



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER

AUSTRALIAN MARKETING INSTITUTE

# PROFESSIONAL MEMBERSHIP

Information and Application



*Value Creation Through Marketing*

AUSTRALIAN MARKETING INSTITUTE

# PROFESSIONAL MEMBERSHIP

## INFORMATION

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 Australian Marketing Institute (AMI) is the professional association for marketers.**

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

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

Membership of the Institute is open to all who are interested in, or are practitioners of marketing.

### MEMBERSHIP BENEFITS

Membership Benefits to marketers include:

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

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 Subscription, Online Bookshop, Publication Advertising, Professional Indemnity Insurance, Airline Lounge Membership, Web Hosting and Managed Services.*



## 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 AMI.

*For more information and an application form regarding the CPM Program, please tick the request box at the bottom of the application form (overleaf).*

The AMI'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.

## 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 the AMI 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.



AUSTRALIAN MARKETING INSTITUTE

# PROFESSIONAL MEMBERSHIP

## INFORMATION

### PROFESSIONAL DEVELOPMENT

The AMI 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, with slightly different activities in each state, to reflect local interests and needs.

Details of state professional development programs are available on our website: [www.ami.org.au](http://www.ami.org.au)

### 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 AMI events are available to members at special rates. In addition, the AMI offers a core program of conferences each year which includes:

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

**Government Marketing and Communications Conference** offers the opportunity to focus on the 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 Regional Marketing Conference.

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

AMI members receive advance information and special registration rates for our conferences. A professional development certificate, listing members attendance at AMI events, is available annually.

## 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

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

## PROFILE BUILDING

On becoming a Certified Practising Marketer (CPM) of the AMI, 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 Certified Practising Marketers (CPM).

## JOIN US!

As a member, 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 AVAILABLE

On the completion of full time study you may apply for professional membership with the AMI at the special graduate rate of \$110 (*inc GST*) per year for the first two (2) years. This represents full professional AMI membership at a discount of over 50% on the standard membership rate!

## MEMBERSHIP APPLICATION FORM

A membership application form is attached.

Please post the completed application form to:

Australian Marketing Institute  
Membership Services  
PO Box 7443  
Melbourne VIC 3004

Or fax the form to: 1300 131 468

Online applications: [www.ami.org.au](http://www.ami.org.au)



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MARKETER

AUSTRALIAN MARKETING INSTITUTE

# PROFESSIONAL MEMBERSHIP

## APPLICATION FORM

### YOUR DETAILS

TITLE FIRST NAME

LAST NAME

DATE OF BIRTH

POSITION

DIVISION/DEPARTMENT

ORGANISATION

BUSINESS ADDRESS

SUBURB STATE POSTCODE

TEL FAX

MOBILE

EMAIL

PERSONAL ADDRESS

SUBURB STATE POSTCODE

TEL FAX

EMAIL

PREFERRED POSTAL: [ ] BUSINESS [ ] PERSONAL

PREFERRED EMAIL : [ ] BUSINESS [ ] PERSONAL

### EMPLOYMENT HISTORY

TIME IN CURRENT POSITION [ ] YEARS AND/OR [ ] MONTHS

TIME IN CURRENT ORGANISATION [ ] YEARS AND/OR [ ] MONTHS

TIME IN PREVIOUS POSITION [ ] YEARS AND/OR [ ] MONTHS

PREVIOUS POSITION

PREVIOUS ORGANISATION

TOTAL YEARS IN MARKETING [ ] YEARS

TOTAL YEARS IN MANAGEMENT [ ] YEARS

### EDUCATIONAL QUALIFICATIONS *You may select more than one*

- [ ] NONE [ ] ADVANCED DIPLOMA [ ] GRADUATE CERTIFICATE  
 [ ] CERTIFICATE [ ] ASSOCIATE DEGREE [ ] GRADUATE DIPLOMA  
 [ ] ADVANCED CERTIFICATE [ ] BACHELOR DEGREE [ ] MASTERS DEGREE  
 [ ] DIPLOMA MAJOR *(please specify):* [ ] DOCTORATE DEGREE

