

## Partners and Supporters Program

# About the Institute of Internal Auditors – Australia

# National Partners and Supporters Program



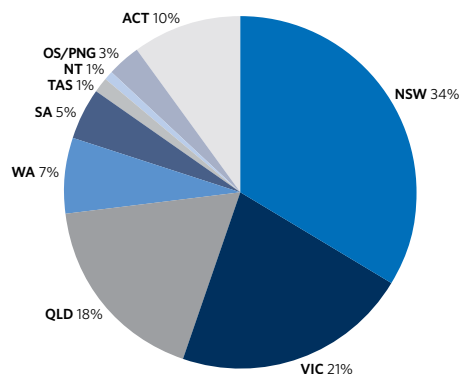
## Who are we?

Established in 1952, the Institute has chapters across Australia with membership being drawn from both private and public sectors. We are affiliated with The Global Institute of Internal Auditors in the United States of America.

The IIA is the peak assurance body and the standard setter for the internal audit profession in Australia. We advocate best practice in internal auditing and support our members in delivering real value to their organisations. To accomplish this, the Institute works to build awareness and recognition of internal auditing and to ensure that IIA members practice at the highest ethical and professional standard.

## Members

### IIA-Australia Member Distribution



Collaboration is a key aspect of our role as a professional body. As the voice of the profession we take pride in bringing like-minded people together, and this is where our sponsors and supporters have become an invaluable part of the Institute.

We would like to recognise the support of the many organisations which contribute to our success so we have created a new program that aims to formalise and publicise these contributions.

The Partners and Supporters Program is designed for organisations which offer tools, techniques, concepts and philosophies that assist the internal audit profession and/or internal auditors succeed as professionals.

The program is dedicated to representing our premier relationships with these organisations through formal recognition, visibility on the IIA website and more.

Your participation in the Partners and Supporters Program is gauged through sponsorship of existing initiatives such as conferences, members meetings and networking events (such as Chief Audit Executive and Audit Executive Networks). Collaborative technical projects such as surveys, articles and programs are also encouraged.

Partners and Supporters Program packages are designed to suit the unique needs of your organisation and allow you to showcase your services.

Membership packages, the Certification Program and professional services offered by the Institute are excluded from the Partners and Supporters Program.

## Benefits

Through your partnership with the IIA, your organisation will receive the most sought after opportunities for exposure in the internal audit community. Our experienced staff will work with you to ensure that your participation in the program meets your objectives and maximises returns. As a Partner or Supporter you can leverage the power of the largest internal audit body, reap the benefits of our rich connections, establish relationships and develop marketplace opportunities.

**Partners and Supporters Program packages are designed to suit the unique needs of your organisation and allow you to showcase your services.**

Valuable benefits include:

- Inclusion in a dedicated IIA campaign promoting the importance of the Partners and Supporters Program to the IIA membership
- Advanced notice of conference exhibit and sponsorship opportunities at IIA conferences throughout the year
- Positioning on the IIA Partners and Supporters Program webpage
- Ability to pre package opportunities for one, two and three years therefore allowing accurate budget planning.

# Packages



The Partner and Supporters Program recognises two levels of participation which are defined by the level of contribution to the Institute and its objectives. Participating organisations agree to provide support through cash and in-kind contributions to the values of their chosen package.

**By collaborating with the Institute you are visibly supporting our members and you have the ability to impact the future of the profession.**

## **Partner of IIA – minimum annual contributions value of \$50,000 and over**

Features include:

- Company logo and weblink on the IIA Partners and Supporters website page
- Company précis on the IIA Partners and Supporters website page
- Acknowledgement in a promotional campaign recognising Partners of the IIA
- Rotating advertisement on the IIA's homepage
- Acknowledgement on conference brochures and selected IIA publications
- First option to sponsor IIA events (concurrently with other Partners)
- Permission to use the following endorsement “Official Partner of the Institute of Internal Auditors” and the official IIA partner logo

## **Supporter of IIA – minimum annual contributions value of \$30,000 and over**

Features include:

- Company logo and weblink on the IIA Partners and Supporters website page
- Acknowledgement in a promotional campaign recognising Supporters of the IIA
- Acknowledgment on conference brochures and selected IIA publications
- Permission to use the following endorsement “Official Supporter of the Institute of Internal Auditors” and the official IIA supporter logo

## **Join us in an Enduring Partnership**

By positioning your organisation as a Partner or Supporter with the IIA you will receive exclusive privileges and valuable benefits designed to increase your success. Your customised package will provide solutions tailored to your goals that will separate you from your competitors. By collaborating with the Institute you are visibly supporting our members and you have the ability to impact the future of the profession. For these reasons, we invite you to join us in the Partner and Supporter Program of the IIA.

