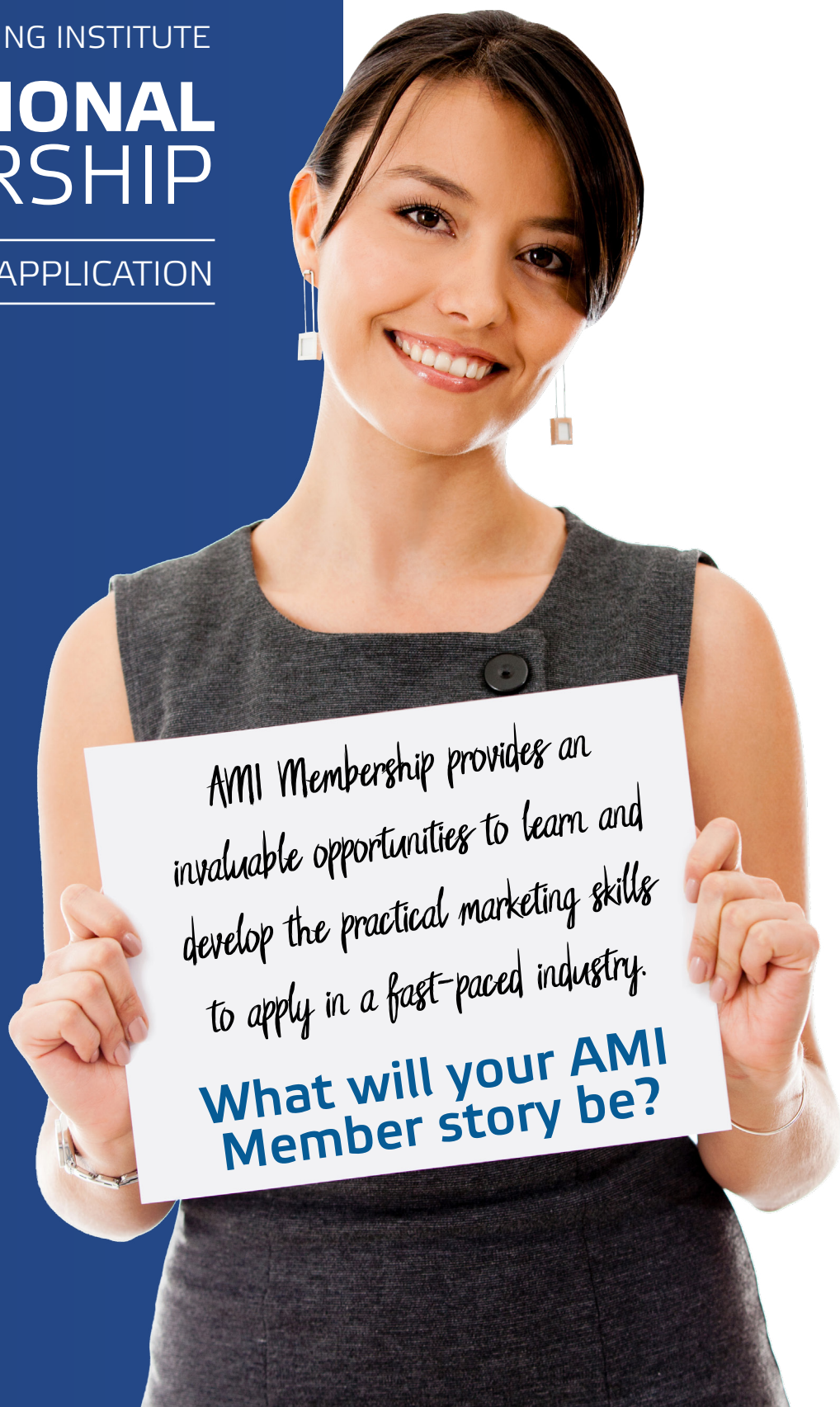


AUSTRALIAN MARKETING INSTITUTE

PROFESSIONAL MEMBERSHIP

INFORMATION AND APPLICATION



THE PROFESSIONAL ASSOCIATION FOR MARKETERS

www.ami.org.au

T: 02 8256 1654 E: membership@ami.org.au



The Australian Marketing Institute is the professional association for marketers.