### CERTIFIED PRACTISING MARKETER PROGRAM

**Are you interested in the Certified Practising Marketer (CPM) Program?**

**YES** - PLEASE TICK HERE [ ] FOR FURTHER INFORMATION AND AN APPLICATION FORM.

## ORGANISATION DETAILS

### EMPLOYEES

- |                                  |  |  |
|----------------------------------|--|--|
| <input type="checkbox"/> < 10    | <input type="checkbox"/> 100 - 499     | <input type="checkbox"/> 5,000 - 9,999 |
| <input type="checkbox"/> 10 - 49 | <input type="checkbox"/> 500 - 999     | <input type="checkbox"/> 10,000 +      |
| <input type="checkbox"/> 50 - 99 | <input type="checkbox"/> 1,000 - 4,999 |  |

### TURNOVER

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> < \$100K        | <input type="checkbox"/> \$1M - \$5M    | <input type="checkbox"/> \$100M - \$500M |
| <input type="checkbox"/> \$100K - \$500K | <input type="checkbox"/> \$5M - \$20M   | <input type="checkbox"/> \$500M - \$1BN  |
| <input type="checkbox"/> \$500K - \$1M   | <input type="checkbox"/> \$20M - \$100M | <input type="checkbox"/> > \$1BN         |

### COMPANY TYPE

- |  |                                      |                                      |
|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> LISTED PUBLIC       | <input type="checkbox"/> GOVERNMENT  | <input type="checkbox"/> PARTNERSHIP |
| <input type="checkbox"/> UNLISTED PUBLIC     | <input type="checkbox"/> NON-PROFIT  | <input type="checkbox"/> SOLE TRADER |
| <input type="checkbox"/> PROPRIETARY LIMITED | <input type="checkbox"/> ASSOCIATION |                                      |

### MAIN BUSINESS ACTIVITY

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> ADVERTISING  | <input type="checkbox"/> GOVERNMENT/DEFENCE        | <input type="checkbox"/> RETAIL                  |
| <input type="checkbox"/> COMMUNICATIONS                                       | <input type="checkbox"/> HEALTH/COMMUNITY SERVICES | <input type="checkbox"/> SCIENCE/TECHNOLOGY      |
| <input type="checkbox"/> CONSTRUCTION   | <input type="checkbox"/> INFORMATION TECHNOLOGY    | <input type="checkbox"/> SPORT/RECREATION        |
| <input type="checkbox"/> CONSULTING   | <input type="checkbox"/> MANUFACTURING             | <input type="checkbox"/> TELECOMMUNICATIONS      |
| <input type="checkbox"/> EDUCATION/TRAINING                                   | <input type="checkbox"/> MEDIA/ENTERTAINMENT       | <input type="checkbox"/> TOURISM/HOSPITALITY     |
| <input type="checkbox"/> FINANCE/BANKING/<br>INSURANCE AND<br>/SUPERANNUATION | <input type="checkbox"/> PRIMARY INDUSTRY          | <input type="checkbox"/> TRANSPORT/LOGISTICS     |
|   | <input type="checkbox"/> PROFESSIONAL SERVICES     | <input type="checkbox"/> UTILITIES               |
| <input type="checkbox"/> FOOD/BEVERAGE  | <input type="checkbox"/> PROPERTY                  | <input type="checkbox"/> OTHER (please specify): |
|   | <input type="checkbox"/> PUBLISHING/PRINTING       |  |