## **Eligibility**

Organisations who align themselves with philosophies and values espoused by the IIA's Code of Ethics (available at the IIA website) are eligible to be considered for the Program. Organisations agree to make annual contributions to the value of amounts over \$50,000 or \$30,000 into sponsored or jointly-held activities to be eligible for Partner or Supporter Status respectively. Your representative from the IIA will be happy to further discuss this with you.

## **Program Joining Fee**

A program fee is a separate one-off fee payable at the commencement of each agreement period. Discounts are offered for two and three year contracts. Fees are outlined as follows:

### **Partner Program**

1 Year	\$6,600
2 Years	\$9,900
3 Years	\$13,200

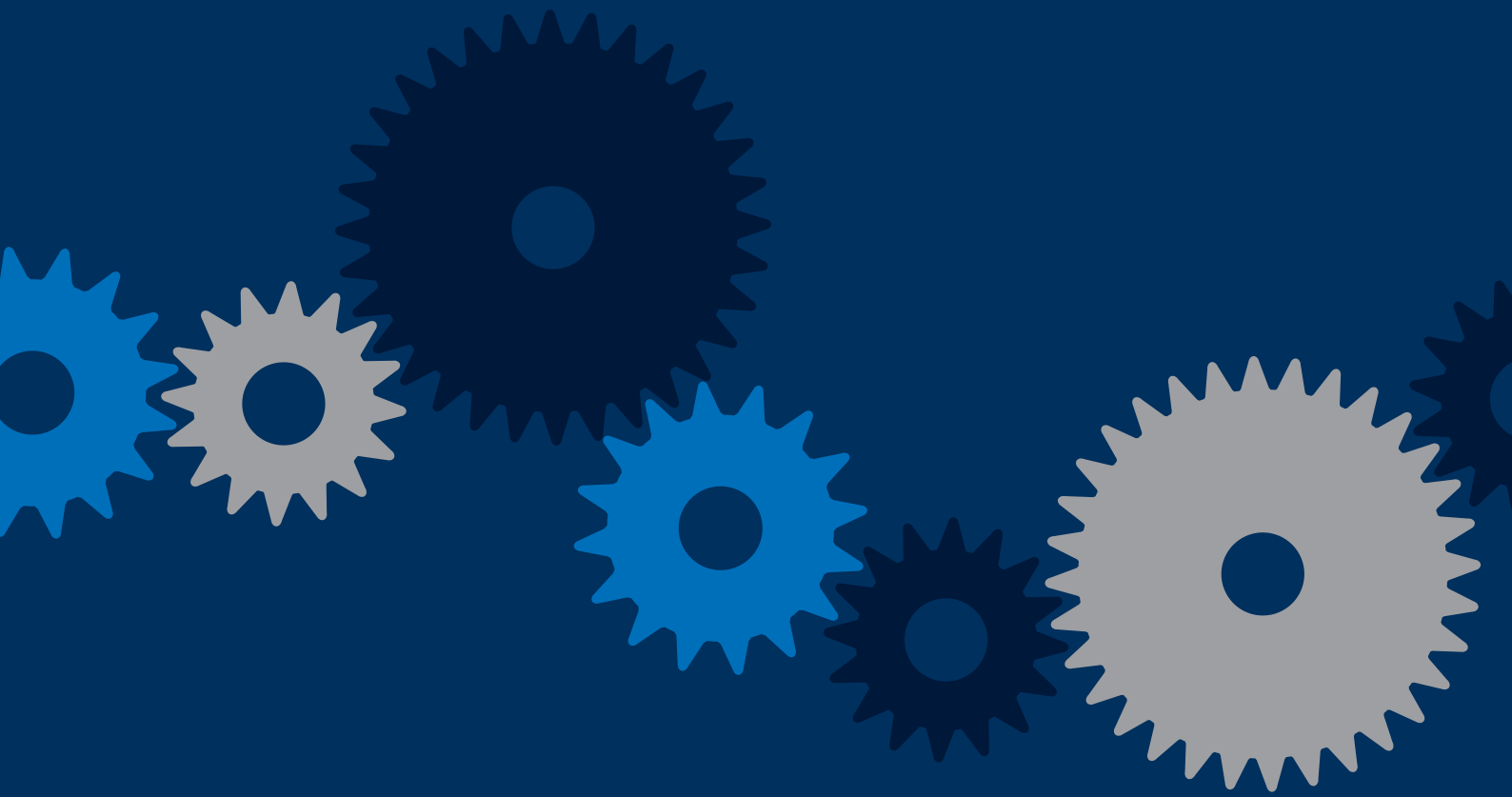
### **Supporter Program**

1 Year	\$4,400
2 Years	\$6,600
3 Years	\$8,800

## **For further information**

For further information on the Partners and Supporters Program, please contact Anna Soo, Manager, Relationship and Sponsorship at [sponsorships@iia.org.au](mailto:sponsorships@iia.org.au) or telephone +61 2 9267 9155.

Details in this document are correct at the time of printing.



