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About IncNet

IncNet has been building and supplying highly effective databases of Australian businesses since 1989.

What was originally a small list of 3,000 Marketing Decision Makers grew to become **IncNet** and New Zealand was added in 1997. IncNet now covers nearly 50,000 leading ANZ businesses and a number of key industry sectors in extensive detail with well over 200,000 executive contacts.

IncNet is designed for organisations selling high value-added products or services.

IncNet is extensively used by Universities, Publishers, Government Departments, IT Companies, Training Companies, Advertising Agencies, Conference Organisers, Accounting Firms, and the Media.

Our management of **IncNet** is also highly customer focused.

Our corporate mission:

'To create a database that will help our clients make money'

In order to achieve this, a database needs to be more than accurate; it needs to reflect the professional image of its users.

All resources are focused on:

- Depth and Quality of Research
- Meaningful User-friendly, Market Driven Selection
- Accuracy
- Aesthetically Pleasing and Professionally Presented Data
- Reduction of Market Irritation

Depth & Quality Of Research

Detailed attention is paid to companies and people that are to be included on the database. Because we are a research organisation, **IncNet** offers something more than the conventional mailing list.

Conventional business to business mailing list wisdom consists of picking job titles by text off various databases. **IncNet** goes beyond titles.

Through our research we are able to identify an organisation's functional decision maker irrespective of their exact title.

For example:

- The most senior marketing decision maker at Apple Australia might be called the 'National Commercial Manager'
- At Housing New Zealand the most senior marketing decision maker might be called the 'Business Research Manager'

This added value is incorporated into **IncNet**.

Extensive research is devoted to ensure **IncNet** includes all relevant operating divisions and subsidiaries of both Australia and New Zealand's largest organisations.

In large companies functional decision making can be broad-based and IncNet strives to capture this divisionalised responsibility and decision making.

Accuracy

Whilst no database can be 100% correct at any given time (due to the reality of constant change), our methodology centres on trying to keep **IncNet** as accurate as our resources allow.

All contacts on our file are updated on a continual basis via telephone research.

This is supplemented by continuous monitoring of the media and other published information sources.

Further, as the database is mailed continuously, we are able to get feedback via list users of changes that take place.

Aesthetics

All **IncNet** data is complete, consistent, and thoroughly cleaned.

Our objective is to ensure that every contact you mail has been properly researched and professionally addressed.

Further, all mailing data is stored in strict adherence to both the Australia Post and New Zealand Post address scanning guidelines, ensuring users receive maximum presort and bulk mail discounts.

Meaningful Selections

Selections that can be made with **IncNet** are both meaningful and user-friendly.

IncNet's unique industry segmentation has been developed for the direct marketing industry. Our twenty industry codes are designed for ease of use by marketers and researchers.

In addition a growing selection of industry keywords provides list users an efficient and easy way of pin-pointing industry target markets.

Other selections continually being enhanced are:

- Advertising Expenditure
- Employee Size
- Sales Revenue
- Overseas or Local Ownership
- Private or Public Company

Reduction of Market Irritation

Also critical in modern database management is the management of feedback from the marketplace.

We strive to ensure that all people not wanting to receive mail from particular companies, or altogether, are flagged as quickly as possible for no mail.

By flagging, as opposed to removing them, we can ensure that these people do not reappear on the file at a later date.

Organisational Coverage

IncNet covers nearly 50,000 leading Australian organisations based on the following criteria:

- 1 Employee Size
- 2 Revenue / Budget (Government)
- 3 Advertising Expenditure
- 4 Ownership
- 5 Industry or Activity

In addition to the above we have 8 small industry lists:

- Associations (ASS)
- Finance Brokers (BRK)
- Food & Beverage (FBV)
- Fund & Money Management (FMM)
- Investment Advisers (IAV)
- Marketing Services Firms (MKS)
- Politicians (POL)
- Solicitors (SOL)

For most industries the criteria for inclusion is AUD\$10 million+ revenue or budget and/or 20+ employees.

