

Queensland MARKETER



The Australian Marketing Institute Queensland Newsletter

Issue 9 Winter 2011

Welcome to the Winter 2011 issue of Queensland Marketer, the newsletter of the Queensland branch of the Australian Marketing Institute (AMI).

As the weather cools off we hope the fire stays in the bellies of all those supercharged marketers who attended the 2011 AMI Marketing Summit on 19 May.

In a day filled with genius strategies, effective techniques, latest tactics and fresh ideas, the Summit brought together more than 130 marketers from across the state.

In this issue we review the Summit and provide insights from our keynote speakers. We also highlight some of our upcoming events and hear about the latest AustraliaSCAN survey results which were presented by David Chalke at a recent workshop hosted by News Queensland.

As always, we welcome your feedback on this publication and ask that you share any ideas with us by contacting the AMI Queensland office on (07) 5593 9633 or qld@ami.org.au.

• IN THIS ISSUE

2011 Marketing Summit Wrap

Summary

Photos

Insights from Speakers

The Wisdom of Crowds

Latest AustraliaSCAN Survey Results

Upcoming Events

Calendar of Events Winter 2011

AMI Queensland Council



THE SUPERCHARGED MARKETER

Optimising Your Marketing Performance

**2011
MARKETING
SUMMIT**

2011 AMI Marketing Summit Wrap

Visions of cape-wearing Mensa types, perfectly sophisticated trend-setters or simply an elite group of those fortunate enough to wield multi-million dollar budgets might spring to mind when thinking of this year's AMI Marketing Summit theme. The message that came through loud and clear on 19 May to a 130-strong audience was that 'supercharged' is more about daring, authenticity, customer insight and skill with the so-called basics than the stuff of Mad Men and movies.

We also had guest appearances via video from some of the nation's key business leaders and marketers including Phillip Di Bella (Di Bella Coffee), David Redhill (Deloitte Australia), Ken Roberts (Forethought Research), Melinda Spencer (Luxottica Australia), Graham Turner (Flight Centre Limited) and Paul White (Brisbane Broncos). The shared view was that supercharged meant a mix of old school technical skill and business grounding coupled with leading edge risk taking and passion.

Thank you to our annual and event sponsors – these conferences are made possible through their support.

From here, to wrap up with words of wisdom from Michael Janz, we need to turn our intentions into action – the final key to being supercharged.

See you in 2012.

Thanks to:



Queensland University of Technology
School of Advertising, Marketing and
Public Relations



THE SUPERCHARGED MARKETER

Optimising Your Marketing Performance

2011
MARKETING
SUMMIT



THE SUPERCHARGED MARKETER

Optimising Your Marketing Performance

2011
MARKETING
SUMMIT

2011 AMI Marketing Summit Wrap

The Supercharged Marketer

Here are some insights from our speaker line-up:

- **Paul Vittles** (The Vittles Organisation) on leadership – people need a safe place from which to innovate; effective leaders have high levels of self awareness and empathy; listening is one of our most powerful tools
- **Ian Alwill** (Nestlé Oceania) on reputation management – when it comes to our personal business reputation start with a personal audit, have the courage of our convictions, share willingly and maintain perspective
- **Darren Ryan** (Canon Australia) on the business of marketing – ensure a strong connection between marketing and business management; creativity is the answer to every problem so stimulate it; there is no substitute for passion and bravery
- **Dr Amantha Imber** (Inventium) on creative problem solving – we need to innovate faster than the rate of change and to do this we should expose ourselves to a wide range of stimuli, crush assumptions and place ourselves in someone else's point of view
- **Jim Varghese** (Springfield Land Corporation) on the Greater Springfield story – if we want to change market perceptions then we need to create value in that concept; even an ambitious marketing task still draws on the old basics (the 7 Ps); it takes grit and courage to push through new ideas
- **Jen Storey** (Interactive Minds) on building your brand online – we each need a voice, opinion and reason for engaging with people online; when it comes to social media don't just re-tweet/post others' ideas but add our own perspective before sharing
- **John R. Kochanski** (Prodigy+) on brainstorming – be prepared, have specific intentions, communicate those objectives to participants before the day and follow through...not only by sorting ideas but by getting on with making outcomes a reality
- **Danielle Duell** (The Gainsdale Group) on five days at Harvard – remember the power of non-verbal communication and how face-to-face and video communication might play a larger role in our work; think of ways to cut through the noise; use people as ambassadors
- **Michael Janz** (Priority Management) on time management – have one core tool (such as Outlook) and link others to it; control the technology we use...don't start the day at the inbox...start with our priority list.

The Wisdom of Crowds

Angelee Samin, Media Insights and Strategy Manager, News Queensland

At a recent Brisbane workshop presentation organised by News Queensland, David Chalke, one of this country's leading Social Analysts, took an audience of business owners and marketers through the latest AustraliaSCAN survey, the annual monitor of social change in Australia.

When I tell you that the theme of the presentation was “She might be right”, you may have guessed that not everything is rosy in the lucky country, and you’d be absolutely on the money.

Looking at a number of criteria against which Australians measure their personal success and accomplishment, one of the things that resonated with me as a marketer was the overriding desire of Australians to feel that they have some control of their lives. This need for control is right up there with all of the big important milestones or targets in life – the desire for a good marriage, happy and successful children, owning your own home and being fit and healthy.

