



# PARTNER WITH AITPM 2025



# ABOUT AITPM



**AITPM is the leading national membership association for all transport professionals who plan, design, engineer, deliver, operate, manage, measure, and support Australia's transport systems.**

We advocate to government and industry, provide career support, hold events, encourage new people to join the industry, and promote the importance of transport to the broader community.

We are building a connected community of members, facilitating collaboration and engagement across the industry, and sharing and developing knowledge and experience.

We regularly communicate with more than 6,000 industry professionals and practitioners, working within all levels of government, consultancy, the private sector, and academia. Our members come from many professions. Their areas of work include:

- **Transport Planning**
- **Traffic Engineering**
- **Transport and Land Use Modelling**
- **Active Transport**
- **Transport Policy**
- **Road Safety**
- **Traffic/Transport Research**
- **Intelligent Transport Systems**
- **Road Design**
- **Traffic management**

We offer services and events that cover various practice areas, providing thousands of professionals with updated content, innovations, and technical insights monthly.

Although our state branches drive local activities, we operate as a national organisation, collaborating to enhance the industry's knowledge and improve transport outcomes nationwide.

## OUR MEMBERS

**2800+**

ACTIVE MEMBERS AND  
SUBSCRIBERS

**54%**

OF AITPM MEMBERS +  
SUBSCRIBERS WORK IN  
GOVERNMENT

## OUR MARKET

**5,000+**

ACTIVE SUBSCRIBERS ACROSS  
AITPM MARKETING STREAMS

**44.5%**

AVERAGE VIEW RATE  
FOR EMAILS IN 2024

**6.4%**

AVERAGE ENGAGEMENT RATE  
FOR EMAILS IN 2024

## OUR SOCIALS

**258K+**

ORGANIC REACH ON  
LINKEDIN  
IN 2024 (JAN - SEPT)

**7.7%**

AVERAGE  
ENGAGEMENT RATE  
IN 2024 (JAN - SEPT)

# OUR AMBITIOUS VISION

Our goal is to elevate the transport community's profile and highlight their crucial role in achieving our vision of sustainable, efficient, safe, and accessible transport systems.

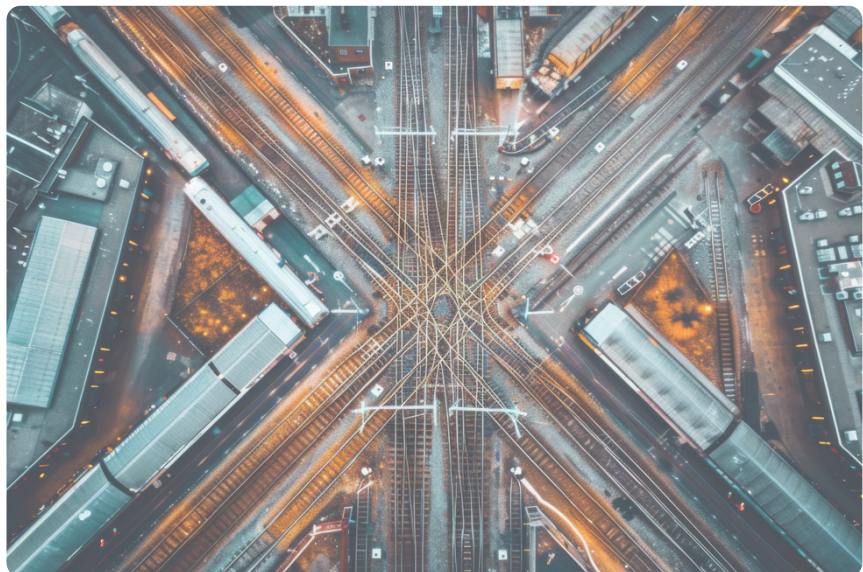
We support our members by providing opportunities to connect, collaborate, and engage, helping them to enhance their skills, capabilities, and knowledge.

