



AICM Partnership Prospectus

For the 2018 calendar year

Introduction

The AICM is proud to be the body that brings all parties in the credit community together. Our mission is to help our members, partners, government, other related bodies and the business community in general to succeed.

With 2017 marking the 50th anniversary of the incorporation of the AICM we set ourselves ambitious targets for growth, engagement and we're proud to say we've exceeded our expectations.

The following achievements demonstrate our success:

Engagement

- We now have over 2,500 members which is 10% growth on 2016
- Participation rate of 31%
- Our revised and continuously evolving website, launched in 2016, has been a key driver for both existing member engagement and new stakeholder involvement.
- Women in Credit (WINC) events attracted over 500 attendees nationally and raised more than \$7,500 for charities helping women in need.
- Pinnacle Awards, in 4 divisions recognizing excellence in all areas of the credit industry with over 400 credit professionals in attendance

Education

- Webinar series with at least 6 complimentary webinars for members
- Our diploma and certificate in Credit Management courses have been updated and record students obtaining qualifications
- 2017 National Conference presentations rated the best ever
- We increased the number of credit professionals holding the prestigious CCE qualification by 5%. The CCE is the highest recognition of experience in credit management
- Magazine content and quality continued its improvement with each issue focused on current trends in credit

Representation

In 2017 the AICM increased its advocacy role ensuring the credit industry is front of mind when government makes decisions relating to our members.

Some of the activity included:

- AICM playing a key role in the Australian Small Business and Family Enterprise Ombudsman's inquiry into payment times.
- Consultation with Australian Tax Office to assist their planning for reporting default information to credit reporting bureaus. We await draft legislation to be tabled.
- Several submissions were made in relation to Safe Harbour and Ipso Facto amendments to the corporations act. The AICM continues to lobby for amendment to the safe harbor defense to ensure issues associated with insolvent trading are not amplified.

Introduction - continued

- Director Identification Numbers – the AICM lobbied to encourage adoption of this initiative and continue to lobby to ensure this becomes legislation.
- Illegal phoenix Activity reform proposals – a substantive submission was made in relation to a raft of proposals under consideration by the Turnbull Government.
- Increased representation with regulators of insolvency AFSA and ASIC, with the AICM now regularly taking part in industry forums and consultations.
- Raising concerns with the PPSA amendment to the definition of a PPS Lease.
- Submission into Senate Standing Committees on Economics inquiry into Superannuation Guarantee non-payment

To drive these initiatives, the AICM Board has established a Key Policy Positions paper outlining the most relevant concerns and suggestions. This document is continually reviewed and updated and forms the basis for engagement with regulators and government representatives. Available [here](#).

Recently the AICM became an industry association Member of the Australian Chamber of Commerce and Industry, this membership expands the network of the AICM to more than 60 other industry associations and over 300,000 businesses. It also provides additional industry and government avenues to lobby and raise the profile of credit management.

Further initiatives planned for 2018 include further engagement with our partners for broader consultation with members and industry, we welcome the opportunity to collaborate with you on these initiatives.

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What to expect in 2018

2017 saw the AICM celebrate the 50th anniversary of the incorporation of the AICM. This proud achievement has given renewed impetus to both volunteers and support office to continue the implementation of our strategic plan. We seek the support of our partners and stakeholders to continue our reinforcement of industry relevance and growth of our core areas.

Key to this expansion is utilising strategic alignments with our partners to leverage them so the value for the credit community, our partners and the AICM is maximised.

For the AICM 2018 will be viewed as successful if we achieve:

- membership growth continues;
- expand our various additional offerings, services and value for our members;
- reach greater segments of industry specialisation; and
- build upon our 2017 recognition as the preeminent member body for credit professionals.

