IPWEA
Corporate Partnership Prospectus
THE PEAK ASSOCIATION FOR INFRASTRUCTURE ASSET MANAGERS AND PROFESSIONALS WHO DELIVER PUBLIC WORKS AND ENGINEERING SERVICES
An Invitation to Partner

IPWEA collaborate through mutually beneficial partnerships with corporate organisations, service providers, peak bodies, the community, and all levels of government to improve outcomes for public works practitioners and the organisations that they serve.

This prospectus outlines corporate partnership opportunities and is an invitation to organisations that share our brand values and objectives to partner with IPWEA.

Who We Are

The Institute of Public Works Engineering Australasia (IPWEA) is the Peak association for public works professionals across Australia and New Zealand. IPWEA provides services to its members and advocacy on their behalf.

Over the past 20 years, the organisation has expanded its traditional local government engineering focus to broader public works, covering all tiers of government as well as the private sector, which comprises 40% of the IPWEA network. Almost all of Australia and New Zealand’s professional consultancy firms that specialise in public sector infrastructure – including roads, water, power, rail, ports and airports – have managers and staff who are members of IPWEA.

“It’s been a long-standing relationship and we have enjoyed the collaboration and connection that IPWEA has enabled in the local government sector in Australia and New Zealand.”

Komatsu

Our international reach: Australia, New Zealand, Canada, Europe, Africa, South East Asia
Our program and resources include:

**EDUCATIONAL PROGRAMS**

IPWEA’s Asset Management Pathway is designed with 3 levels of learning – Foundations, Build and Recognise levels featuring courses that have become the industry standard in training for asset, fleet and infrastructure focused professionals:

- **Asset Management Foundations** – a self-paced online course with the objective to define what asset management is and understand why it is important.
- **Fleet Management Certificate** – a comprehensive fleet practitioner course providing an industry-recognised qualification.
- **Professional Certificate in Asset Management Planning** – The Professional Certificate is recognised as a global standard in Asset Management training. It provides hands-on experience using your own data, where participants draft an Asset Management plan as part of completing the course.
- **Professional Certificate in Infrastructure Financial Management** – This course integrates asset management and financial management planning concepts and enables participants to lead their organisation in providing financially sustainable service delivery from Infrastructure.
- **Integrating Asset Management and Governance** – IPWEA’s newest course, designed to extend your Asset Management learning and gain the tools to apply robust asset management across the whole of your organisation.
- **AT&M Program** – The Asset Tracking and Monitoring course will rapidly build your knowledge and skills in asset tracking and monitoring, build familiarity with the IPWEA Asset Tracking and Monitoring publications and guide you in the initial steps to assess viable technology solutions in relation to your organisational needs and context.

**FACE TO FACE TRAINING & EVENTS**

- **The IPWEA International Public Works Conference** – The IPWEA International Public Works Conference is the largest public works Conference held in Australia and is only held once in every two years.
- **IPWEA International Asset Management Congress** – The IPWEA International Asset Management Congress will showcase world-class and innovative Asset Management practices. This premier event is a world-leading opportunity to meet and learn from global experts, sector leaders and to share experiences with peers. The Congress will generate important discussion and leadership outcomes for the future of infrastructure Asset Management.

**NETWORKS**

- **IPWEA Asset Management Committee** – The role of the IPWEA Asset Management Committee is to provide strategic direction and leadership to facilitate an informed debate on policy and education in the asset management discipline as it relates to the public works sector.
- **Ask Your Mates Community Forum** – A community forum where you can share your ideas, generate meaningful discussion and build industry connections with over 38,000 peers.
RESOURCES & PUBLICATIONS

NAMS+ – NAMS+ is the online guided pathway for Asset Management Planning and assists more than 700 organisations to model and communicate their asset management data.

E-BOOKS+ – A subscription that provides all users within an organisation with 24/7 access to the entire suite of publications in the IPWEA library.

International Infrastructure Management Manual (IIMM) – Recognising that the ISO Standards are very much the “What to do”, the IIMM provides the “How to do it” in terms of applying the standards for infrastructure asset management. The Manual provides valuable learnings for those who have a vital stewardship role in managing the investment in infrastructure on behalf of their community, customers or investors.

