

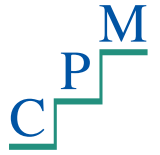
AUSTRALIAN MARKETING INSTITUTE

PROFESSIONAL MEMBERSHIP

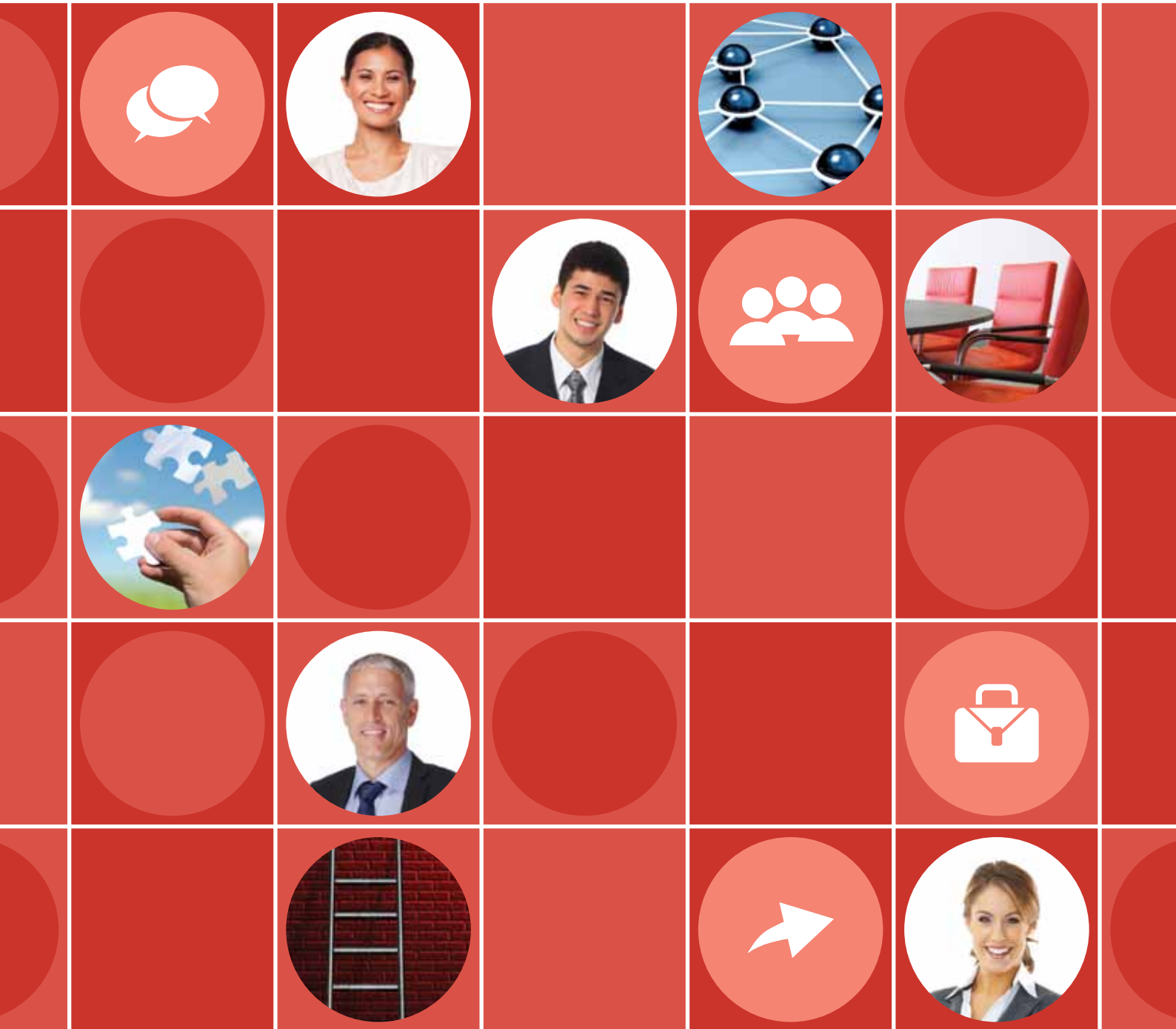
INFORMATION & APPLICATION



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER



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 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



