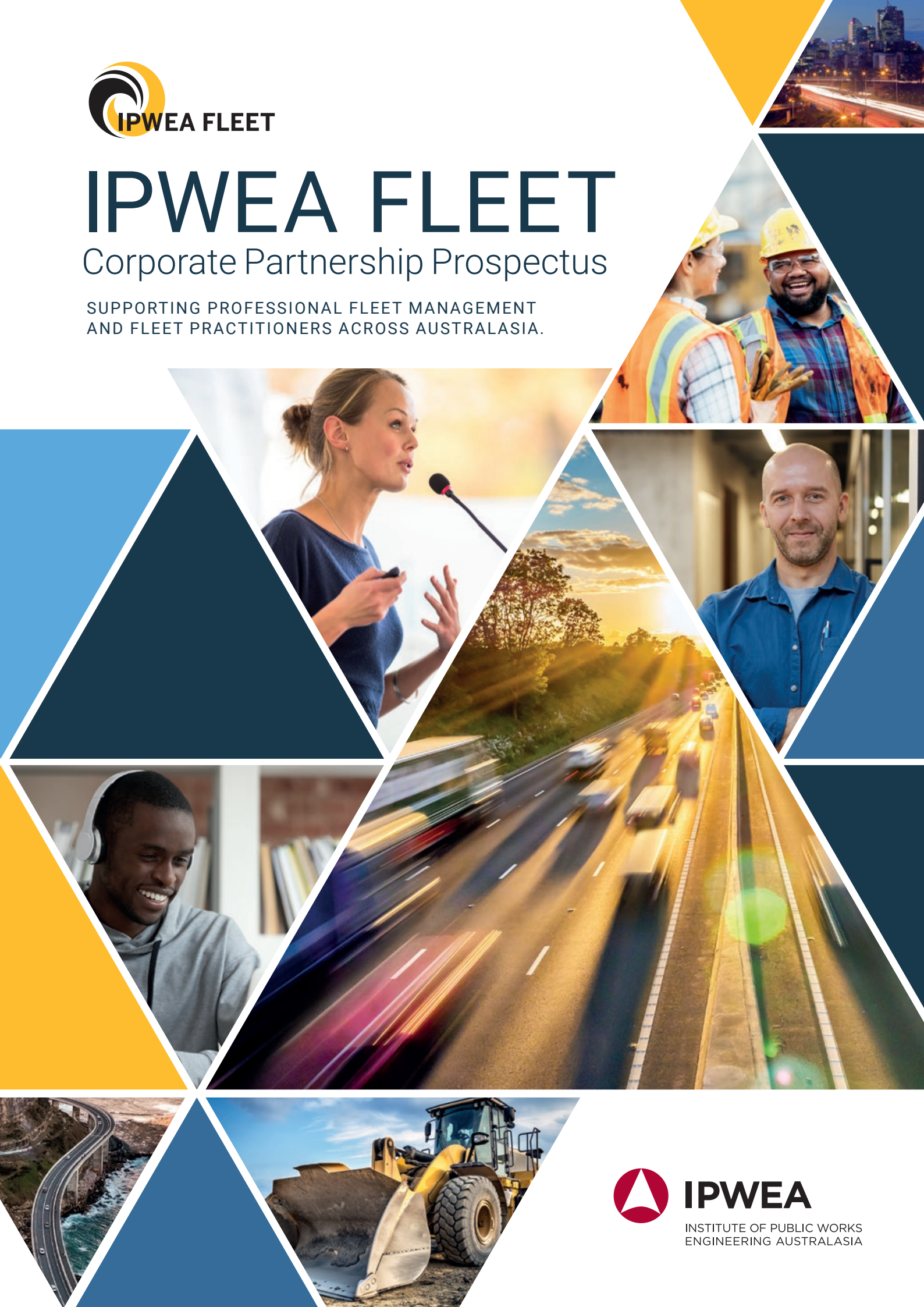




IPWEA FLEET

Corporate Partnership Prospectus

SUPPORTING PROFESSIONAL FLEET MANAGEMENT
AND FLEET PRACTITIONERS ACROSS AUSTRALASIA.



IPWEA

INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

An Invitation to Partner

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

This partnership approach is reflected in our standing as the leading provider of Plant and Vehicle Fleet Management reference materials and resources and provides a range of training, professional development, and networking opportunities to the fleet industry.

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

Improve your reach into local government and other key fleet sectors

Increase your brand awareness and credibility

Tap into greater connections through the IPWEA community



Who We Are

The Institute of Public Works Engineering Australasia (IPWEA) is the peak association for infrastructure asset management and professionals who deliver public works and engineering services.

IPWEA FLEET is one of the key Communities of Practice that focuses on the activities undertaken to support an organisation's objectives through the optimal and sustainable life-cycle management of its plant and vehicle assets. Key focus areas include fleet strategy, operations, safety, efficiency, maintenance, regulatory compliance and the environment. We are committed to developing the capacity and capability within the sector and provide comprehensive educational programs, conferences, technical publications, and the chance to network and collaborate with peers both nationally and internationally.