International Infrastructure Financial Management Manual – The Manual provides the practical “how to" tools for asset and financial management practitioners to report and manage infrastructure assets consistently, based on the Accounting Standards applicable in various Countries. The Manual is all about getting asset and financial professionals, all speaking a common language and taking a common approach.

Practice Notes – As set of industry guidelines to assist practitioners with Asset Management and Financial Planning across a range of topic areas.

Intouch – Monthly e-newsletter providing the latest information, member profiles, links, announcements, and opinions.

Who we reach

Through strong branding and a strategic approach, we provide outstanding engagement and powerful opportunities for our corporate partners.

Our reach includes:

IPWEA Website
approx. 15,000 views per month

Ask Your Mates
approx. 38,000 contacts

International Infrastructure Management Manual
we anticipate approx. 300+ biennially

International Infrastructure Financial Management Manual
we anticipate approx. 300+ biennially

Practice Notes
approx. 20,000 contacts

Intouch
approx. 20,000 contacts

Local Government
More than 600 councils across Australia and New Zealand

International Public Works Conference
approx. 500+ biennially
The Partnership Opportunity

Corporate partners allow IPWEA to expand the reach and impact of our programs and resources to accomplish our vision of being the peak association for infrastructure asset managers and professionals who deliver public works and engineering services.

We partner with the business community where we have shared goals and values to support practitioners undertaking complex activities to optimise and ensure sustainable life-cycle management of assets that help achieve organisational objectives.

Partnership opportunities include:

- Engineers
- Asset Management Practitioners
- Corporate Services
- Procurement Specialists
- Insurers
- Supervisors
- Technical Staff
- Councillors
- Works Officers
- Management
- State Government Departments
- Trades Groups
- Contractors
- Consulting Engineers
- Senior Managers
- CEO’s & General Managers
- Elected Members
- Finance Professionals
- Principal Consultants

Our audience includes:

- **60%** Local Government
- **40%** Other:
  - State and Federal Departments
  - Civil Contractors
  - Utilities
  - Suppliers
  - Universities

A snapshot of who we attract include:

- Engineers
- Asset Management Practitioners
- Corporate Services
- Procurement Specialists
- Insurers
- Supervisors
- Technical Staff
- Councillors
- Works Officers
- Management
- State Government Departments
- Trades Groups
- Contractors
- Consulting Engineers
- Senior Managers
- CEO’s & General Managers
- Elected Members
- Finance Professionals
- Principal Consultants

“IT’S BEEN A LONG-STANDING RELATIONSHIP AND WE HAVE ENJOYED THE COLLABORATION AND CONNECTION THAT IPWEA HAS ENABLED IN THE LOCAL GOVERNMENT SECTOR IN AUSTRALIA AND NEW ZEALAND. FURTHERING THIS ENGAGEMENT IS REALLY IMPORTANT AS IT HELPS US REACH OUR CUSTOMERS, UNDERSTAND THEIR NEEDS AND SHARE IMPORTANT INFORMATION ABOUT KOMATSU AND OUR LEADING-EDGE TECHNOLOGICAL ADVANCEMENTS.

IPWEA HAS ALWAYS BEEN A VERY GOOD ORGANISATION TO BE ENGAGED WITH, IT’S A VERY PROFESSIONAL INSTITUTE, AND WE LOOK FORWARD TO OUR CONTINUED STRONG RELATIONSHIP.”

Komatsu | IPWEA Platinum Partner since 2010

“This partnership provides a unique opportunity that will ensure our customers and fleet professionals continue to benefit from innovative technology and high-quality, practical information at a time when the road ahead could not be more uncertain." says LBM Fleet CEO Gerard McLennan.

“We look forward to our collaboration and adding value to the fleet industry and its professionals.”