PROFESSIONAL MEMBERSHIP

APPLICATION FORM



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

Fax: 1300 131 468

Mail: Australian Marketing Institute
Membership Services

GPO Box 5295 Sydney NSW 2001

Online: 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

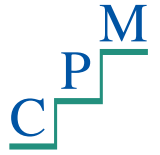
AUSTRALIAN MARKETING INSTITUTE

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



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

Fax: 1300 131 468

Mail: Australian Marketing Institute
Membership Services

GPO Box 5295 Sydney NSW 2001

Online: 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

© 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

Institution Name(s)

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

Institution Name(s)

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

Institution Name(s)

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

Institution Name(s)

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

Institution Name(s)

Employment History

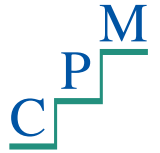
Time in current position
[] Years &/or [] Months
Time in current organisation
[] Years &/or [] Months
Marketing Experience
[] Years &/or [] Months
Management Experience
[] Years &/or [] Months

Preferred Postal

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



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

CERTIFIED PRACTISING MARKETER

THE PROFESSIONAL BENCHMARK



CERTIFIED PRACTISING MARKETER (CPM) IS THE PEAK PROFESSIONAL BENCHMARK FOR MARKETERS

The Certified Practising Marketer (CPM) Program shows that you are a professional marketer – recognised by your peers for your extensive experience and qualifications. Through exclusive networking and ongoing professional development you will maintain your competitive advantage.

Unlike tertiary qualifications, CPM is recognition of both formal education and successful application of your marketing knowledge and skills.

The CPM Program is dedicated to:

- Defining excellence in the marketing profession
- Advancing your knowledge with appropriate professional development and networking opportunities
- Promoting the profession of marketing by recognising only qualified practitioners

To qualify, Certified Practising Marketer candidates typically have:

- Minimum 5 years practical marketing management experience with recognised marketing qualification/s
- 10 years marketing management experience/practise
- Extensive marketing knowledge and background experience

Applicants who do not initially meet the assessment criteria are provided a practical course of action to achieve CPM status.



CPM ASSESSMENT CRITERIA

CPM certification is based on both **quantitative** and **qualitative** assessments of career achievements, work history and education. To be successful the applicant must accumulate 650 points across all three areas.

The **quantitative assessment** takes into account educational qualifications, current job function, level of responsibility and total practical experience. In addition, weighting is given to the size of the organisation and the level of the role within that organisation.

The **qualitative assessment** involves a review of past vocational achievements and current role.

Educational Qualifications

A marketing degree or post graduate diploma in marketing is the basic education level. It is however, recognised that people can enter marketing without marketing qualifications and credit is given for completed qualifications in other disciplines and any marketing studies undertaken.

In some circumstances, substantial marketing experience can substitute for qualifications. However, in these cases applicants must demonstrate conceptual competence acquired through more than 10 years of marketing specific practise.

Practising Experience

A minimum of 5 years broad marketing experience is required. Applicants must demonstrate a breadth of experience with more than one area of marketing expertise such as communication, market research or sales.

Professional Achievements

Applicants are required to provide a resumé of their professional achievements. Clear career progress, increasing functional responsibility and seniority indicate a track record of professional achievement. Evidence of work done, results achieved and career highlights is sought. All claims must be independently substantiated.

Every application to become a Certified Practising Marketer is assessed on the individual's merits.



FREQUENTLY ASKED QUESTIONS ABOUT BECOMING A CERTIFIED PRACTISING MARKETER (CPM)

Q Who can become a CPM?

A: Anyone who is serious about a professional career in marketing can become a CPM. Since CPM is a benchmark of marketing practise it is a measure of career progress for professional marketers.

Q Is CPM a membership category?

A: CPM is not a membership category. It does not supersede or have higher status than any membership category. Nor do you have to be a CPM to be a member of the Australian Marketing Institute. However, CPM is a prerequisite for the membership categories of Associate Fellow and Fellow.

Q Why should I become a CPM?

A: Recognition. The people you respect in your business life will see and recognise you for what you are - qualified, experienced and professional. CPM will provide employers and clients with credentials which benchmark your career achievements. It will also serve to differentiate the relative experience of marketing practitioners. Along with the Professional Maintenance Program, your constant updating of skills will be recognised. Through the CPM Program marketers gain the professional recognition they deserve.