“I immediately felt more confident in my role and was able to apply what I had learned in a practical way, relevant to our organisation.”

**Fleet Management Certificate –
Fleet Administration Officer and Course Graduate**



Our international reach: Australia, New Zealand, Canada, Finland, Africa, South East Asia

Our program and resources include:

EDUCATIONAL PROGRAMS



Fleet Management Certificate

a comprehensive fleet practitioner course providing an industry-recognised qualification

Online Fleet Management Training

a high-quality no-assessment upskilling program

Webinar Series

themed webinars providing practical information to the fleet community

RESOURCES & PUBLICATIONS



Fleet Professional Services

an effective, efficient, and convenient way to improve fleet operations using experienced IPWEA FLEET Consultants

Plant & Vehicle Management Manual

Australia's most comprehensive guide for fleet managers currently in its 4th edition.

Plant & Vehicle Maintenance Safe Practice Guide

provides a practical approach to mechanical workshop and mechanical maintenance health and safety

Fleet intouch

bi-monthly e-newsletter providing the latest information, member profiles, links, announcements, and opinions

Online Tools

comprehensive and ever-expanding practical resources to assist plant & vehicle professionals

NETWORKS

(Fleet Council/Community Forum)



Fleet Council

an advisory committee of expert fleet practitioners from around Australia

Fleet Community Forum

online forums for information sharing

FACE TO FACE TRAINING & EVENTS



Australasian Fleet Conference

peak industry event to share information through plenaries, concurrent sessions, awards, networking, and industry expo

In-person Workshops

professional development workshops held around Australia

Customised In-House Training

a convenient, cost-effective way to deliver exclusive organisational training

Study Tours

international best practice of Plant and Vehicle Fleet Management



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.

16,000
views per month

Ask Your Mates
approx.

37,000
contacts



IPWEA LinkedIn
approx.
4,000
Followers

Fleet Community Forum

approx.
4,000
contacts



Insite Community News
approx.

2,500
followers and
350
Facebook fans



Fleet intouch
approx.

1,800
contacts

Local Government

More than 600 councils across Australia and New Zealand

Australasian Fleet Conference

approx. 200+ annually
(delegates, speakers, and exhibitors)

IPWEA Fleet Workshop

approx. 200 annually
(attendees, speakers, and partners)

Fleet Management Certificate

approx. 100 annually



Webinars

approx.
100
annually



Our fleet audience includes:

80%

Local Government

20%

Other:

State and Federal Departments
Civil Contractors
Utilities
Suppliers
Universities



A snapshot of who we attract:

- Fleet Practitioners
- Asset Practitioners
- Finance Specialists
- Corporate Services
- Procurement Specialists
- Vehicle Suppliers
- Equipment Suppliers
- Spare Parts Suppliers
- Contractors
- Disposal Agents
- Insurers



The Partnership Opportunity

Corporate partners allow IPWEA FLEET to expand the reach and impact of our programs and resources to accomplish our vision to Support Professional Fleet Management and Fleet Practitioners across Australasia.

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

Partnership opportunities include:

An overarching partnership with IPWEA FLEET that allows us to expand our programs and reach and provide your organisation with maximum impact and connection

A partnership with one of our programs, such as our Fleet Management Certificate or the Australasian Fleet Conference

Sponsorship of an event such as our in-person workshops or our webinar series

A tiered partnership package that provides benefits and connection across agreed IPWEA FLEET events and initiatives.

Why partner with us



Connection

- Connection with a dynamic, innovative, and credible brand
- Demonstration of your commitment to professional fleet management across Australasia



Reach

- Connection with fleet and asset practitioners, finance and procurement specialists, corporate services, and insurers in the fleet community
- Connection with local government, State and Federal Departments, Civil Contractors, Universities, and other suppliers
- Targeted campaigns to specific fleet community segments and across the entire sector
- Opportunity for introduction to adjacent IPWEA asset management and emerging technology networks to increase reach and impact



Promotion and Advertising

- Advertisements in our e-newsletters
- Publicity and social media campaigns
- Promotional opportunities including product displays



Impact

- In partnership with IPWEA FLEET, deliver and expand programs that improve outcomes for fleet practitioners and their organisations
- Opportunity to demonstrate your thought leadership to a professional fleet management audience
- Make a real difference to the fleet community across Australasia



Engagement

- Access and ability to contribute to the latest content and educational programs
- Training and resources for your staff's professional and personal development



Business Development

- Opportunity to target segments of our extensive database
- Networking opportunities

"I've really appreciated your approach to this project as well as the deliverables."

Professional Services (Internal Hire Rates Project) –
Council Fleet Coordinator

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 fleet practitioners and the fleet community – 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 FLEET, please contact:

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