One in two adults in the working population have something to do with marketing in their roles i.e. acquiring customers; retaining customers or improving the customer experience. **That is over 6 million people!**

While many roles are under threat of automation, creative professions such as Marketing are not yet one of them. Marketing is experiencing **strong double-digit jobs growth** and will most likely continue to do so. In the Federal Government Jobs 2016 report, Customer Experience Marketing is Top 5 ranked growth professions to 2035.

We believe that collaboration, accountability, learning and professional standards are important to the growth of the dynamic marketing profession.

Our purpose is to provide cutting edge marketing theory and practice to fuel progress in the careers of Marketers.

Membership Benefits include:

Up to **\$2,815 of value** comes with AMI Membership, including:

- ✔ FREE monthly webinars with leading marketing professionals
- ✔ 30% discount on all AMI classroom training, events, and award entries
- ✔ Up to \$800 savings with FREE Professional Indemnity Insurance
- ✔ Subscription to B&T magazine
- ✔ FREE access to the AMI online content library
- ✔ Member preferential rates and discounts, including exclusive discounts with AMI partner organisations for events and content.
- ✔ Career opportunities at your fingertips at the Marketing Jobs Hub
- ✔ Opportunity to promote your business to the network of over 60,000 marketers with discounts on media kit partnership opportunities with AMI.

The Institute offers:



Rewarding Excellence

The annual **Australian Marketing Institute Awards for Marketing Excellence** recognise the work of outstanding marketers via National and 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 their peers and colleagues.

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

The **National and State CMO of the Year Awards** are awarded to the top marketer within an Enterprise with responsibility for the Marketing Function strategy and delivery of outstanding achievements.



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 through online and classroom setting training.

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



Professional Recognition

Certified Practising Marketer

designation is awarded to individuals that

have acquired knowledge equivalent to a marketing degree, either from formal education or experiential learning; have demonstrated skills in the application of this knowledge for at least five (5) years and have made a commitment to maintaining a high level of knowledge and skill in the practice of marketing. The program is available only to members of the AMI.



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 news in marketing, advertising and media. The AMI website is a communication hub and contains details of upcoming events and professional development training.



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.



Professional Events

Each state has a comprehensive program of events that bring together leading marketing professionals from Australia and overseas in a range of different event formats. Members receive advance information and special registration rates for our events.



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: Magazine Subscriptions, Media Auditing, Professional Indemnity Insurance and access to leading industry events, conferences and seminars run by partner organisations.



Members are recognised and supported through their marketing careers.



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.

Make the connections, learn the skills and gain the recognition needed to advance your career!

PROFESSIONAL MEMBERSHIP

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 professional 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 student membership. If accepted, 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 authorise the AMI to verify the details shown on this application 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 \$150 (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: \$150 (Annual Membership Fee - first two (2) years only). Advise year study completed

Professional: \$535 (Application Fee \$125 + Annual Membership Fee \$410)

Payment Amount [\$]

Special Offer Code (if applicable):

EFT: ANZ bank **BSB:** 012003 **Acc No:** 326109372

Name: Australian Marketing Institute. *Please include your Name as reference.*

Cheque: Payable to Australian Marketing Institute

Credit Card:

Card Number: Expiry: CVV:

Visa Mastercard Amex

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
- 10-49
- 50-99
- 100-499
- 500-999
- 1000-4999
- 5000-9999
- 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
- Content Marketing
- Corporate Social Responsibility (CSR)
- Creativity in Brand, Product or Service Mkt
- Customer Experience (CX) Marketing
- Data Driven Marketing and Advertising
- Digital Marketing (incl. SEO)
- Education
- Financial Services Marketing
- Innovations and Design Thinking
- Integrated Marketing Communications
- Loyalty Marketing
- Marketing Automation
- Marketing Communications: B2C and B2B
- Mobile and Location Based Marketing
- Property Market Marketing
- Public Sector Marketing
- Social Marketing & Social Change
- Non for Profit Marketing
- Social Media and Digital Marketing
- Sponsorship Marketing
- Tourism Marketing

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

Unless you tick the boxes below, by subscribing to AMI Membership you are agreeing to receive information from the Australian Marketing Institute and its Partners (by email, telephone, text and post) about its products and services.

No, I don't want to receive offers and information about AMI products and services

No, I don't want to receive information from carefully selected AMI third-party partners about events and offers for marketing professionals

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

Email: membership@ami.org.au

Mail: Australian Marketing Institute

Membership Services

PO Box 322, St. Leonard's NSW 2065

Online: www.ami.org.au