To realise this ambitious vision for the industry, we focus on:

- **Community:** AITPM aims to build a robust, interconnected, and supportive community of practitioners, enhancing the industry's resilience and capacity.
- **Collaboration:** AITPM will promote collaboration and engagement across the industry to achieve better outcomes.
- **Capability:** AITPM is dedicated to increasing industry capability by sharing and developing knowledge and experience.
- **Governance and Organisational Excellence:** AITPM will ensure we have the proper operational enablers in place to fulfill our mission and objectives.

The AITPM invites likeminded organisations to partner with us in achieving this vision for the industry.

We seek partners who value collaboration and are committed to working with us and the transport community to enhance the industry's capabilities.





# PARTNER FOR GROWTH

AITPM has seen notable growth in reach, membership, and services.

In the 2023-24 financial year, our membership increased by 34%, and over 2,500 people attended events, totalling more than 6,250 across 90 events. Our communications now reach over 6,150 people, making us a key player in advertising transport jobs. For 2025, our focus on policy, advocacy, and collaboration with governments will strengthen our industry position and that of our Partners.

Our partners are well-regarded for their investments, gaining recognition as leaders through our promotional efforts. They can showcase their teams' talent, experience, and achievements, fostering connections and reinforcing their status as industry experts.

Partnering with AITPM advances the transport industry by enhancing our services, products, and knowledge.

Nationally, we offer two main partnership types: Industry Partner and Technical Partner. Each provides benefits tailored to showcasing team talents and offering various levels of engagement based on desired exposure.



# PARTNERSHIP PACKAGES

AITPM offers two national partnership packages, allowing partners to customise and expand their involvement with extra opportunities and benefits like additional conference sponsorships and event-based products.

## INDUSTRY PARTNERS

The Industry Partner package will position your company as an industry leader and boost your exposure across the industry at all levels, from decision makers to practitioners.

The signature piece of this package is the opportunity to work collaboratively with AITPM to deliver a range of technical and/or networking events that will boost your exposure in the industry and showcase your team. Industry partners will gain access to exclusive opportunities to engage with industry decisionmakers.

You will gain exposure with the breadth of AITPM's membership, with a database of more than 6,000 transport and traffic practitioners across Australia. Your brand will be promoted at technical events nationally, in addition to our annual National Conference and the Online Technical Conference Series.

An Industry Partnership with the AITPM will also provide access for members of your team to many of our events and services, providing a way to support the professional development and connection building for your staff.

## TECHNICAL PARTNERS

The Technical Partner package will position your company as a technical leader and strong supporter of the value of technical knowledge and skills.

Technical Partners gain exposure to AITPM's membership, with database of more than 6,000 transport and traffic practitioners across Australia. Your brand will be promoted at technical events across the country, in addition to our annual National Conference and the Online Technical Conference Series, providing the opportunity to access the breadth and depth of our country's technical professionals.

A Technical Partnership with the AITPM will also provide access for members of your team to many of our events and services, providing a way to support the professional development of your staff.

## BOOST THE PARTNERSHIP

Both packages are the base option, with a range of other opportunities available to be incorporated to boost your exposure and involvement. Please contact us to discuss your needs.

# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE

**\$25,000 + GST**

The Industry Partner package incorporates a range of opportunities across the following technical, networking and profile focused elements of AITPM activities:

- Partner Events
- Profile and Thought Leadership
- Speaking and Chairing
- Access to Industry Decision Makers and Relationship Building
- Brand Exposure
- LinkedIn Promotion
- Benefits and Discounts

This package is **\$25,000 + GST** for the 2025 calendar year and can be secured for a term of up to 3 years at this rate (to avoid future annual price increases).

### PARTNER EVENTS

This core aspect of the Partnership package is intended to provide Partners the opportunity to work collaboratively with AITPM to develop quality events that address relevant and topical issues in the transport community - with the CEO for national webinars and policy workshops, the TMN for modelling events, and with Branches and Networks for local in person events. This provides the opportunity for the Partner to demonstrate their expertise, experience, and interest in the relevant aspects of transport practice, and their support for the transport community.