### MARKETING AREAS OF INTEREST *You may select more than one*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> ADVERTISING          | <input type="checkbox"/> EXPERIENTIAL MARKETING | <input type="checkbox"/> PROFESSIONAL SERVICES   |
| <input type="checkbox"/> BUSINESS TO BUSINESS | <input type="checkbox"/> FINANCIAL SERVICES     | <input type="checkbox"/> PUBLIC RELATIONS        |
| <input type="checkbox"/> COMMUNICATIONS       | <input type="checkbox"/> INCENTIVE MARKETING    | <input type="checkbox"/> PUBLIC SECTOR           |
| <input type="checkbox"/> CONSUMER             | <input type="checkbox"/> INDUSTRIAL             | <input type="checkbox"/> RETAIL                  |
| <input type="checkbox"/> DIRECT MARKETING     | <input type="checkbox"/> INTERNET               | <input type="checkbox"/> SERVICES                |
| <input type="checkbox"/> E-BUSINESS           | <input type="checkbox"/> MARKETING METRICS      | <input type="checkbox"/> OTHER (please specify): |
| <input type="checkbox"/> ETHICS               | <input type="checkbox"/> MARKET RESEARCH        |  |

### DECLARATION *(! 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 upon receipt of payment. All amounts include GST.*

- |   |        |
|---|--------|
| <input type="checkbox"/> GRADUATE: \$110 (ANNUAL MEMBERSHIP FEE - FIRST TWO (2) YEARS ONLY)       |        |
| <input type="checkbox"/> PROFESSIONAL: \$340 (APPLICATION FEE \$55 + ANNUAL MEMBERSHIP FEE \$285) |        |
| PAYMENT AMOUNT [ \$ ] SPECIAL OFFER CODE (if applicable) [ ]                                      |        |
| <input type="checkbox"/> CHEQUE PAYABLE TO AUSTRALIAN MARKETING INSTITUTE                         |        |
| <input type="checkbox"/> CREDIT CARD [ ] AMEX [ ] VISA [ ] DINERS [ ] MASTERCARD                  |        |
| CREDIT CARD NUMBER  | EXPIRY |
| NAME ON CARD  |        |
| SIGNATURE   |        |

*The AMI 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)*



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- Professional Recognition as a Certified Practising Marketer (CPM)
- Rewarding Excellence
- Communications
- Professional Development
- Events and Conferences
- Career Advancement
- Networking Opportunities
- Profile Building

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

Membership of the AMI 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).

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

For further information about the Australian Marketing Institute including Emerging Marketers, membership, workshops, conferences and calendar of events:

1300 737 445 | [membership@ami.org.au](mailto:membership@ami.org.au) | [www.ami.org.au](http://www.ami.org.au)  
PO Box 7443 Melbourne VIC 3004



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AUSTRALIAN MARKETING INSTITUTE

# CORPORATE MEMBERSHIP

The Marketing Advantage



# AUSTRALIAN MARKETING INSTITUTE

## CORPORATE MEMBERSHIP

### INFORMATION

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 (AMI) 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.*

### AUSTRALIAN MARKETING INSTITUTE

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 the AMI represents 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 AMI 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.

#### The Australian Marketing Institute offers to members:

- Appropriate professional development opportunities
- Recognition of achievement and a new standard for marketing excellence
- Marketing accountability and measurement through the AMI Marketing Metrics project
- Communications and networking opportunities
- Certified Practising Marketer Program: exclusive events, seminars, webinars, meetings with special interest groups and the ability to list in the *Marketing Services Directory*.

AMI Corporate Membership is available to companies with five or more employees.

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.

### BENEFITS OF AUSTRALIAN MARKETING INSTITUTE CORPORATE MEMBERSHIP

#### Key corporate benefits include:

- 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 the AMI online newsletter, *Marketing Update*
- All staff nominated as Corporate Representatives are eligible to attend any AMI function or activity at the member rates, thus saving on training costs
- A professional development certificate, listing members attendance at AMI 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

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 Subscription, Online Bookshop, Publication Advertising, Professional Indemnity Insurance, Airline Lounge Membership, Web Hosting and Managed Services.*





## CERTIFIED PRACTISING MARKETER (CPM)

Employees nominated as representatives under Corporate Membership are eligible, on application, for assessment by the AMI 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.

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.

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 \$55 (*INC GST*) per person for this assessment is waived if the employee is a nominated representative of an AMI Corporate Member.