For our partners your participation on this journey demonstrates your focus on this industry and provide an opportunity to leverage your expertise for greater relevance to our industry by partnering on items of strategic alignment. Items that we look forward to collaborating where relevant include:

- Payment times – investigating reporting and understanding the trends, impacts and causes of payment times in Australia with the goal of informing the credit community and uncovering systematic approaches for improvement.
- Educating members on legislative changes e.g. insolvency, PPSA, Unfair contracts and those yet to arise.
- White papers on Credit Management
- Developing professional development opportunities.
- Further Thought Leadership

We are focused on helping our members improve their company's credit operations and see the following as some of the key issues to focus on in 2018:

- Economic changes
- Insolvency legislation changes
- Doing more with less
- Utilisation of internal and external data
- Relevance of credit within the business

Why invest in an AICM Partnership?

Connect with Credit Professionals in a profound way

The AICM is the only Professional Body for Credit Professionals. While this is closely linked to the companies that employ the credit professionals, our focus is the individual.

Partnership with the AICM allows you to contribute to Credit Professionals professional development, providing a unique opportunity to forge a close and meaningful relationship that will extend well beyond their current employer.

Be recognised as a respected participant

Partners of the AICM are regarded by Credit Professionals as being a respected participant, authority, and contributor within the Credit Industry.

“While I will be polite to all companies, I only develop relationships with companies who have shown their commitment to my profession through their support of my Industry Body”

- *National Credit Manager at a Top 4 Legal firm*

“While I didn’t think their company had anything to offer my business, I took the meeting as a favour to an AICM supporter. I later found out that their company had much more to offer than I thought”

- *National Credit Manager at Multinational building services company*

Play a pivotal Role in the Credit Industry

We regularly seek the input, expertise, and knowledge from our partners in planning our Divisional Events and National Conference. We do this to ensure we have the best quality events and speakers, and so our partners receive value for their support.

Associate your Brand with Credit Excellence and the AICM

Partner’s brands are featured prominently within all relevant communications with our members, this ensures your business stays front of mind with your current customers, as well as giving your brand vital exposure to potential future customers.

Stay connected

The Partnership packages include attendance at various events, providing a valuable way to:

- Keep in touch with your current customers and contacts
- Develop new relationships
- Understand the general industry trends and sentiments

National Partnership

National Partners are organisations looking to form a strategic partnership with the AICM to demonstrate relevance, thought leadership, expertise and actively participate in the development of the Credit industry.

This will be an all-encompassing relationship where we aim to leverage each other's strengths to maximise the partnership value. Examples include articles featuring partner's insights, awards, events and education.

Inclusions:

- Recognition and prominent logo displayed on all division banners, flyers, and the AICM website – Highlighted as a National Partner/Supporter.
 - Partner' logos included in each divisions' section of the AICM magazine.
 - Use of AICM logo for promotional activities and website (as approved by AICM CEO) - entitled to promote their organisation as a supporter of the AICM.
 - One complimentary attendance for a Division Partner representative at every AICM Division social event - includes dinners, network meetings, breakfasts, lunches, BBQ's, etc. (excludes seminars, symposiums and Credit Toolbox).
 - An invitation to each Division Partner to introduce speaker(s) at AICM Division events throughout the year on a rotation basis.
 - Priority option for Conference Booths and Partnership (i.e. national partners will be given first option before general marketing of Conference items).
 - Option for taking part in the National Partners Webinar series.
 - One complimentary full page advertisement per year in "Credit Management in Australia" magazine, online issue only.
 - Complimentary listing in "Credit Marketplace", a classifieds type section of the magazine launched in 2017. National Partners listing will be more prominent than all others.
- Note: complimentary advertising and classifieds requires Partner to provide artwork.

Benefits Table

National Partners	AICM
Align with AICM on a National Level – increased exposure to AICM members at a National level	Additional support of the AICM at a National Level
Recognition as National Partner – enhanced authority and recognition	Enhances authority, recognition and resources to the AICM by having National Partners/Sponsors
Ability to have a presence at all events – greater opportunities to connect with credit professionals	Increased attendance of industry professionals and experts at all events across divisions
Can talk to customers from a point of authority in the industry – supported by the AICM	Aid the promotion of the AICM's presence and relevance within the industry
Priority consideration for speakers and support – ability for AICM members to get to know you, your organisation, and expand your professional profile	Access to expert industry speakers that can share their wealth of knowledge with AICM members

Cost: \$25,500 plus GST (excludes National Partners Webinar Series).