Subject to the requirements below, the Partner is encouraged to engage with the AITPM community via events (typically a minimum of 3 and maximum of 12) events per 12-month period across the organisation (nationally and in Branches) to be selected from the following:

- Organise and lead a National webinar;
- Organise and/or host a Branch technical event;
- Organise and/or host a Branch networking or social event;
- Organise and/or host an event with the Transport Modelling Network (webinar or in person);
- Organise and/or host a career focused or networking event with the Emerging Professionals Network;
- Organise and/or host an invite only boardroom style event with an invited speaker (eg. lunch or breakfast); or
- Host and assist AITPM in organising and facilitating a policy workshop.



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE CONT.

The above Partner events are subject to:

- AITPM approval of the topic and session format – CEO for national events, relevant Branch or Network for other events;
- AITPM approval (as above) for speakers, noting that Partners are encouraged to ensure that speakers have the appropriate level of expertise and experience, and that the selection of speakers meets AITPM speaker diversity guidelines, including a mix of speakers from different sectors and organisations;
- AITPM approval of the timing of the event within the AITPM event calendar;
- The selection and procurement of a suitable, accessible venue (at the cost of the Partner);
- The provision of appropriate catering, where relevant (at the cost of the Partner).

To ensure the best outcome for Branch events, the Partner will need to provide their suggested topic and format options in the timeframe requested by the Branch Committee (prior to or within the first quarter of the calendar year) and work proactively and collaboratively with the Branch to identify a suitable event timing in the AITPM calendar. The final decision on the event will be at the discretion of the relevant Branch President, Network Chair or CEO.

The allocation of event timing and topics will be on a 'first come first served' basis, so Partners should prepare and engage early to secure their preference calendar slots and topics, noting that we will generally not accept duplication of topics within a 2-3-month period, and we need to ensure that the event market is not too saturated at any one time. When providing event information to the Branch, Network or CEO for approval, the information should be provided at least 6 weeks prior to the proposed event to allow time for review, approval, and event set-up and advertising.

It is anticipated that the Partner will engage with at least 3 events across the country per year, but if willing, there is potential for up to 12 events. There should generally be a maximum of 3 events hosted/sponsored by each Partner in any single State/Territory (unless there are no other Partners or local sponsors willing and able to support the events in that location).



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE CONT.

### PROFILE AND THOUGHT LEADERSHIP

- Opportunity for a company representative to participate in a profile opportunity such as an Industry Leaders Panel event or leadership interview, determined in collaboration with the AITPM CEO.
- Two (2 minimum – maximum of 4) member profiles, interviews, project profiles, or thought leadership pieces, as agreed with, and supplied by the Partner, to be published on the AITPM website and newsletter per year.
- As outlined under 'Partner Events', opportunity to host and/or facilitate a policy workshop(s) in collaboration with AITPM.
- Invitation to the Partner to offer technical expertise to support AITPM policy development activities such as involvement in a policy working group.

### SPEAKING AND CHAIRING

- Invitation to provide a list of available speakers and their topics/expertise to each Branch Committee (in the first quarter of the year) for their consideration in the development of the annual Branch event calendar, noting that there are limited speaking slots available and the Committee we aim to select speaker based on merit and in accordance with our speaker diversity guidelines.
- In collaboration with the National Conference Committee to determine the most suitable options and representatives, the opportunity to provide up to two of the following:
  - Keynote speaker
  - Session Chair
  - Session Facilitator/Moderator
  - Panel Speaker
  - Session speaker/presentation – these presenters will be required to have submitted an abstract during the call for abstracts process.

To ensure the best mutual outcome, the Partner will need to provide their suggested options and speakers in the timeframe requested by the Conference Committee and to work and collaboratively with the Conference team to select the options that best fit the conference structure and themes. The final decision on selection will be at the discretion of the Conference Convenors and CEO.



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE CONT.

