

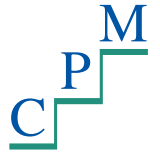
AUSTRALIAN MARKETING INSTITUTE

# CORPORATE MEMBERSHIP

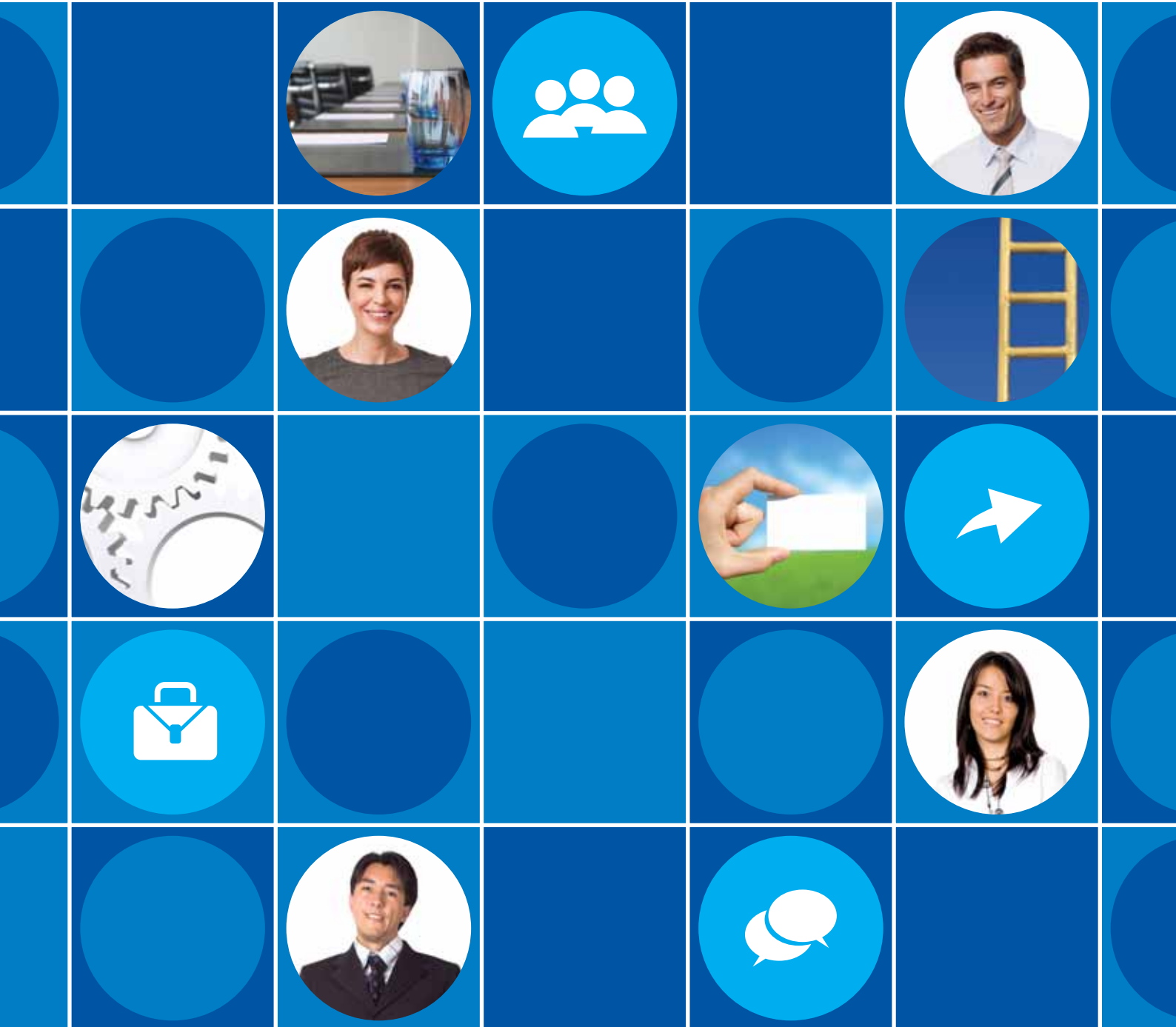
THE MARKETING ADVANTAGE



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER



# CORPORATE MEMBERSHIP

THE MARKETING ADVANTAGE



## THE AUSTRALIAN MARKETING INSTITUTE (AMI) IS THE PROFESSIONAL ASSOCIATION FOR MARKETERS

Australian businesses now recognise a growing need to become more customer focused to compete successfully in today's environment. Marketing education and the development of a more positive attitude to enterprise have been cited as some of the key levers of change required for Australian businesses to achieve the standard of world best practice.

