

AUSTRALIAN MARKETING INSTITUTE  
**PROFESSIONAL  
MEMBERSHIP**  
INFORMATION & APPLICATION



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

Marketing is entering an exciting period as businesses recognise the value that is to be found in the assets that are the responsibility of professional marketers: corporate image, customer relationships, brands, market information and sales performance. In this environment, the development of the marketing profession assumes greater importance than ever.

The Institute offers to members:

- 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 through professional development programs
- Access to the latest information on marketing practice
- Networking with fellow practitioners

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 serves marketing professionals in all sectors. These include public and private enterprise, commerce, education and non-profit.



### PROFESSIONAL RECOGNITION

The **Certified Practising Marketer (CPM)** Program is the profession's performance measure and the industry's benchmark, offering members both professional recognition and continuing education to provide ongoing development of marketing skills. This accreditation program is available only to members of the Australian Marketing Institute.

For more details regarding the Certified Practising Marketer Program, please tick the request box on the application form (overleaf).

The Australian Marketing Institute's **Marketing Metrics** project has led to the development of the marketing value website, designed to assist businesses to understand the standards of measurement and analysis needed to be accountable, and provides practices and methods to establish a system of marketing metrics.



### REWARDING EXCELLENCE

The annual Australian Marketing Institute **Awards for Marketing Excellence** recognise outstanding marketers and their work at State Awards ceremonies. Winners compete with national finalists and become eligible for the Annual Awards in their chosen category, and 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 Marketer 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.

Membership of the Australian Marketing Institute is available to those who are interested in, or are practitioners of marketing.





## COMMUNICATIONS

As a member you receive 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*.

Visit us at [www.ami.org.au](http://www.ami.org.au) for presentations and podcasts, as well as information about upcoming events and professional development training.



## PROFESSIONAL DEVELOPMENT

The Australian Marketing Institute delivers a range of targeted **Professional Development Programs** designed to assist members:

- Access and learn from the latest developments in the profession
- Refresh their knowledge of fundamental marketing skills

The Professional Development Program is organised on a state basis to reflect local interests and needs.



## CAREER ADVANCEMENT

Employers recognise the commitment to professional excellence that comes with membership; it also gives access to marketing ideas that can be utilised to advance your career.



## NETWORKING OPPORTUNITIES

Our event program offers excellent opportunities to network with people in the profession, from emerging marketers to the profession's leading practitioners.



## EVENTS AND CONFERENCES

Each state has a comprehensive program of events, including breakfast and evening seminars, webinars, business lunches, special interest group meetings and significant networking opportunities. All Australian Marketing Institute events are available to members at special rates.

The Australian Marketing Institute's **Annual Conference** is the premier event of its kind in this country involving leading marketing professionals from Australia and overseas.

The **Government Marketing and Communications Conference** offers the opportunity to focus on unique challenges of public sector marketing.

Other conferences held annually or bi-annually in Australia are: **Marketing Summit**; **Marketing Week**; **Marketing and Business Networking Congress** and **Canberra Marketing and Communications Forum**.

**Emerging Marketers** is a national special interest group initiative designed to cater specifically for the needs of tertiary marketing students, recent marketing graduates and marketers with less than five years experience. This group provides opportunities to network and socialise at dedicated events.

Australian Marketing Institute members receive advance information and special registration rates for our events and conferences. A **Professional Development Certificate**, listing attendance at events, is available annually.



## PROFILE BUILDING

On becoming a Certified Practising Marketer (CPM) you and your business can gain exposure and recognition through listing in the **Marketing Services Directory (MSD)**. The MSD is the definitive web-based directory of marketing professionals in Australia. Listings are exclusive to Australian Marketing Institute Certified Practising Marketers (CPM).

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



# PROFESSIONAL MEMBERSHIP

APPLICATION FORM



AUSTRALIAN MARKETING INSTITUTE



CERTIFIED PRACTISING MARKETER



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. Corporate Membership and Corporate Professional Development packages are also available.

**Graduate Rate:** On the completion of full time study you may apply for professional membership at the special graduate rate of \$110 (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!

### Your Details

Please use a separate form for each applicant. This 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: <input type="checkbox"/> BUSINESS <input type="checkbox"/> PERSONAL    EMAIL: <input type="checkbox"/> BUSINESS <input type="checkbox"/> 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: \$110 (Annual Membership Fee - first two (2) years only)

PROFESSIONAL: \$355 (Application Fee \$55 + Annual Membership Fee \$300)

PAYMENT AMOUNT [ \$ ]    SPECIAL OFFER CODE (if applicable) [ ]

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 Professional 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

### Educational 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
- 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 Data

Employees	Turnover	Company Type
<input type="checkbox"/> < 10	<input type="checkbox"/> < \$100K	<input type="checkbox"/> Listed Public
<input type="checkbox"/> 10 - 49	<input type="checkbox"/> \$100K - \$500K	<input type="checkbox"/> Unlisted Public
<input type="checkbox"/> 50 - 99	<input type="checkbox"/> \$500K - \$1M	<input type="checkbox"/> Proprietary Limited
<input type="checkbox"/> 100 - 499	<input type="checkbox"/> \$1M - \$5M	<input type="checkbox"/> Government
<input type="checkbox"/> 500 - 999	<input type="checkbox"/> \$5M - \$20M	<input type="checkbox"/> Non-Profit
<input type="checkbox"/> 1000 - 4999	<input type="checkbox"/> \$20M - \$100M	<input type="checkbox"/> Association
<input type="checkbox"/> 5000 - 9999	<input type="checkbox"/> \$100M - \$500M	<input type="checkbox"/> Partnership
<input type="checkbox"/> 10000 +	<input type="checkbox"/> \$500M +	<input type="checkbox"/> 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): \_\_\_\_\_

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)