## THE INVESTMENT

The base fee for Corporate Membership is \$1,100 (*INC GST*) which covers the first five (5) members. Thereafter, a sliding scale applies as follows:

First 5 representatives @ \$220 (*INC GST*) per member = \$1,100  
TOTAL: **\$1,100 for 5 representatives**

6 to 25 representatives @ \$165 (*INC GST*) per member = \$3,300  
TOTAL: **\$4,400 for 25 representatives**

26 to 50 representatives @ \$125 (*INC GST*) per member = \$3,125  
TOTAL: **\$7,525 for 50 representatives**

51 or more representatives @ \$110 (*INC GST*) per member

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

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

## 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.

## CONTACT INFORMATION

For more information about the AMI Corporate Membership, AMI Professional Membership and becoming a Certified Practising Marketer, please contact:

Australian Marketing Institute  
Membership Services  
PO Box 7443  
Melbourne VIC 3004

Tel: 1300 737 445

Fax: 1300 131 468

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

Website: [www.ami.org.au](http://www.ami.org.au)

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ABN 30 000 026 586

AUSTRALIAN MARKETING INSTITUTE  
**CORPORATE MEMBERSHIP**  
 APPLICATION FORM - PART 1



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 MARKETER

**ORGANISATION DETAILS**

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

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

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

SUBURB STATE POSTCODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

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

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

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

**EMPLOYEES**

- |                                  |  |  |
|----------------------------------|--|--|
| <input type="checkbox"/> < 10    | <input type="checkbox"/> 100 - 499     | <input type="checkbox"/> 5,000 - 9,999 |
| <input type="checkbox"/> 10 - 49 | <input type="checkbox"/> 500 - 999     | <input type="checkbox"/> 10,000 +      |
| <input type="checkbox"/> 50 - 99 | <input type="checkbox"/> 1,000 - 4,999 |  |

**TURNOVER**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> < \$100K        | <input type="checkbox"/> \$1M - \$5M    | <input type="checkbox"/> \$100M - \$500M |
| <input type="checkbox"/> \$100K - \$500K | <input type="checkbox"/> \$5M - \$20M   | <input type="checkbox"/> \$500M - \$1BN  |
| <input type="checkbox"/> \$500K - \$1M   | <input type="checkbox"/> \$20M - \$100M | <input type="checkbox"/> > \$1BN         |

**COMPANY TYPE**

- |  |                                      |                                      |
|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> LISTED PUBLIC       | <input type="checkbox"/> GOVERNMENT  | <input type="checkbox"/> PARTNERSHIP |
| <input type="checkbox"/> UNLISTED PUBLIC     | <input type="checkbox"/> NON-PROFIT  | <input type="checkbox"/> SOLE TRADER |
| <input type="checkbox"/> PROPRIETARY LIMITED | <input type="checkbox"/> ASSOCIATION |                                      |

**MAIN BUSINESS ACTIVITY**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> ADVERTISING  | <input type="checkbox"/> GOVERNMENT/DEFENCE        | <input type="checkbox"/> RETAIL                        |
| <input type="checkbox"/> COMMUNICATIONS                                       | <input type="checkbox"/> HEALTH/COMMUNITY SERVICES | <input type="checkbox"/> SCIENCE/TECHNOLOGY            |
| <input type="checkbox"/> CONSTRUCTION   | <input type="checkbox"/> INFORMATION TECHNOLOGY    | <input type="checkbox"/> SPORT/RECREATION              |
| <input type="checkbox"/> CONSULTING   | <input type="checkbox"/> MANUFACTURING             | <input type="checkbox"/> TELECOMMUNICATIONS            |
| <input type="checkbox"/> EDUCATION/TRAINING                                   | <input type="checkbox"/> MEDIA/ENTERTAINMENT       | <input type="checkbox"/> TOURISM/HOSPITALITY           |
| <input type="checkbox"/> FINANCE/BANKING/<br>INSURANCE AND<br>/SUPERANNUATION | <input type="checkbox"/> PRIMARY INDUSTRY          | <input type="checkbox"/> TRANSPORT/LOGISTICS           |
| <input type="checkbox"/> FOOD/BEVERAGE  | <input type="checkbox"/> PROFESSIONAL SERVICES     | <input type="checkbox"/> UTILITIES                     |
|   | <input type="checkbox"/> PROPERTY                  | <input type="checkbox"/> OTHER (please specify): _____ |
|   | <input type="checkbox"/> PUBLISHING/PRINTING       |  |