Corporate Membership of the Australian Marketing Institute is an affordable way to develop the skills and attitudes necessary to sustain a competitive advantage and to integrate those attitudes into a corporate culture. It supports the ongoing professional development of marketing employees and assists you to build and maintain a marketing culture and awareness throughout the organisation.

Membership Benefits include:

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

The Australian Marketing Institute was established in 1933 and is the professional body for marketing practitioners. Our mission is to 'lead, promote and develop the profession of marketing in Australia'. Today we represent professional marketers from all job functions and industries. The Institute is continually evolving to meet the changing needs of members whilst delivering services to help maximise professional growth.

The Australian Marketing Institute is helping to achieve industry and community recognition for qualified, experienced and professional marketers through the **Certified Practising Marketer (CPM)** Program. CPM accreditation provides a professional designation to members who achieve the benchmark standard of educational qualifications and practical experience and ensures these skills are maintained through a commitment to ongoing professional development

Corporate Membership of the Australian Marketing Institute is available to companies with five or more employees



### KEY CORPORATE MEMBERSHIP BENEFITS

- Commercial opportunities through access to information and the development of marketing skills
- Increased staff morale by providing opportunities for learning, networking and professional development
- A regular subscription to our official magazine, *Professional Marketing*, *B&T* magazine and online access to *B&T Today*. Members are also exclusively delivered our online newsletter, *Marketing Update*
- All staff nominated as Corporate Representatives are eligible to attend any function or activity at the member rates, thus saving on training costs
- A professional development certificate, listing members attendance at events, is available annually
- The encouragement of personal and professional development through the Certified Practising Marketer (CPM) Program which enhances the professional status of marketers
- Tangible evidence to stakeholders of the organisation's commitment to ethical and professional marketing practice as a good corporate citizen
- Helps in creating and maintaining a marketing culture to focus staff on achieving shared goals



# CORPORATE MEMBERSHIP

THE MARKETING ADVANTAGE



## CERTIFIED PRACTISING MARKETER (CPM) THE PROFESSIONAL BENCHMARK FOR MARKETERS

Certified Practising Marketer accreditation 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.

Employees nominated as representatives under Corporate Membership are eligible, on application, for assessment by the Institute for Certified Practising Marketer accreditation. CPM accreditation provides professional recognition for marketers and promotes ongoing professional development. Participation in the CPM Program is a valuable investment in the training and development of your marketing team.

An investment of this type can lead to increased sales revenue, growth in market share and increased profitability. The assessment of your marketing staff on their journey towards CPM accreditation provides an independent reference and valuable feedback on individual development when compared to the benchmark established for the marketing profession.

The application fee of \$70 (inc GST) per person for this assessment is waived if the employee is a nominated representative of an Australian Marketing Institute Corporate Member.



### THE INVESTMENT

The base fee for Corporate Membership is \$1,200 (inc GST) which covers the first five (5) members. Thereafter, a sliding scale applies as follows:

**First 5 representatives**

@ \$240 (inc GST) per member  
Total: **\$1,200 for 5 representatives**

**6 to 25 representatives**

@ \$165 (inc GST) per member  
Total: **\$4,500 for 25 representatives**  
(5 reps \$1,200 + 20 reps \$3,300)

**26 to 50 representatives**

@ \$125 (inc GST) per member  
Total: **\$7,625 for 50 representatives**  
(5 reps \$1,200 + 20 reps \$3,300 + 25 reps \$3,125)

**51 or more representatives**

@ \$110 (inc GST) per member

**Special Conditions**

1. A minimum of five (5) members is required for Corporate Membership.
2. Each member is eligible to be individually graded and assessed for CPM. Postnominals and CPM accreditation are awarded to the individual not the organisation and as such they are not transferable.
3. Individuals covered by Corporate Membership who leave the company before the annual renewal date forfeit their membership benefits and entitlements upon receipt of notice from the Corporate Member. Individuals no longer covered by Corporate Membership may continue their membership if they apply to transfer to another Corporate Member or join as an Individual Professional Member.
4. There will be no refunds of fees for individuals who leave a Corporate Membership at any time during the period of membership. Substitute or replacement employees may be enrolled under the Corporate Membership.
5. Employees may be added, at the appropriate fee, to the organisation's Corporate Membership at any time during the period of membership, regardless of the Corporate Membership expiry date.

There is no joining fee and no additional fees for processing of CPM assessment for employees nominated as a Corporate Membership representative



# CORPORATE MEMBERSHIP

THE MARKETING ADVANTAGE



## MEMBERSHIP OF THE AUSTRALIAN MARKETING INSTITUTE (AMI) IS THE COMPETITIVE ADVANTAGE FOR CORPORATE MARKETERS

Corporate Membership of the Australian Marketing Institute is an affordable way to develop skills and attitudes necessary to sustain a competitive advantage.

