferences.



A national special interest group, Emerging Marketers, is designed to cater specifically for the needs of students, graduates and marketers with less than five years experience. This group provides opportunities to network and socialise at dedicated events and a mentoring program in most states.



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APPLICATION FORM



YOUR DETAILS

Please use a separate form for each applicant. Form may be photocopied.

Title _____ First Name _____

Last Name _____

Date of Birth _____

Position _____

Division / Department _____

Organisation _____

Business Address _____

Suburb / Town _____

State _____ Postcode _____

Tel _____ Fax _____

Mobile _____

Email _____

Personal Address _____

Suburb / Town _____

State _____ Postcode _____

Email _____

Preferred Postal: Business Personal

Preferred Email: Business Personal

DECLARATION

IMPORTANT! Please ensure you complete this Declaration
 I hereby apply for membership of the Australian Marketing Institute (AMI) on the basis of the information provided on this form, and agree to accept the decision of the Institute on my eligibility for election to an appropriate grade of membership. If elected, I agree to abide by the Institute's Constitution and such alterations or amendments, including rates of subscription, as may be made from time to time, and also to abide by the provisions of the Institute's *Code of Professional Conduct*. I further acknowledge that the AMI is a Company Limited by Guarantee with liability limited to \$20 per member. I authorise the AMI to verify my qualifications or employment history by contacting any organisation or institution noted on this application, or by requiring me to submit such documents as considered necessary by the Institute. Anyone having given false information in order to obtain admission or upgrade with the Institute is liable for immediate expulsion.

Signature _____ Date _____

PAYMENT DETAILS

Australian Marketing Institute ABN 30 000 026 586
 This form constitutes a Tax Invoice/Receipt upon payment. All amounts include GST.
 Graduate Rate: On the completion of full time study you may apply for professional membership at the special graduate rate of \$130 (inc GST) per year for the first two (2) years. This represents full professional membership at a discount of over 50% on the standard membership rate!

Graduate: \$130 (Annual Membership Fee - first two (2) years only)
 Advise year study completed [] []

Professional: \$405 (Application Fee \$55 + Annual Membership Fee \$350)

Payment Amount [\$]

Special Offer Code (if applicable): _____

Cheque: Payable to Australian Marketing Institute

Credit Card Number: _____

Visa Mastercard Amex Diners Expiry: _____ CVV: _____

Name on Card: _____

Signature _____

QUALIFICATIONS

You may select more than one

None

Certificate

Advanced Certificate

Diploma

Advanced Diploma

Associate Degree

Bachelor Degree

Major _____

Graduate Certificate

Graduate Diploma

Masters Degree

MBA

Doctorate Degree

EMPLOYMENT HISTORY

Time in current position
 Years &/or Months

Time in current organisation
 Years &/or Months

Time in previous position
 Years &/or Months

Previous Position _____

Previous Organisation _____

Years in Marketing Years

Years in Management Years

CURRENT ORGANISATION

Employees

< 10 500-999

10-49 1000-4999

50-99 5000-9999

100-499 10000+

Turnover

< \$100K

\$100K - \$500K

\$500K - \$1M

\$1M - \$5M

\$5M - \$20M

\$20M - \$100M

\$100M - \$500M

\$500M +

Company Type

Listed Public

Unlisted Public

Proprietary Limited

Government

Non-Profit

Association

Partnership

Sole Trader

MAIN BUSINESS ACTIVITY

Advertising

Communications

Construction

Consulting

Education/Training

Finance/Banking

Insurance/Superannuation

Food/Beverage

Government/Defence

Health/Community Services

Information Technology

Manufacturing

Media/Entertainment

Primary Industry

Professional Services

Property

Publishing/Printing

Retail

Science/Technology

Sport/Recreation

Telecommunications

Tourism/Hospitality

Transport/Logistics

Utilities

Other (please specify): _____

MARKETING AREAS OF INTEREST

You may select more than one

Advertising

Business to Business

Communications

Consumer

Content Marketing

Digital Marketing

Direct Marketing

E-Business

Experiential Marketing

Financial Services

Incentive Marketing

Industrial

Market Research

Professional Services

Public Relations

Public Sector

Retail

Services

Other (please specify): _____

Our privacy policy complies with Privacy Act 1988 and is available on our website at www.ami.org.au

Complete and submit this application form to become a Professional Member of the Australian Marketing Institute

Email: membership@ami.org.au

Fax: 1300 131 468

Mail: Australian Marketing Institute
 Membership Services
 GPO Box 5295 Sydney NSW 2001

Online: www.ami.org.au