**MARKETING AREAS OF INTEREST** *You may select more than one*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> ADVERTISING          | <input type="checkbox"/> EXPERIENTIAL MARKETING | <input type="checkbox"/> PROFESSIONAL SERVICES         |
| <input type="checkbox"/> BUSINESS TO BUSINESS | <input type="checkbox"/> FINANCIAL SERVICES     | <input type="checkbox"/> PUBLIC RELATIONS              |
| <input type="checkbox"/> COMMUNICATIONS       | <input type="checkbox"/> INCENTIVE MARKETING    | <input type="checkbox"/> PUBLIC SECTOR                 |
| <input type="checkbox"/> CONSUMER             | <input type="checkbox"/> INDUSTRIAL             | <input type="checkbox"/> RETAIL                        |
| <input type="checkbox"/> DIRECT MARKETING     | <input type="checkbox"/> INTERNET               | <input type="checkbox"/> SERVICES                      |
| <input type="checkbox"/> E-BUSINESS           | <input type="checkbox"/> MARKETING METRICS      | <input type="checkbox"/> OTHER (please specify): _____ |
| <input type="checkbox"/> ETHICS               | <input type="checkbox"/> MARKET RESEARCH        |  |

**CERTIFIED PRACTISING MARKETER PROGRAM**

*Are you interested in the Certified Practising Marketer (CPM) Program?*

**YES** - PLEASE TICK HERE  FOR FURTHER INFORMATION AND AN APPLICATION FORM.

**PRIMARY CONTACT**

*Please provide the name and 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 \_\_\_\_\_

**CORPORATE REPRESENTATIVES**

*Please complete the details overleaf so AMI grading may be established and certificates issued. For more than five (5) Representatives, please photocopy the form as many times as required.*

**PAYMENT DETAILS**

*Australian Marketing Institute ABN 30 000 026 586.*

*This form constitutes a Tax Invoice upon receipt of payment. All amounts include GST.*

**Annual Corporate Membership Subscription Fee is \$1,100 (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 [ \$ \_\_\_\_\_ ] *Please enclose the appropriate amount*

CHEQUE PAYABLE TO AUSTRALIAN MARKETING INSTITUTE

CREDIT CARD  AMEX  VISA  DINERS  MASTERCARD

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

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

SIGNATURE \_\_\_\_\_

**APPLICATION FORM CONTINUED OVERLEAF**

**MEMBERSHIP APPLICATION FORM**

Please post the completed application form to:

Australian Marketing Institute  
 Membership Services  
 PO Box 7443  
 Melbourne VIC 3004

Or fax the form to: 1300 131 468

Online applications: [www.ami.org.au](http://www.ami.org.au)

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AUSTRALIAN MARKETING INSTITUTE  
**CORPORATE MEMBERSHIP**  
APPLICATION FORM - PART 2

**CORPORATE REPRESENTATIVES**

*Please complete the details so AMI grading may be established and certificates issued.  
For more than five (5) Representatives, please photocopy the form as many times as required.*

**CORPORATE REPRESENTATIVE 1**

TITLE	FIRST NAME
LAST NAME	
DATE OF BIRTH	
POSITION	
DIVISION / DEPARTMENT	
TEL	FAX
MOBILE	
EMAIL	

ADDRESS		
SUBURB	STATE	POSTCODE
PREFERRED POSTAL: [ ] BUSINESS [ ] PERSONAL		
MARKETING EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
MANAGEMENT EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
TIME IN CURRENT ORGANISATION	[ ] YEARS AND/OR	[ ] MONTHS
EDUCATIONAL QUALIFICATION/S (AND INSTITUTION/S)		