### ACCESS TO INDUSTRY DECISION MAKERS AND RELATIONSHIP BUILDING

- Invitation for one company representative to attend relevant AITPM Industry Boardroom Briefing sessions facilitated by the CEO and National or Branch President – at least 1 invitation per event in each Branch annually.
- Opportunity for quarterly engagement with the AITPM CEO.
- Opportunity for biannual engagement with a key representative (Branch Partnership & Sponsorship Coordinator and/or President) from each Branch Committee
- Invitation to an exclusive Annual Partners Dinner with the AITPM Board for one senior representative, typically held in conjunction with the National Conference.
- Opportunity for one senior representative in attendance at the National Conference to be allocated a seat at a VIP table at the Conference Dinner.

### BRAND EXPOSURE

- Logo displayed as an Industry Partner on the AITPM website.
- Logo displayed in all event emails distributed.
- Logo displayed in the AITPM fortnightly newsletter.
- Logo displayed in all visual presentations at events.
- Verbal acknowledgment as an Industry Partner at all events.
- Logo displayed in National Conference promotional emails as an Industry Partner and on the website.
- Verbal acknowledgment at the National Conference event opening and closing sessions.
- Logo displayed in Online Technical Conference Series promotional emails and on the website as an Industry Partner.
- Verbal acknowledgment at Online Technical Conference Series opening and closing events.

### LINKEDIN PROMOTION

- Quarterly dedicated LinkedIn post, authored by AITPM, acknowledging an aspect of the company's Partnership with AITPM including the opportunity to promote involvement in the National Conference, OTCS, or other event speakers, or in collaboration with the Partner and approved by the CEO, a post on a matter of technical expertise, thought leadership, staff or project profile or other relevant piece of content provided by the Partner.
- Acknowledgement as an Industry Partner in relevant National Conference sponsor promotion post on LinkedIn.
- Acknowledgement as an Industry Partner in relevant Online Technical Conference Series sponsor promotion posts on LinkedIn.



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE CONT.

### BENEFITS AND DISCOUNTS

- Three (3) complimentary 3 Day Full registrations for the National Conference (valued at approx. \$2,450 each)
- Unlimited Sponsor Rate registrations for the National Conference (40% off the Standard Ticket rate).
- Five (5) complimentary registrations to the Online Technical Conference Series (valued at \$450ea).
- Unlimited Sponsor Rate registrations for the Online Technical Conference Series (save up to \$250 per ticket)
- One from the following options:
  - Allocation of a single expo space (approx. 3mx2m), to be fitted out by sponsor at the National Conference; or
  - One additional (1) complimentary 3 Day Full registration for the National Conference.
- 10% discount on National Conference sponsorship packages (eg trade booths, dinner sponsor) and early access to view the National Conference Sponsorship Prospectus prior to general release.
- 10% discount on Online Technical Conference Series sponsorship products.
- 5% discount on membership renewal for your staff.
- No administration fee for new memberships for your staff.
- Support to coordinate the addition of company staff (who aren't members) to the AITPM database to receive event broadcasts.
- Complimentary advertising upgrade to Premium Listing when advertising jobs on the AITPM Current Jobs Listing and Weekly Jobs Bulletin.



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE

**\$17,000 + GST**

The Technical Partner package incorporates a range of opportunities across the following technically focused elements of AITPM activities:

- Partner Technical Webinar
- Speaking, Chairing and Technical Expertise
- Relationship Building
- Brand Exposure
- LinkedIn Promotion
- Benefits and Discounts

This package is **\$17,000 + GST** for the 2025 calendar year and can be secured for a term of up to 3 years at this rate (to avoid future annual price increases).

### PARTNER EVENTS

- Opportunity to organise and host one 'sponsored' webinar to highlight the Partner's expertise and industry collaboration in a field of your choice subject to:
- AITPM CEO approval of the topic and session format, to the TMN Chair for Modelling events;
- AITPM approval (as above) for speakers, noting that Partners are encouraged to ensure that speakers have the appropriate level of expertise and experience, and that the selection of speakers meets AITPM speaker diversity guidelines, including a mix of speakers from different sectors and organisations;
- AITPM approval of the timing of the event within the AITPM event calendar.