Q Do I have to complete a course to become a CPM?

A: CPM is not a course. It is designed to certify that an individual is a practising marketer who fulfils the Australian Marketing Institute's requirements for qualifications, experience and professionalism. To achieve this standard, some individuals may be required to undertake further study to upgrade their qualifications whilst others may be required to enhance their experience.

Q What if I do not yet meet the criteria for CPM?

A: Each application is individually assessed. Specific recommendations are made to provide a pathway for each applicant to ultimately achieve CPM accreditation. The assessment process offers valuable feedback and guidance to assist your professional development.

If you are not sure you qualify please call us on 1300 737 445.

If you don't qualify yet, we can assist by recommending a course of action (Professional Development Program) that will lead to CPM qualification.

Q What are my professional development obligations?

A: Each year participants in the CPM Program are required to undertake 32.5 hours of professional development per year or 100 hours over three years. A variety of activities qualify including workshops, seminars and self study, providing the program extends your marketing skills. The Institute offers a range of education, training and professional development designed to meet the needs of marketers based on the qualifications or experience.

Q How do I apply for CPM?

A: Simply complete the attached CPM Application Form and attach evidence of your educational and career achievements: a resumé or CV; transcripts of results and copies of certificates; an official position description or organisation chart. It is also useful to note specific details of work done or results achieved, ie. details of your involvement in the successful launch and establishment of a product or service. Send your completed application with a \$70 (inc GST) processing fee to the Australian Marketing Institute. If you are not currently an Australian Marketing Institute member you will also need to pay membership subscription fees.

If you have any other questions about becoming a Certified Practising Marketer, please contact the Australian Marketing Institute.

To help you complete your CPM Application Form, please refer to the **Application Guidelines** contained in this document



The Australian Marketing Institute offers professional development designed to meet the needs of Certified Practising Marketers



**CERTIFIED PRACTISING MARKETER (CPM)
 APPLICATION GUIDELINES - PAGE 1**

The assessment process is both quantitative and qualitative.

The quantitative assessment is achieved by reference to the **CPM Matrix**.

Successful applicants who satisfy both the quantitative and qualitative criteria will be required to commit to an on-going **Professional Maintenance Program (PMP)**.

A Professional Development Program will be provided to applicants who do not initially meet the CPM criteria.

INSTRUCTIONS

The CPM Application Form must be completed and submitted to the Australian Marketing Institute for processing.

Incomplete applications will not be processed. Complete ALL sections of the application form.

Print clearly or type out all details. If insufficient space, please attach typed submissions as appendices.

Read all sections carefully before answering. If you require assistance call Membership Services on **1300 737 445**.

Applications must be received with the appropriate payment, Applications received without payment will not be processed.

Please retain a copy of your application for your records.

CPM MATRIX

The CPM Matrix encapsulates the four criteria used to assess applications:

Educational Qualifications

The aim is to establish the extent to which the applicant has been exposed to, required to think about, demonstrate knowledge in, and apply marketing concepts and theories in the context of formal, recognised/ accredited educational programs. Ongoing study is also encompassed.

Job Function

Establishes the extent to which the applicant is responsible for the marketing decisions of the organisation. It takes into account: the degree of complexity; level of knowledge; skills required; and the potential impact of the applicant's decision making authority.

Level of Seniority

Establishes the level of seniority achieved and gives recognition to the underlying career path. Current level of seniority tends to reflect past achievements.

Practical Experience

Recognises the importance of experience in the practising of marketing. The aim is to establish the number of completed years of service of the applicant in either a recognised full marketing, marketing-related, or academic position.

Other Considerations

In the case of senior marketing practitioners, who do not have relevant academic study, weighting will be given to their experience.