National Partners Webinar Series

The webinar series aims to deliver thought leadership, relevant insights, and practical tips for Credit Professionals.

In conjunction with our National Partners we aim to increase the relevance and value of AICM membership and showcase the value and expertise of our National Partners.

The Webinars are offered complimentary to Members and at a \$55 fee for non-members.

National Partners are invited to Partner with the AICM for up to 4 Webinars in 2018. Partners must commit to:

- Providing approved content that achieves the goals of the Webinar service (without a direct promotional focus) prior to confirmation of the webinars.
- A schedule of deliverables for each webinar (e.g. Topic, Speaker Bio's & Photos, Topic summaries, etc.).
- Promoting webinars to their Non-AICM database.

Cost: \$1,800 per webinar

*Note: partners may offer complimentary registration to their customers via use of a Promotional Code.

Division Partnership

Division Partners are looking to focus on specific regions of Australia. By partnering at a Divisional level the organisations show their commitment to the members within that division, by focusing on their needs and tailoring their support accordingly. This level of partnership is particularly attractive to supporters who do not have a national presence.

The AICM CEO and Division Presidents proactively engage with Partners to identify areas of strategic alignment, this may involve briefing Partners staff on the AICM, developing initiatives that maximise the mutual value of the Partnership.

Inclusions:

Recognition and logo displayed on all Divisional banners, flyers, and the AICM website -
Highlighted as Divisional Partner.

- Partners’ logos included in each Divisions’ section of the AICM magazine.
- Use of AICM logo for promotional activities including organisations website (as approved by AICM CEO) - entitled to promote themselves as a Divisional Supporter of the AICM.
- One complimentary attendance for a Division Partner representative at every AICM Division social event - includes dinners, network meetings, breakfasts, lunches, BBQ’s etc. (excludes seminars, symposiums and Credit Toolbox) approx. \$500 in value.
- An invitation to each Division Partner to introduce speaker(s) at AICM Division events throughout the year on a rotation basis.
- One complimentary half page advertisement per year in “Credit Management in Australia” magazine, online issue only.
- Complimentary listing in “Credit Marketplace”, a classifieds type section of the magazine launched in 2017. Divisional Partners listing will be more prominent than others excluding National Partners.

Note: complimentary advertising and classifieds requires Partner to provide artwork.

Benefits Table

Partners	AICM
Align with AICM on a Local level – increased exposure to AICM members at a Local level	Additional support and assistance for the AICM with divisional activities
Recognition as Divisional Partner – enhanced authority and recognition	Enhances authority, resources and recognition of the AICM by having Divisional Partners
Ability to have a presence at all events – greater opportunities to connect with credit professionals	Increased attendance of industry professionals and experts at all events across divisions
Can talk to customers from a point of authority in the industry – supported by the AICM	Aid the promotion of the AICM’s presence and relevance within the industry

The 2018 AICM Division Partnership Package fees are:

- \$8,000 plus GST in NSW,
- \$5,500 plus GST in Queensland,
- \$5,500 plus GST in Victoria / Tasmania,
- \$3,000 plus GST in South Australia, and
- \$3,000 plus GST in Western Australia.

Other offerings

As a partner you will be at the forefront of all of our Professional Development and networking activities but adding some other options can help amplify your involvement and add some great benefits.

Note: Partners and current supporters receive first right of refusal for every activity.

National Conference

The annual National Conference is always the highlight of the Credit Industry's calendar. In 2018 we return to Melbourne after a 7 year hiatus. Historically AICM conferences in Melbourne have record attendances due to strong local demand, attendees extending their time with customer visits and the overall excitement of visiting Australia's vibrant southern city.