### SPEAKING, CHAIRING AND TECHNICAL EXPERTISE

- Invitation to provide a list of available speakers and their topics/expertise to each Branch Committee (in the first quarter of the year) for their consideration in the development of the annual Branch event calendar, noting that there are limited speaking slots available and the Committee we aim to select speaker based on merit and in accordance with our speaker diversity guidelines.
- In collaboration with the National Conference Committee to determine the most suitable options and representatives, the opportunity to provide one (1) of the following:
  - Session Chair;
  - Session Facilitator/Moderator; or
  - Panel Speaker.



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE CONT.

### SPEAKING, CHAIRING AND TECHNICAL EXPERTISE CONT.

To ensure the best mutual outcome, the Partner will need to provide their suggested options and speakers in the timeframe requested by the Conference Committee and to work and collaboratively with the Conference team to select the options that best fit the conference structure and themes. The final decision on selection will be at the discretion of the Conference Convenors and CEO.

- Invitation to a suitable company representative to Chair a national webinar or Chair and Facilitate a live Q&A session of the Online Technical Conference Series.
- Invitation to the Partner to offer technical expertise to support AITPM policy development activities such as involvement in a policy committee or working group.

### RELATIONSHIP BUILDING

- Invitation to an exclusive Annual Partners Dinner with the AITPM Board for one senior representative, typically held in conjunction with the National Conference.
- Opportunity for one senior representative in attendance at the National Conference nominated by the Partner, to be allocated a seat at a VIP table at the Conference Dinner.
- Opportunity for quarterly engagement with the AITPM CEO.

### BRAND EXPOSURE

- Logo displayed as a Technical Partner on the AITPM website.
- Logo displayed in all Technical Event emails distributed.
- Logo displayed in the AITPM fortnightly newsletter.
- Logo displayed in all Technical Event visual presentations.
- Verbal acknowledgment as a Technical Partner in all Technical Events.
- Logo displayed in National Conference promotional emails as a Technical Partner and on the website.
- Verbal acknowledgment at the National Conference event opening and closing sessions.
- Logo displayed in Online Technical Conference Series promotional emails and on the website as a Technical Partner.
- Verbal acknowledgment at Online Technical Conference Series opening and closing events.



# PARTNERSHIP PACKAGES

## INDUSTRY PARTNER PACKAGE CONT.

### LINKEDIN PROMOTION

- Quarterly dedicated LinkedIn post authored by AITPM acknowledging an aspect of the company's Partnership with AITPM including the opportunity to promote involvement in the National Conference, OTCS, or other event speakers, or in collaboration with the Partner and approved by the CEO, a post on a matter of technical expertise, staff or project profile or other relevant piece of content provided by the Partner.
- Acknowledgement as a Technical Partner in relevant National Conference sponsor promotion LinkedIn posts.
- Acknowledgement as a Technical Partner in relevant Online Technical Conference Series sponsor promotion LinkedIn posts.

### BRAND EXPOSURE

- Five (5) complimentary registrations to the Online Technical Conference Series (valued at \$450ea).
- One (1) complimentary 3 Day Full registration for the National Conference (valued at approx. \$2,450ea)
- One from the following options:
  - Allocation of a single expo space (approx. 3mx2m), to be fitted out by sponsor at the National Conference; or
  - One additional (1) complimentary 3 Day Full registration for the National Conference.
- Unlimited Sponsor Rate registrations for the Online Technical Conference Series (save up to \$250 per ticket)
- Unlimited Sponsor Rate registrations for the National Conference (40% off the Standard Ticket rate).
- 10% discount on National Conference sponsorship packages (eg trade booths, dinner sponsor) and early access to view the National Conference Sponsorship Prospectus prior to general release.
- 10% discount on Online Technical Conference Series sponsorship products.
- 5% discount on membership renewal for your staff.
- No administration fee for new memberships for your staff.
- Complimentary advertising upgrade to Premium Listing when advertising jobs on the AITPM Current Jobs Listing and Weekly Jobs Bulletin.





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