**CPM MATRIX
 EXAMPLES**

Example 1

Marketing Manager in an organisation with \$110M turnover	CPM Points	Weighting	Weighted Points
Educational Qualifications			
B.Bus (Mktg)	200	n/a	200
Job Function			
Category/Range Responsibility	125	x 1.3	163
Level of Seniority			
Marketing Manager	175	x 1.3	228
Practical Experience			
Full Marketing 6 years	125	n/a	125
Sub-total	625		716
Plus Launch Credit			50
Total Points Achieved			766

Example 2

Marketing Consultant and CEO of own business with \$1M turnover	CPM Points	Weighting	Weighted Points
Educational Qualifications			
B.Bus (Mktg)	200	n/a	200
Job Function			
Total Marketing Responsibility	175	x 1.0	175
Level of Seniority			
Chief Executive Officer	225	x 1.0	225
Practical Experience			
Full Marketing 12 years	150	n/a	150
Sub-total	750		750
Plus Launch Credit			50
Total Points Achieved			800

CERTIFIED PRACTISING MARKETER (CPM) APPLICATION GUIDELINES - PAGE 2

QUANTITATIVE ASSESSMENT

Point Scoring

Achieving the desired quantitative score of 650 points does not automatically attain CPM status nor is falling short of 650 points an automatic set-back. This is because job titles and function titles may have different meanings under different situations. However, quantitative scoring offers a quick indication of the applicant's standing.

Weightings

Flexibility in the use of job titles, scope of responsibilities, complexity of work environment, etc. varies within organisations. Organisation size provides some insight into individual job function and seniority. To overcome these differences, points nominated from the CPM Matrix are further multiplied against predetermined weightings.

The quantitative point scoring (CPM Matrix) often captures the attention of prospective applicants. However, both quantitative and qualitative measures are essential for CPM assessment.

QUALITATIVE ASSESSMENT

Points scored are reviewed against qualitative factors like career path, job functions, responsibilities and seniority. These details should be reflected in the applicant's resumé. An official position description attached with the application will assist assessors in determining the scope of job responsibility.

The career history will indicate track record and support claims of length of experience. It is useful to note that specific details of work done or results achieved are good pointers. Details of your involvement in the successful launch and establishment of a product or service. Printed materials offer good support.

ADDITIONAL NOTES

Educational Qualifications

The Institute will not accept academic claims at face value. Assessors reviewing academic qualifications need to understand exactly what marketing subjects you have undertaken. As examples, degrees like "B.Comm, B.Arts (Marketing Major) or MBA" are best supported with academic transcripts, clearly showing marketing subjects completed.

Endorsing Documents

Do ensure that documents submitted are properly endorsed by yourself ie. your signature on the back of the document. During the verification process with the awarding or issuing organisation and at post-assessment audit, documents must be capable of being identified as originating from the applicant.

Assessment Process

The assessment process is multi-levelled, comprehensive and subject to audit.

Declaration

Make sure the Declaration is completed. The Institute must have your authority to verify claims made in your application. Applications submitted without a completed Declaration will not be processed.

Other Considerations

In cases of highly experienced senior practitioners who may not have the option of relevant academic study, merit will be considered using career history, experience and other details provided under 'Practical Experience'.

Timing

Due to the comprehensiveness of the assessment process much time is consumed in assessment and verification. Applications take approximately 2-4 weeks depending on the speed of response by other organisations authenticating information submitted.



MAINTAINING YOUR CPM STATUS: PROFESSIONAL MAINTENANCE PROGRAM

All Certified Practising Marketers are required to undertake professional development to maintain their CPM status.

The **Professional Maintenance Program (PMP)** consists of a minimum of 100 hours over a three year period (or 32.5 hours per year). This commitment, which is subject to random auditing, fosters continued learning and development.

Your PMP must meet the criteria and policies set by the national professional development committee. The majority needs to be structured learning such as CPM workshops, tertiary study, marketing forums and management training. The remainder of your program can include informal activities such as academic readings.

To learn more about the range of ongoing professional development programs the Australian Marketing Institute offers visit the website at www.ami.org.au or contact Membership Services on 1300 737 445

CERTIFIED PRACTISING MARKETER



Your Details

TITLE	FIRST NAME	
LAST NAME	DATE OF BIRTH	
NATIONALITY		
CITIZENSHIP		
ORGANISATION		
BUSINESS ADDRESS		
SUBURB / TOWN	STATE	POSTCODE
TEL	FAX	
MOBILE		
EMAIL		
PERSONAL ADDRESS		
SUBURB / TOWN	STATE	POSTCODE
EMAIL		
PREFERRED POSTAL: [] BUSINESS [] PERSONAL EMAIL: [] BUSINESS [] PERSONAL		

Educational Qualifications

Describe in full the official titles of your qualifications including the awarding institution and year of award. Attach additional information as required and attach photocopies of certificates and academic transcripts.