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## Sponsorship opportunities

Listed below are existing initiatives that your organisation may choose to support as part of the program.

Participation in the Partners and Supporters Program is not restricted to these channels. To enable you to get the most out of the program we will work with you to explore opportunities and collaborative projects that fit your corporate branding strategy.

### Annual Events

The IIA's suite of annual events provide an outstanding opportunity to expose your brand to internal audit decision-makers and practitioners alike. Events are professionally managed through the National Office, topics are relevant and speakers are drawn from Australia and internationally.

#### **SOPAC® (Sydney, Melbourne, Brisbane)**

SOPAC® is the Institute's signature event with up to 1000 internal audit professionals attending from within Australia and Asia Pacific. The conference is traditionally held in March, and the location alternated between Sydney, Melbourne and Brisbane.

This event provides sponsors with significant profiling opportunities through printed promotional material, via the IIA website, and onsite at the conference. There is also an exhibition component which allows organisations to showcase their services and products to a focussed and motivated audience.

#### **Public Sector Internal Audit Conference (Canberra)**

This conference attracts over 120 delegates from public sector organisations at all levels of government from across Australia.

Held in Canberra each year, the Public Sector Internal Audit Conference has established itself as a must-attend event for the public sector professional working in internal audit, risk management, compliance and governance.

Sponsorship opportunities at this conference include exclusive benefits and prominent branding on all general conference promotion, via direct mail, the IIA website and signage.

#### **Local Government Forum (Sydney)**

Held annually in Sydney, this forum provides an opportunity for those responsible for the implementation and delivery of internal control, governance and risk programs within local government to learn new ideas and focus on best practice. Of equal relevance to internal audit, audit committees and general management this forum upholds and supports continuous improvement in local government assurance programs.

Sponsorship opportunities at this conference provide prominent branding on all general conference promotion, via direct mail, the IIA website and signage.

#### **Western Australia Regional Internal Audit Conference (Perth)**

Held in September each year, this conference provides an opportunity for internal audit, risk and governance professionals to hear about issues and challenges unique to Western Australia as well as those affecting the region.

Typically, over 100 professionals attend this conference, adjacent networking events and masterclasses.

Sponsorship opportunities at this conference provide prominent branding on all general conference promotion, via direct mail, the IIA website and signage.

#### **South Australia CPE Intensive**

This event replaces the South Australia Conference on the IIA's annual calendar. The new format offers a members breakfast, CAE breakfast and four masterclasses over two days. It is promoted to internal audit, risk and governance professionals throughout the region. The CPE Intensive constitutes the most significant internal audit event in South Australia and is expected to attract up to 60 delegates.

Sponsorship opportunities at this event provide prominent branding on general event promotion and signage.



## Members Meetings and Networks

### Members Meetings

IIA members meetings and member events are run on a regular basis in all chapters. Typically members meetings run for 1.5-2 hours and are held early-morning, over lunch or in the early evening, depending on the location. Members meetings always incorporate a technical presentation relevant to internal auditors and risk practitioners as well as time to meet other professionals and catch up with colleagues. The meetings are organised by IIA chapter councils with administrative support from IIA National Office staff. Attendance to most events is free for IIA members and open to non-members for a small charge.

Other events such as Audit Executive Networks and Young IIA seminars are conducted in various chapters on a regular basis.

Branding opportunities can include logo on invitations, signage within the venue and guest passes.

### CAE Service

The CAE Service is an exciting new leadership program which aims to provide opportunities for Chief Audit Executives of Australia's leading organisations to stay up to date with trends and developments in the Australian market. The program provides a mechanism for thought leadership for the profession and greater engagement by leading Chief Auditors with their professional body.

This group of key-decision makers meet periodically and events are invitation/ member only to ensure this select group maintains its elite positioning. We seek sponsors to jointly host selected events during the year. This is an ideal opportunity to meet with this influential group in a boardroom-style environment.

Branding opportunities can include logo on invitations, signage within the venue and guest passes.

### Online

#### CPE LiveOnline

The IIA schedules approximately 10 webinars each year. Webinars are scheduled at times mutually convenient for audiences across Australia.

#### Online Technical Publication

An online technical publication will be launched in 2010 and distributed to all IIA members in Australia on a regular basis. This publication will provide feature articles, opinion pieces, case studies and more.

The submission and subsequent publication\* of articles and technical papers will be acknowledged as part of your contribution to the Partners and Supporters Program.

\*All submissions are subject to review by the Editorial Committee. Publication of submitted articles is at the discretion of the Editor.

### Other

We would be pleased to discuss other opportunities that are specific to your organisation and of interest to IIA members.

Whilst all endeavours will be made to accommodate Partner and Supporter requests, the IIA reserves the right to allocate logo placement and other promotional avenues at their discretion.

Some exclusive opportunities may not be available and is operated on a first in first served basis. We suggest that you secure your packages early to avoid disappointment.

### For further information

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