It supports the ongoing professional development of marketing employees and assists you to build and maintain a marketing culture and awareness throughout the organisation.

- Appropriate professional development opportunities
- Recognition of achievement and a new standard for marketing excellence
- Communications and networking opportunities
- Certified Practising Marketer Program: exclusive events, seminars, meetings with special interest groups and valuable information resources

### Membership Privileges

The Institute also provides an array of preferential rates and discounts, which support members' career and commercial needs while providing real savings and value including:

Car Rental, Information and Research Services, Magazine Subscriptions, Media Auditing, Online Bookshop, Publication Advertising, Professional Indemnity Insurance, Airline Lounge Membership, Web Hosting and Managed Services.

The Australian Marketing Institute is the professional body representing marketing in Australia.

Membership of the Australian Marketing Institute means recognition of your career status and expertise.

Australian Marketing Institute membership is the only way you can apply for and retain the status of Certified Practising Marketer (CPM).

Preferential rates and discounts for members provide real savings and value! see [www.ami.org.au](http://www.ami.org.au)



JOIN US!

As a member of the Australian Marketing Institute you will benefit from the programs available to you, from the opportunities for continuing education and development, from the advocacy of the Institute and from sharing ideas and knowledge with fellow professionals. Professional Membership and Certified Practising Marketer (CPM) information is also available.

The Australian Marketing Institute offers:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs
- Access to the latest information on marketing practise
- Networking with fellow practitioners



# CORPORATE MEMBERSHIP

APPLICATION FORM - PAGE 1



Corporate Membership is renewable on an annual basis and nominated representatives can be changed at any time.

There are no restrictions on which employees can be nominated as representatives under the Corporate Membership and each nominee will be assessed and graded according to their qualifications and marketing experience.

## Organisation Details

If a subsidiary organisation, please provide parent company name in the relevant space

ORGANISATION NAME \_\_\_\_\_

REGISTERED OFFICE \_\_\_\_\_

SUBURB / TOWN STATE POSTCODE

TEL FAX

PARENT COMPANY (if applicable) \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

## Primary Contact

Please provide details of the person authorised to advise replacements of Corporate Representatives and to receive Renewal Notices. If required, please list yourself as a Corporate Representative.

TITLE FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_

POSITION \_\_\_\_\_

DIVISION / DEPARTMENT \_\_\_\_\_

TEL FAX \_\_\_\_\_

MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

## Authorisation

SIGNED BY DATE \_\_\_\_\_

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

## Payment Details

Australian Marketing Institute ABN 30 000 026 586

This form constitutes a Tax Invoice/Receipt upon payment. All amounts include GST.

Annual Corporate Membership Subscription Fee is \$1,200 (inc GST) for first five (5) representatives per calendar year. Additional Representatives may be registered according to the sliding scale. Please refer to the section titled 'THE INVESTMENT' in the information provided in the brochure.

PAYMENT AMOUNT [ \$ ] \_\_\_\_\_

[ ] CHEQUE Payable to Australian Marketing Institute

[ ] CREDIT CARD [ ] AMEX [ ] VISA [ ] DINERS [ ] MASTERCARD

CREDIT CARD NUMBER EXPIRY DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

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

Email: [membership@ami.org.au](mailto: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](http://www.ami.org.au)

Are you interested in the Certified Practising Marketer Program?

[ ] YES We will send you more details

## Organisation Data

Employees	Turnover	Company Type
[ ] < 10	[ ] < \$100K	[ ] Listed Public
[ ] 10 - 49	[ ] \$100K - \$500K	[ ] Unlisted Public
[ ] 50 - 99	[ ] \$500K - \$1M	[ ] Proprietary Limited
[ ] 100 - 499	[ ] \$1M - \$5M	[ ] Government
[ ] 500 - 999	[ ] \$5M - \$20M	[ ] Non-Profit
[ ] 1000 - 4999	[ ] \$20M - \$100M	[ ] Association
[ ] 5000 - 9999	[ ] \$100M - \$500M	[ ] Partnership
[ ] 10000 +	[ ] \$500M +	[ ] 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
  - [ ] Direct Marketing
  - [ ] E-Business
  - [ ] Ethics
  - [ ] Experiential Marketing
  - [ ] Financial Services
  - [ ] Incentive Marketing
  - [ ] Industrial
  - [ ] Internet
  - [ ] Marketing Metrics
  - [ ] Market Research
  - [ ] Professional Services
  - [ ] Public Relations
  - [ ] Public Sector
  - [ ] Retail
  - [ ] Services
  - [ ] Other (please specify): \_\_\_\_\_

## Corporate Representatives 1 2 3 4 5

Please complete the details overleaf for each of your Corporate Representatives so grading may be established and certificates issued.