Exceptions to this are as follows:

- a) Manufacturing
\$5 million + revenue and / or 50+ employees
- b) Government

Federal

All Federal Government departments including State Offices. Also includes major divisions.

State

All State Government departments and utilities. All major Hospitals and Area Health services. Also includes major Regional Offices.

Local

All Local Government.

c) Public Companies

All industrial companies listed on the Australian Stock Exchange.

An organisation that controls a significant advertising budget, but does not meet the above criteria, will be included eg Office of the Government Advertising.

An organisation that is owned by another organisation which meets the above criteria, but does not itself meet the above criteria, may also be included.

IncNet NZ covers over 7,500 leading New Zealand organisations based on the following criteria:

- 1 Employee Size
- 2 Revenue
- 3 Ownership
- 4 Industry or Activity

The general criteria for inclusion is NZD\$10 million+ revenue or budget and / or 30+ employees.

An organisation that is owned by another organisation that meets the above criteria, but does not itself meet the above criteria, may also be included.

Functional Lists

The following apply to all **IncNet** and **IncNet NZ** functional lists.

1 Selections

Geographical

Australia

By State / Postcode / Telephone STD Code

New Zealand

By District / Postcode / Telephone STD Code

Employee Size / Employee Code

Revenue

Sales Revenue (not available for all organisations) / Revenue Code

Australia Top 1000

Selected by revenue

New Zealand Top 200

Selected by revenue

Industry Code

(Appendix 1)

Industry Keyword

Advertising Expenditure \$1 million+

Business / Consumer / Non-Profit Marketers

Job Functions / Company Count

Principal Contacts

Under the following profiles, we identify the Principal Contact for each company per location

- i CS Customer Services Decision Maker
- ii EDP Chief Information Officer / IT Decision Maker
- iii FIN Chief Finance Officer / Financial Decision Maker
- iv HR Human Resources Decision Maker
- v LOG Logistics Decision Maker
- vi MDM Marketing Decision Maker
- vii NSM National Sales Decision Maker
- viii QAM Quality Assurance Decision Maker

2 Deliverability Guarantee

i) Mailing 98%

In order to protect ourselves in the event of controversial mailing, refusals are not considered to be undeliverable.

ii) Telemarketing 95%

A non-deliverable is only an incorrect telephone number.

Further, telephone numbers are stored for our research purposes and they may not always reach the exact location of every person at the firm.

iii) Email 100%

iv) Facsimile 100%

CEO Chief Executive Officer

Definition Person with overall responsibility for the business within the country

Typical Titles Chief Executive Officer
 Managing Director
 General Manager (subsidiaries, but not divisions)
 Dealer Principal (Car Dealer)
 Managing Partner (Partnerships)
 Country Manager
 Manager New Zealand

Examples / Notes We include as CEOs, the General Managers of operating subsidiaries

We do not include as a CEO the GM Life and GM General of an insurance company.

These are included as Divisional General Managers on a separate file

CHM Chairperson

Definition Head of the board

Typical Titles Chairman
 Executive Chairman
 Group Chairman
 President

CT Corporate Treasurer

Definition Person responsible for investing corporate funds

Does not include Treasurers responsible for investing in Financial Institutions

Typical Titles Corporate Treasurer
 Corporate Controller
 Treasurer
 Manager Treasury
 VP Treasury

CYS Company Secretary

Definition Person who determines the financial calendar and is responsible for general shareholder issues including the share registry, dividend payments, shareholder plans, and stock exchange listings

Typical Titles Company Secretary

DGM Divisional General Manager

Definition Person with overall responsibility of an operating division/business unit or state/region of a larger organisation

Does not include responsibility for a subsidiary or functional department

Typical Titles General Manager
 State General Manager
 Divisional General Manager
 GM Australian Banking
 Divisional Director
 MD Commercial & Consumer
 Business Unit Manager
 First Assistant Secretary (FAS)
 First Assistant Commissioners (FAC)