Notes: If the qualification involves Majors, Honours etc, please state clearly. For qualifications obtained through research or a combination of research and coursework, please briefly explain the research topic. For institutions located outside Australia, please name the country where the institution is based.

Endorsement

The applicant must endorse copies of certificates and transcripts. (ie. Applicant's signature on the back of the certificates)

Educational Details

QUALIFICATION	YEAR OF AWARD
INSTITUTION	
QUALIFICATION	YEAR OF AWARD
INSTITUTION	
QUALIFICATION	YEAR OF AWARD
INSTITUTION	

Your Job Description

POSITION
DIVISION / DEPARTMENT
TIME IN CURRENT POSITION [] Years &/or [] Months
TIME IN CURRENT ORGANISATION [] Years &/or [] Months
MAJOR RESPONSIBILITIES

DESCRIBE YOUR ORGANISATION'S CORE BUSINESS OR ACTIVITY

Complete and submit this application form to become a Certified Practising Marketer (CPM)

Email: membership@ami.org.au

Fax: 1300 131 468

Mail: Australian Marketing Institute
Membership Services

GPO Box 5295 Sydney NSW 2001

Employment History

Please provide a detailed resumé of positions held from first to present position and attach it with this application.

Organisation Chart

Please include an organisation chart and clearly mark your position within your organisation.

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):

This Application Form continues overleaf

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



Marketing Specific and Marketing Related Functions

For the next questions please refer to the following:

“Marketing Specific” refers to responsibilities that involve all facets of marketing functions traditionally referred to as the “4p’s” or “7p’s”. For academics, this refers to those whose core discipline is marketing.

“Marketing Related” refers to responsibilities that usually involve one or two branches of marketing such as advertising, sales, market research, public relations or consulting. For academics, this refers to those whose core discipline is non-marketing.

For practitioners of marketing

Tick **ONE** box below that best describes your current level of responsibility.

Tick **EITHER** the “Marketing Specific” **OR** “Marketing Related” column only.

Marketing Specific Functions	Marketing Related Functions
<input type="checkbox"/> Total marketing responsibility for organisation	<input type="checkbox"/> Chief Executive Officer
<input type="checkbox"/> Divisional/regional marketing responsibility	<input type="checkbox"/> Total functional/divisional responsibility
<input type="checkbox"/> Total brand/product range, business category	<input type="checkbox"/> Regional/State/part functional responsibility
<input type="checkbox"/> Product/Brand Manager	<input type="checkbox"/> Single product/key account responsibility
<input type="checkbox"/> Assistant Product/Brand Manager	<input type="checkbox"/> Manager/Territory Manager/Marketing Research Officer
<input type="checkbox"/> Trainee/Assistant (general)	

For marketing specific or marketing related academics

Tick **ONE** box below that best describes your current level of responsibility.

Tick **EITHER** the “Marketing Specific” **OR** “Marketing Related” column only.

Please provide course/subject titles for which you lecture and tutor or any information that may be helpful in assessing the extent to which you can be said to be practising marketing.

	Marketing Specific	Marketing Related
Full Professor/Faculty Head	<input type="checkbox"/>	<input type="checkbox"/>
Associate Professor/Head of Department	<input type="checkbox"/>	<input type="checkbox"/>
Senior Lecturer	<input type="checkbox"/>	<input type="checkbox"/>
Lecturer	<input type="checkbox"/>	<input type="checkbox"/>
Tutor	<input type="checkbox"/>	<input type="checkbox"/>

Additional information

Fees

Fees must be enclosed with the application. Incomplete applications will not be processed.

CPM Application Fee

- AMI MEMBER Please enclose \$70 (inc GST)
- AMI NON MEMBER Please enclose \$370 (inc GST)

The Non-Member CPM Application Fee includes an annual Australian Marketing Institute Membership Subscription of \$300

CPM Annual Certification

If your application for Certified Practising Marketer is successful, future invoices will incorporate both the Australian Marketing Institute Membership Subscription Fee and the CPM Certification Fee

Payment Details

Please enclose the appropriate amount. Australian Marketing Institute ABN 30 000 026 586
 This form constitutes a Tax Invoice/Receipt upon payment. All amounts include GST.