LBM Fleet | IPWEA Fleet Technology Partner since 2022
Why partner with us

**Connection**
- Connection with a dynamic, innovative, and credible not-for-profit, membership association
- Demonstration of your commitment to professional asset management across Australasia

**Reach**
- Reach a dynamic public works audience of all levels, including asset practitioners, finance and procurement specialists, corporate services, consultants and more
- Connect with Local Government, State and Federal Departments, Civil Contractors, Universities, and other suppliers
- Targeted campaigns to specific infrastructure community segments and across the entire sector
- Opportunity for introduction to adjacent IPWEA emerging technology networks to increase reach and impact

**Impact**
- Opportunity to demonstrate your thought leadership to a professional public works audience
- Make a real difference to the asset community across Australasia

**Engagement**
- Access and ability to contribute to the latest content
- Training and resources for your staff’s professional and personal development

**Business Development**
- Networking and lead generation opportunities in face to face environments
- Opportunity to target segments of our extensive database

**Promotion and Advertising**
- Schedule of advertisements and sponsored content across IPWEA channels
- Publicity and social media campaigns
- Promotional opportunities including product displays

“Having attended many of IPWEA's international conferences in the past, I can’t recommend the International Public Works Conference enough”

Senior Analyst and Course Graduate
Professional Certificate in Asset Management Planning
### IPWEA Premium Partner $20,000 + GST

<table>
<thead>
<tr>
<th>Application</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Website</td>
<td>Company logo and web site link in a prominent location on the IPWEA home page linking through to company website.</td>
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<tr>
<td>Content</td>
<td>Announcement of partnership by IPWEA Australasia CEO in the IPWEA interouch eNewsletter and social media.</td>
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<td></td>
<td>IPWEA profile of nominated company spokesperson.</td>
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<td></td>
<td>Logo featured in Insite Footer - 12 months.</td>
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<td></td>
<td>Logo featured in Intouch eNewsletter footer each month for 12 months.</td>
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<td>Digital Media</td>
<td>2 x sponsored articles featured on Insite and distributed through InTouch eNewsletter throughout the year.</td>
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<td>A media schedule across the year including; banners/leaderboards, medium rectangles, videos and social media. Media schedule worth $14,650 (see schedule 1 for media schedule).</td>
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<td>2x IPWEA App Push Notifications scheduled throughout the year.</td>
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<td>IPWEA International Events</td>
<td>Associate Sponsorship of the IPWEA International Public Works Conference (2024) to the value of $6,000.</td>
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<td>Partner and sponsorship of the event to be acknowledged on all promotional material and the website. Full list of inclusions can be found in the IPWC Prospectus.</td>
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<td>Discounts</td>
<td>10% discount on all IPWEA Pathway Courses, E-BOOKS+, IIMM subscriptions for the organisation and up to 3 nominated clients.</td>
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<td>Alignment</td>
<td>Create alignment between organisations with a Quarterly Marketing Heads meeting.</td>
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**Total Value Over:** $27,000 + GST

### IPWEA Associate Partner $13,500 + GST

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<td>Website</td>
<td>Company logo and web site link in a prominent location on the IPWEA home page linking through to company website.</td>
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<td>Digital Media</td>
<td>1 x sponsored articles featured on Insite and distributed through InTouch eNewsletter throughout the year.</td>
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<td></td>
<td>A media schedule across the year including; banners/leaderboards, medium rectangles, videos and social media. Media schedule worth $8,950 (see schedule 2 for media schedule).</td>
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<td>1x IPWEA App Push Notification.</td>
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<td>IPWEA International Events</td>
<td>Single Exhibition at the International Public Works Conference (2024) to the value of $5,000.</td>
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<td>Partner and sponsorship of the event to be acknowledged on all promotional material and the website. Full list of inclusions can be found in the IPWC Prospectus.</td>
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<tr>
<td>Discounts</td>
<td>7.5% discount on all IPWEA Pathway Courses, E-BOOKS+, IIMM subscriptions for the organisation and up to 2 nominated clients.</td>
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**Total Value Over:** $18,700 + GST
Get in Touch

We would be delighted to prepare a tailored proposal that meets your marketing and partnership objectives. We look forward to developing mutually beneficial partnerships with organisations that share our brand values.

Together we can make a positive difference for our community of asset management practitioners, fleet practitioners and public works professionals, with outcomes that can improve planning, optimise operations, reduce emissions, and in some cases, save a life!

If you would like to know more or to discuss a partnership with IPWEA, please contact:

Sarah Di Mento
Head of Sales and Marketing at IPWEA Australasia
Phone 1300 416 745 Mobile 0403 293 970
Email sarah.dimento@ipwea.org