It's almost as if Australians are putting out this cry for help – I need to be in control of my life, but I don't feel that I am. There is so much that I have absolutely no control over – massive increases in the cost of essential utilities such as water and electricity, the vulnerability of my retirement savings, the unpredictability of a minority government at a Federal level and so on.

This need for control of their lives is manifesting itself in some interesting ways, particularly so at a micro level where the individual can act with some degree of free choice or

independence. For example, the latest AustraliaSCAN research shows a rapid uptake of self-scanning checkouts, still in their infancy, but warmly embraced by shoppers. “I choose not to join the queue, I choose to go through the self-scanning checkout – I made that decision, therefore I am in control”. Australians want to be in control of their lives at every level, but as marketers, what can we do to help? From a marketing-communications perspective, I believe it comes down to trust.

Giving consumers credible information that they can trust – helping them to make informed and confident decisions, putting them in control as much as we can. This leads into an interesting debate not only about what types of advertising execution might engender trust, but also the relative merits of different media in terms of where they might fit on the ‘trust spectrum’, particularly if, as some research suggests, we may be seeing the early signs of ‘social media fatigue’. If you would like to join the debate and hear the latest insights at our next presentation of AustraliaSCAN research, please e-mail me at samina@newsqueensland.com.au and I'll make sure you get an invitation for next year's Brisbane session.

Upcoming Events

• 22 JUNE

Evening seminar: Engaging the community. Be seen. Be heard. Be understood.

[Click here](#) for more details.

• 27 JULY

Breakfast seminar: Community marketing – spreading the love

[Click here](#) for more details.

• 4 AUGUST

Master class workshop: Brand Management

[Click here](#) for more details.

• 11 AUGUST

Master class workshop: Driving Marketing Strategy

[Click here](#) for more details.

• 24 AUGUST

Advanced workshop: Market Research for Marketers

[Click here](#) for more details.

• 30 AUGUST

Foundation workshop: Principles of Media Release Writing

[Click here](#) for more details.

• 31 AUGUST

Foundation workshop: Media Release Writing Extension

[Click here](#) for more details.

• 2 SEPTEMBER

AMI Queensland Awards for Marketing Excellence Luncheon

12pm in the Ballroom, Hilton Brisbane

[Click here](#) for more details.

• 8 & 9 SEPTEMBER

AMI 2011 Government Marketing and Communications Conference: Delivery Today Developing Tomorrow

7 September ½ day workshop with Paul Vittles

Held at Hyatt Regency Sanctuary Cove, Gold Coast, QLD

[Click here](#) for more details.

• 18 & 20 OCTOBER

Marketing Twenty-Two and Beyond

AMI 2011 Annual Conference and National Awards for Marketing Excellence Gala Dinner, Hilton Sydney.

For more information or to register for AMI events and workshops, please visit the Queensland Events page on the AMI website, [Click here](#).



Your AMI Queensland Council

• EXECUTIVE



Jason Greenhalgh FAMI CPM
AMI Queensland President
Managing Director,
Major League Corporate Marketing
jason@majorleague.com.au



Graham Wright FAMI CPM
AMI Queensland State Appointed Director
& Vice President
Principal, Graham Wright Consulting
gl.right@bigpond.com

• COUNCILLORS



Murray Berghan AMAMI
Managing Partner, Make
murrayb@makecommunications.com



Peter Gates FAMI CPM
Chairman, Business Planning
businessplanning@iprimus.com.au



Elizabeth Graetz AMAMI
Communications Consultant, Marketry
Elizabeth@marketry.com.au



James Hall FAMI CPM
General Manager, TransdevTSL Brisbane Ferries
james.hall@brisbaneferries.com.au



Kym Howell AFAMI CPM
BD & Marketing Manager, Mode Design
khowell@modedesign.com.au



Dr Shane Mathews AMAMI CPM
Lecturer, QUT
sw.mathews@qut.edu.au



James Rimmer AFAMI CPM
Business Development Manager, Blake Dawson
james.rimmer@blakedawson.com



Clare Treston AFAMI CPM
Director, Tell Creative
clare@tellcreative.com



Kellie-Ann Williams AFAMI CPM
Chief Marketing Officer, Gold Coast Institute of TAFE
kellie-ann.williams@deta.qld.gov.au

• EVENT MANAGER



Louise Marron AFAMI CPM
Event Manager, Australian Marketing Institute
lqd@ami.org.au



• ABOUT AMI QUEENSLAND

The Australian Marketing Institute is the professional association for marketers.

We offer:

- 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 practice and networking with fellow practitioners.

• BECOME AN AUSTRALIAN MARKETING INSTITUTE MEMBER

Phone 1300 737 445

Email membership@ami.org.au

Find Out More

For more AMI Queensland news, visit the Australian Marketing Institute website or contact Australian Marketing Institute Queensland:

Phone (07) 5593 9633

Email qld@ami.org.au

The Queensland Branch of the Australian Marketing Institute has the flexibility to respond to the local needs of our membership as well as connect local members to the national activities conducted in capital cities and regional centres throughout the country.