**CORPORATE REPRESENTATIVE 2**

TITLE	FIRST NAME
LAST NAME	
DATE OF BIRTH	
POSITION	
DIVISION / DEPARTMENT	
TEL	FAX
MOBILE	
EMAIL	

ADDRESS		
SUBURB	STATE	POSTCODE
PREFERRED POSTAL: [ ] BUSINESS [ ] PERSONAL		
MARKETING EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
MANAGEMENT EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
TIME IN CURRENT ORGANISATION	[ ] YEARS AND/OR	[ ] MONTHS
EDUCATIONAL QUALIFICATION/S (AND INSTITUTION/S)		

**CORPORATE REPRESENTATIVE 3**

TITLE	FIRST NAME
LAST NAME	
DATE OF BIRTH	
POSITION	
DIVISION / DEPARTMENT	
TEL	FAX
MOBILE	
EMAIL	

ADDRESS		
SUBURB	STATE	POSTCODE
PREFERRED POSTAL: [ ] BUSINESS [ ] PERSONAL		
MARKETING EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
MANAGEMENT EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
TIME IN CURRENT ORGANISATION	[ ] YEARS AND/OR	[ ] MONTHS
EDUCATIONAL QUALIFICATION/S (AND INSTITUTION/S)		

**CORPORATE REPRESENTATIVE 4**

TITLE	FIRST NAME
LAST NAME	
DATE OF BIRTH	
POSITION	
DIVISION / DEPARTMENT	
TEL	FAX
MOBILE	
EMAIL	

ADDRESS		
SUBURB	STATE	POSTCODE
PREFERRED POSTAL: [ ] BUSINESS [ ] PERSONAL		
MARKETING EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
MANAGEMENT EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
TIME IN CURRENT ORGANISATION	[ ] YEARS AND/OR	[ ] MONTHS
EDUCATIONAL QUALIFICATION/S (AND INSTITUTION/S)		

**CORPORATE REPRESENTATIVE 5**

TITLE	FIRST NAME
LAST NAME	
DATE OF BIRTH	
POSITION	
DIVISION / DEPARTMENT	
TEL	FAX
MOBILE	
EMAIL	

ADDRESS		
SUBURB	STATE	POSTCODE
PREFERRED POSTAL: [ ] BUSINESS [ ] PERSONAL		
MARKETING EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
MANAGEMENT EXPERIENCE	[ ] YEARS AND/OR	[ ] MONTHS
TIME IN CURRENT ORGANISATION	[ ] YEARS AND/OR	[ ] MONTHS
EDUCATIONAL QUALIFICATION/S (AND INSTITUTION/S)		



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER

AUSTRALIAN MARKETING INSTITUTE

# CORPORATE MEMBERSHIP

## The Marketing Advantage

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

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

Membership of the AMI 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).

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

For further information about Australian Marketing Institute including Emerging Marketers, membership, workshops, conferences and calendar of events:

1300 737 445 | [membership@ami.org.au](mailto:membership@ami.org.au) | [www.ami.org.au](http://www.ami.org.au)  
PO Box 7443 Melbourne VIC 3004



AUSTRALIAN MARKETING INSTITUTE

# PREFERENTIAL RATES AND DISCOUNTS FOR AMI MEMBERS

*The Australian Marketing Institute (AMI) provides an array of preferential rates and discounts, which support members' career and commercial needs while providing access to real savings and value to members.*

## Car Rental



Hertz and the AMI are offering car rental benefits to members. As an AMI member, you will receive:

- Special benefits on car rental.
- Access to special offers such as upgrades and free day rental offers.
- Fee waived membership to the Hertz #1 Club Gold program. It's the fast, easy way to rent a Hertz car in Australia and around the world.

## Hotel and Hospitality Membership



Membership of the Accor Advantage Plus program\* offers the opportunity to save on accommodation and dining at a choice of hotels throughout Australia and the Asia Pacific. This program provides you with a wide selection of benefits including:

- Enjoy up to 50% discount when dining in participating hotels and restaurants.
- One night's complimentary accommodation and even 20% off a host of attractions across Australia and New Zealand.

