



Western Australia  
Institute of Public Administration

# PARTNERSHIP PROSPECTUS



*Advancing Excellence in the Public Sector*



# ABOUT

The Institute of Public Administration Australia WA is the professional organisation for people interested in strategic issues, policy, reform and innovation in public sector management.

Established in 1945, the Institute is part of a national non-profit professional association promoting the relevance, integrity, reputation and intellectual rigour of the Australian public sector.

The Institute currently has a diverse membership comprising public servants from all tiers of government, business executives, consultants and academics.

The role of the Institute is to:

**Connect** people and ideas by providing networking opportunities to meet colleagues from all levels of government, and establishing links with academics and industry specialists

**Celebrate** the public sector by showcasing best practice, recognising excellence through award programs, and promoting the public sector as a fulfilling and challenging career.

**Provide** thought leadership through exposure to cutting edge ideas and practices

**Advance** the sharing of ideas and knowledge by providing an impartial environment for dynamic debate.

# PARTNERSHIPS

The Institute can connect you with the key decision makers and tomorrow's public sector leaders. Our partnership program moves past the traditional 'sponsorship' relationship to build a true partnership between the Institute and your organisation. Our partnerships are built on an underlying philosophy of mutual benefit and common values.

Becoming a **corporate**, **academic** or **industry** partner is a unique opportunity to gain access to our members and a network of more than 150,000 people working across all three levels of the public sector in Western Australia.

***"Partnerships are built on the underlying philosophy of mutual benefits."***

## VALUES

We value our capacity to positively support our members and contribute to the sector, encouraging innovation, learning, collaboration, integrity and inclusiveness. The Institute's independence is key to ensuring we are able to deliver services to our members without political constraint.

## PURPOSE

To champion excellence in public administration and management.

## VISION

A highly motivated and well connected public sector.

# OPPORTUNITIES



Corporate partnerships primarily apply to private sector organisations partnering with the Institute, whereas academic and industry partnerships occur within the public sector and across educational institutions and other professional associations.

***"By partnering with the Institute you will see first hand what is important to WA's public service employees."***

There is a wide range of benefits in partnering with the Institute, including:

- Ability to align your organisation with the peak professional body for people working in all tiers of the public sector in WA.
- Exposure to our members, clients and key government decision makers through our range of publications and events.
- Opportunity to develop a true partnership with unique and customised benefits developed specifically for each partner.

The Institute has a growing database of public servants representing every WA government agency plus local government and a number of federal government organisations. To gain the most, we suggest you consider these partner options;

## Young Professional Network

The WA public sector has a growing number of young people who are interested in pursuing a career at higher levels. Partner with the Institute's series of events to access these important future leaders.

## Budget Briefing Event

The Budget Briefing luncheon attracts attendees from state, local and federal government as well as the private sector. Upon release of the State Budget, speakers provide comment on the budget and the State's economic standing. Sponsor this event and you will be showcased to high calibre attendees.

## Professional Development Seminars

The Institute runs more than 50 difference training courses and hosts over 100 events per year. The range of topics presented target many stakeholders within Perth and country WA. Partnerships can be aligned with your company's own goals and objectives.

## Five Reasons to Partner with the Institute

1. You will see first hand what is important to WA's public service employees.
2. Gain a reach of approximately 44,000 WA public servants.
2. Annual exposure to over 5000 attendees to the Institute's Events and Training Programs.
3. Our web site attracts over 5000 hits and more than 10,000 page views per month.
4. Direct marketing database numbers exceed many thousands with new subscribers daily.
5. You will access key Public Sector leader's and policy makers.

## **For Further Information**

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