ANZMAC is of interest to marketing researchers, managers, students, educators, scholars and practitioners from Australia and New Zealand primarily, plus other parts of the world. Modeled on the European Marketing Academy, ANZMAC was formed in 1998, having evolved from the growing interaction between Australian and New Zealand marketing educators over preceding years. The major impetus for its formation was a recognition of the need to improve marketing research and teaching practice in the South Pacific.

ANZAM is the primary professional body for management educators, researchers and practitioners in Australia and New Zealand, with about 600 individual members and 50 institutional members (representing most Australian and New Zealand universities) as well as members from other countries.

ANZAM is a multi-disciplinary academy with the aim of advancing scholarship and practice in management education and research.

This unique collaboration makes a major statement in 2009

The primary professional bodies for management and marketing educators, researchers, students, scholars and practitioners in Australia and New Zealand, join forces for the first time, to host their 2009 conferences in one outstanding event entitled 'sustainable management and marketing'.

Conference Chairs, Professors James Sarros, Felix Mavondo and Michael Ewing from Monash University, look forward to seeing you in Melbourne in December 2009. Conference highlights include:

- Venue: Crown Promenade Hotel in the vibrant Melbourne Southbank precinct
- Two separate pre-conference Doctoral Workshops: ANZMAC (28 - 29 November) and ANZAM (30 November - 1 December)
- A five day program commencing with the ANZMAC program (30 November - 1 December), a combined ANZAM/ANZMAC program (Wednesday 2 December) and concluding with the ANZAM program (3 - 4 December)
- ANZAM/ANZMAC combined program offers Tracks integrating Management and Marketing
- Joint Reception at the National Gallery of Victoria (NGV) International, St Kilda Rd on Wednesday 2 December
- Joint Keynote Speaker - Professor Tim Flannery, internationally acclaimed writer, scientist, explorer and 2007 Australian of the Year
- ANZMAC Plenary Panel Discussion on marketing and sustainability - specifically, how marketing can and should be responding to the challenges associated with creating a more sustainable future
- Combined Trade Exhibition and Sponsorship Opportunities
- Paper submission deadline - Friday 26 June 2009

Further information:

Technical program enquiries for ANZMAC:
Professor James C Sarros (ANZMAC Conference Chair)
Department of Management, Monash University
Ph: +61 3 9905 4132
Email: James.Sarros@buseco.monash.edu.au

Technical program enquiries for ANZAM:
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All other enquiries should be directed to the conference organisers: Promaco Conventions Pty Ltd Ph: +61 8 9332 2900
PO Box 850, Canning Bridge WESTERN AUSTRALIA 6153 Fax: +61 8 9332 2911 Email: promaco@promaco.com.au
We invite you to submit a paper or a workshop proposal for the 23rd ANZAM Conference in 2009. Our keynote and invited speakers are internationally recognised in their fields of sustainable development and environmental strategy. Our theme, Sustainable Management and Marketing, addresses a critical issue facing educators and the wider community.

ANZAM 2009 provides educators, managers and leaders in all fields of industry and endeavor the opportunity to engage with this theme in a responsive and strategic fashion. You will also be able to interact professionally and socially in a multi-cultural and dynamic city as we discuss an issue of increasing importance to our future survival.

I look forward to seeing you in Melbourne in December 2009.

Professor James C Sarros
ANZAM Conference Chair
Department of Management, Monash University

ANZMAC combined with ANZMAC2009

30 November - 2 December

2 December - 4 December

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Professor Felix Mavondo
ANZMAC Conference Chairs
Department of Marketing, Monash University

ANZMAC social program

A conference is not complete without the opportunity to socialise and network, providing a break from the intensity of the educational program. In addition to the welcome reception and conference dinner, the conference will conclude with the ANZMAC/ANZAM combined reception at the National Gallery of Victoria (NGV) International on Wednesday 2 December.

ANZMAC partners

A special program of activities and tours will offer the best of Melbourne and surrounds for partners.

ANZMAC conference website:
www.anzmac2009.org