### More than 5 representatives?

Please photocopy the form overleaf as many times as required.

The Australian Marketing Institute collects personal information in connection with our role as the professional association for marketers. A copy of our Privacy Policy is on our website at [www.ami.org.au](http://www.ami.org.au)

© 2010 Australian Marketing Institute  
ABN 30 000 026 586

### 1 Corporate Representative

TITLE	FIRST NAME		
LAST NAME		DATE OF BIRTH	
POSITION			
DIVISION / DEPARTMENT			
TEL		FAX	
EMAIL			
MOBILE			
PERSONAL ADDRESS			
SUBURB / TOWN		STATE	POSTCODE

#### Educational Qualifications

Qualification Type (and Name)  
You may list more than one and attach another sheet if required

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#### Institution Name(s)

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#### Employment History

Time in current position  
[ ] Years &/or [ ] Months  
Time in current organisation  
[ ] Years &/or [ ] Months  
Marketing Experience  
[ ] Years &/or [ ] Months  
Management Experience  
[ ] Years &/or [ ] Months

#### Preferred Postal

Which address is preferred for contact by post?  
[ ] Business address  
[ ] Personal address

### 2 Corporate Representative

TITLE	FIRST NAME		
LAST NAME		DATE OF BIRTH	
POSITION			
DIVISION / DEPARTMENT			
TEL		FAX	
EMAIL			
MOBILE			
PERSONAL ADDRESS			
SUBURB / TOWN		STATE	POSTCODE

#### Educational Qualifications

Qualification Type (and Name)  
You may list more than one and attach another sheet if required

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#### Institution Name(s)

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#### Employment History

Time in current position  
[ ] Years &/or [ ] Months  
Time in current organisation  
[ ] Years &/or [ ] Months  
Marketing Experience  
[ ] Years &/or [ ] Months  
Management Experience  
[ ] Years &/or [ ] Months

#### Preferred Postal

Which address is preferred for contact by post?  
[ ] Business address  
[ ] Personal address

### 3 Corporate Representative

TITLE	FIRST NAME		
LAST NAME		DATE OF BIRTH	
POSITION			
DIVISION / DEPARTMENT			
TEL		FAX	
EMAIL			
MOBILE			
PERSONAL ADDRESS			
SUBURB / TOWN		STATE	POSTCODE

#### Educational Qualifications

Qualification Type (and Name)  
You may list more than one and attach another sheet if required

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#### Institution Name(s)

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#### Employment History

Time in current position  
[ ] Years &/or [ ] Months  
Time in current organisation  
[ ] Years &/or [ ] Months  
Marketing Experience  
[ ] Years &/or [ ] Months  
Management Experience  
[ ] Years &/or [ ] Months

#### Preferred Postal

Which address is preferred for contact by post?  
[ ] Business address  
[ ] Personal address

### 4 Corporate Representative

TITLE	FIRST NAME		
LAST NAME		DATE OF BIRTH	
POSITION			
DIVISION / DEPARTMENT			
TEL		FAX	
EMAIL			
MOBILE			
PERSONAL ADDRESS			
SUBURB / TOWN		STATE	POSTCODE

#### Educational Qualifications

Qualification Type (and Name)  
You may list more than one and attach another sheet if required

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#### Institution Name(s)

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#### Employment History

Time in current position  
[ ] Years &/or [ ] Months  
Time in current organisation  
[ ] Years &/or [ ] Months  
Marketing Experience  
[ ] Years &/or [ ] Months  
Management Experience  
[ ] Years &/or [ ] Months

#### Preferred Postal

Which address is preferred for contact by post?  
[ ] Business address  
[ ] Personal address

### 5 Corporate Representative

TITLE	FIRST NAME		
LAST NAME		DATE OF BIRTH	
POSITION			
DIVISION / DEPARTMENT			
TEL		FAX	
EMAIL			
MOBILE			
PERSONAL ADDRESS			
SUBURB / TOWN		STATE	POSTCODE

#### Educational Qualifications

Qualification Type (and Name)  
You may list more than one and attach another sheet if required

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#### Institution Name(s)

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#### Employment History

Time in current position  
[ ] Years &/or [ ] Months  
Time in current organisation  
[ ] Years &/or [ ] Months  
Marketing Experience  
[ ] Years &/or [ ] Months  
Management Experience  
[ ] Years &/or [ ] Months

#### Preferred Postal

Which address is preferred for contact by post?  
[ ] Business address  
[ ] Personal address