The 2018 conference will be based at the Grand Hyatt Melbourne at the Paris end of Collins Street. We aim to build upon the spectacular 2017 Presidents Dinner held in Canberra at Parliament House in the Great Hall.

Pinnacle Awards

Our annual pinnacle awards recognise excellence in all areas of the credit industry. The awards are presented at a gala end of year awards function. Sponsorships of awards maybe available and include a table of 8 for the dinner, a great option for entertaining your staff or clients.

Golf Days

Most divisions run annual golf days and there is always a well attended National Conference Golf day. Sponsoring a hole is a great promotional opportunity and a great option for a day out with staff and/or clients

Trivia, Barefoot bowls and Social Nights

Each division runs various social events, sponsoring or supporting these is a great way to get involved with our members when they are enjoying a social occasion with their peers.

If you would like to budget for any of the above or include this as part of your 2018 Partnership package details can be provided.

Official Division Supporting Sponsorship

If partnership is not right for you Supporting Sponsorship may be a great option to show your support of the AICM and Credit Industry and benefit from membership and packaging networking and professional development activities for client entertainment and/or contact.

Supporting sponsors are not recognised at events or promotional material, however they are entitled to promote themselves as a supporter on their website and are recognised in the AICM magazine.

Comparison and Benefits table

Benefit	National Partnership	Divisional Partnership
Recognition at everything Nationally	Yes	No
Recognition at divisional level	Yes	Yes
Attendance at events	All	All
YCP Dinner registrations	One per division	One per division
End of Year dinner if applicable	One registration per division	One registration per division
Cost	\$25,500	\$3,000-\$8,000 per Division

Tailored Packaging

While we do not discount our set Partnership/Sponsorship packages (as above), discounts can be considered by designing a package suited to your business and your business goals. A package could include:

- Membership for individuals for your customer facing teams and/or Credit Department.
- Conference items such as a booth, sponsorship or supporting individual initiatives.
- Additional Registrations at events and dinners.
- In house Training for your credit teams.
- Advertising in the Magazine.
- Pinnacle Awards sponsorship (where available in relevant Divisions).
- Golf Day sponsorships (Conference and/or Division where available).

Next steps

To discuss these options further and to secure your Partnership with the AICM, please contact your relevant Division President or our Member Engagement Manager Andrew Le Marchant

These arrangements are for the 2018 Calendar year, therefore the earlier we are able to move forward with these arrangements, the earlier we can start developing the relationship to ensure a mutually rewarding partnership in 2018.

Contact details

<p>South Australia & Northern Territory</p> <p>Gail Crowder MICM Phone: 08 8418 1407 Mobile: 0401 764 282 Email: gcrowder@kemps.com.au</p>	<p>Victoria & Tasmania</p> <p>Lou Caldararo FICM CCE Phone: 03 9768 8380 Mobile: 0412 912 266 Email: lou.caldararo@spicers.com.au</p>
<p>New South Wales</p> <p>Balveen Saini MICM Phone: 02 9210 9112 Mobile: 0416 361 449 Email: bsaini@bbwlaw.com.au</p>	<p>Western Australia</p> <p>Lisa Marr MICM Phone: 08 6270 4115 Mobile: 0411 509 014 Email: lmarr@instantwaste.com.au</p>
<p>Queensland</p> <p>Roger Masamvu MICM Phone: 07 3810 2239 Mobile: 0404 362 179 Email: roger.masamvu@jbssa.com.au</p>	
<p>Chief Executive Officer</p> <p>Nick Pilavidis MICM CCE Phone: 02 8317 5085 Mobile: 0408 445 014 Email: nick@aicm.com.au</p>	<p>Member Engagement Manager</p> <p>Andrew Le Marchant LICM CCE Phone: 02 8317 5052 Mobile: 0418 250 504 Email: andrew@aicm.com.au</p>