PAYMENT AMOUNT [\$ _____]

CHEQUE Payable to Australian Marketing Institute

CREDIT CARD AMEX VISA DINERS MASTERCARD

CREDIT CARD NUMBER _____ EXPIRY DATE _____

NAME ON CARD _____

SIGNATURE _____

Level of Seniority

Tick **ONE** box below that best indicates your level of seniority within your organisation.

If your position is not given, please provide a description.

- Chief Executive Officer
- Marketing Director / Divisional Manager
- Marketing Manager / Regional Marketing Manager / Sales Director
- Group Product Manager / National Sales Manager / Group Account Director
- Product/Brand Manager / State Sales Manager / Account Director
- Functional Marketing Support Manager
- Individual Client Manager / Territory Executive / Manager
- Assistant
- Other (please specify): _____

Practical Experience

Tick **ONE** box to indicate your practical experience.

Practical experience is defined as the number of completed years of service either in a recognised full marketing or marketing related academic role.

	12+ Yrs	6-11 Yrs	3-5 Yrs	0-2 Yrs
Full Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Related Academic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Experience

Please attach any remarks concerning your experience which may be useful in assessing your application.

Declaration

IMPORTANT! Please ensure you complete this Declaration

Have you, or the organisation(s) you are/were involved with, been convicted of any civil or criminal offence, inquiries, etc. that are likely to impact on the outcome of this application?

Please tick: No, I have not been involved in anything that is likely to impact on the outcome of this application.

Yes, I have and attached are the dates, nature and status of such convictions, litigation, activities, investigations, inquiries etc.

I, _____ hereby declare that all of the information provided in this application is to the best of my knowledge true and accurate. For the purpose of verifying my qualifications and work experience/employment history, I authorise the Australian Marketing Institute (AMI), or its representatives, to contact the persons, organisations and institutions noted in this application. I understand all applications will be treated with diligence and confidentiality will be respected at all times. I accept the decisions for CPM certification by the Australian Marketing Institute as final.

When certified, I agree to: Abide by and uphold the Rules and Regulations and Code of Professional Conduct of the AMI; Uphold the standards and professionalism of CPM by completing the annual Professional Maintenance Program requirements specified by AMI; Pay all annual subscriptions for CPM and AMI when they fall due; Give three months notice in writing if I wish to cease my membership and CPM certification, immediately pay any outstanding amounts owing, return my certificates to AMI and cease using all AMI titles immediately.

SIGNATURE _____ DATE _____

Attachments

To ensure your application is correctly processed, list all attachments

AUSTRALIAN MARKETING INSTITUTE RECOGNISING PROFESSIONAL MARKETERS

The Australian Marketing Institute is the professional body representing marketing in Australia. Through the Institute's Certified Practising Marketer (CPM) Program you can expect to fast-track your professional marketing development and receive recognition for your achievements.

The Certified Practising Marketer (CPM) Program provides recognition of both formal education and successful application of your marketing knowledge and skills.

Becoming a CPM entitles you to attend exclusive events, seminars, meetings with special interest groups and also provides you with higher levels of networking opportunities.

The CPM program:

- Defines excellence in the marketing profession, balancing practical experience and conceptual thinking
- Advances your knowledge with continued professional development and networking
- Promotes the profession of marketing by recognising only qualified practitioners of marketing



REWARDING EXCELLENCE

The Australian Marketing Institute recognises top marketers at the annual **Awards for Marketing Excellence**.

Each year the **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.

For more details regarding the Awards visit www.ami.org.au/awards



BECOME A CPM!

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

Australian Marketing Institute CPM's receive:

- The opportunity to list your marketing related services on the Australian Marketing Institute's **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).
- Access to competitive discounted rates for Professional Indemnity insurance
- Additional discounts on registration fees at conferences and events
- Webinars and access to the UK's *Market Leader* publication
- National Conference committee memberships
- Preference for national board and council positions
- Ability to judge the Australian Marketing Institute Awards for Marketing Excellence

As the professional benchmark for marketers, the CPM program enjoys the strong support of leading marketing practitioners.