## Information Services



Do you need to get up to speed quickly on a topic for new business pitches, presentations, emerging markets or new business opportunities? In alliance with Axiom Consulting Australia, the AMI is offering members an exclusive research service called dotpoint. Advantages include:

- Marketing oriented summaries on the topic of choice.
- Fast and easy-to-use reports for marketing, public relations and advertising professionals.
- 15% discount off standard rates and a free snapshot report for prospective users.

## Information Services



WHERE KNOWLEDGE IS POWER

IBISWorld is a one stop shop when it comes to researching the key industries and enterprises that drive the Australian economy and business environment. The AMI, via IBISWorld, will provide members with reports on Australia's 500 industries, top 2000 companies and hundreds of business indicators to assist in your business making decisions. Member benefits include:

- 15% discounts for subscription packages and individual industry, company and business environment reports.
- Free industry and company snapshots, special offers and an online Industry Bulletin.

## Information Services



The AMI partnered with Aquent, a global staffing firm, to conduct the 2008/2009 Aquent Orange Book - Salary Survey and Industry Monitor for the Marketing, Communications and Creative Industries across Australia. This report is now available and provides:

- Latest salary information on hundreds of staff categories.
- Statistics on revenue growth, staff retention strategies, hiring trends and anticipated salary increases.
- A valuable management tool for any decision-maker in the marketing, communications and creative sectors.

\* AMI member discount does not apply

\* Countrywide Tolstrup Financial Services Group Pty Ltd T/As Austbrokers Countrywide operates under Australian Financial Services Licence Number 244436

Australian Marketing Institute

Tel: 1300 737 445 Email: membership@ami.org.au Website: www.ami.org.au

## Magazine Subscription - Market Leader

Market Leader is the strategic marketing magazine for the modern marketer, published by the World Advertising Research Center with the UK Marketing Society.

- Exclusive 50% subscription discount for AMI members.
- Certified Practising Marketers receive a subscription at no charge.



## Online Bookshop



DA Direct offers world's best list prices and fast delivery. If the book you need is not available from the Australian inventories of the major publishers, it is efficiently air freighted at no cost from the US or UK publishers. Benefits include:

- 15% discount off the publishers' list price on any book in print listed on the DA Direct web database.
- Free alerting service to members' desktop of new books in your areas of interest.
- Comprehensive range of marketing, business and general books from an Australian one-stop source of books.

## Publication Advertising - Professional Marketing



Reed Business Information is Australia's leading and largest B2B publisher and information provider. B&T's Professional Marketing magazine is the flagship trade title for the marketing industry and is the official magazine of the Australian Marketing Institute. Professional Marketing and the AMI are offering members the opportunity to advertise in this magazine at a substantially discounted rate:

- 30% discount off the standard casual rates for display advertising space.

## Professional Indemnity Insurance



Practising as a marketing professional in today's business world can be both exhilarating and at the same time volatile, with exposure to expensive, time-consuming litigation a real threat. The AMI has negotiated a professional indemnity insurance facility, through Austbrokers Countrywide\*, which is exclusive to all members and provides:

- Competitively discounted rates for marketing professionals.
- An additional discount for Certified Practising Marketers.

## Qantas Club Lounge Membership



When you travel, enjoy the services and facilities provided by The Qantas Club by taking advantage of the generous corporate rates for AMI members. As a Qantas Club member you have access to:

- Lounge facilities including complimentary refreshments and private meeting rooms.
- Services such as priority baggage handling and personal seat preferences.
- Access to more than 250 Qantas Club, partner airline and associated lounges worldwide (subject to access conditions).

## Web Hosting and Managed Services



WebCentral is Australia's largest web and application hosting company. As a major sponsor of the AMI, WebCentral is offering AMI members access to the following discounted web hosting and managed services:

- 10% discounts for shared web hosting, business online tools and email services.
- Special offers, free trial periods and 'hands on' training sessions.

Value Creation Through Marketing