Examples / Notes Manufacturing companies often have a GM Consumer and a GM Industrial who report to a CEO

DIR Director

Definition Directors in Private Sector and Government Businesses only also includes members of the board

Does not include directors in Public Service, Finance Brokers, Associations and Marketing Services Firms

Typical Titles Marketing Director
 Finance Director
 Director Sales & Marketing
 Director (Executive or Non-executive)

PNR Partner

Definition Miscellaneous Partners in Professional Services Firms and Partnerships (Industry Code 15)

Typical Titles Partner
(Function) Partner

SEC Executive Assistant

Definition The personal assistant to the Managing Director / Chief Executive Officer / Divisional or Functional Heads in large organisations

Typical Titles Executive Secretary
EA to Managing Director
PA to Director Marketing

SMG Senior Management

Definition (Miscellaneous) Senior personnel at GM level or above in Private Sector and Government Businesses only

Senior Management is not classified under the CEO, CYS, DIR, SPS or DGM files

Typical Titles Vice Presidents
Global Heads
Functional General Managers
Chiefs
Deputy MD/CEO
Deputy Chiefs
Group General Managers

SPS Senior Public Servant*Definition*

Senior personnel in Government Departments and related organisations only

Does not include Government Businesses such as Sydney Electricity

Senior Public Servants are not classified under the CEO, CYS, DIR, DGM or SMG files

Typical Titles

Assistant Secretary
Deputy Secretary
Assistant Commissioner
Director
Deputy Director
General Manager

ACC Accountant

Definition Accountants and Accounting Managers in companies

Includes Accountants in Accounting Firms not elsewhere classifiable e.g. Principal, Associate, Manager

Typical Titles Corporate Accountant
Accounts Accountant
Manager Financial Accounting
Operations Accountant
Management Accounting Manager
Divisional Accounting Controller

ACD Academic

Definition Personnel involved in Education within Universities and Colleges / High Schools

Typical Titles Lecturer / Senior Lecturer
Head of School / Head of Department
Professor
Dean

ADM Administration Manager

Definition Administration Managers by title

Typical Titles Manager Finance & Administration
Administration Supervisor
Field Administration Manager
GM Administration
Sales Administration Manager

AUD Audit Manager

Definition Personnel responsible for conducting audits within their own organisation

Typical Titles Director Internal Audit
 Manager Group Audit
 Group Manager Audit Services
 Director Management Audit
 Principal Auditor

Example / Notes An auditor at KPMG does not get AUD as they are looking after a third party

An Australian Taxation Office auditor does not get AUD for the same reason

BDM Business Development Manager

Definition Personnel involved in the development of the business as opposed to marketing of products or services

Typical Titles Corporate Development Manager
 Strategic Development Manager
 Business Development Manager

CCM Call Centre & Help Desk Managers

Definition Person responsible for the management of a Call Centre or Help Desk

Typical Titles Call Centre Manager
 Customer Service Manager
 Response Centre Manager
 Technical Support Manager (within IT Companies)
 Help Desk Manager

CON Consultant

<i>Definition</i>	Personnel offering their professional knowledge to a third party (usually Industry Codes 15 & 16), and not an employee of the organisation paying for the knowledge
<i>Typical Titles</i>	Principal Management Consultant IT Consultant Environmental Analyst
<i>Examples / Notes</i>	A Human Resources Consultant working for BHP would not be classified as CON A Manager Human Resources (Industry) at Morgan & Banks would be classified as CON

CRD Credit Manager

<i>Definition</i>	Personnel responsible for credits and loans
<i>Typical Titles</i>	Manager Consumer Credit GM Loans Centre Chief Manager Credit Management Director Lending Head of Credit Recovery Senior Manager Personal Finance Executive Vice President (EVP) Margin Lending

CRM Customer Relationship Management

<i>Definition</i>	Personnel responsible for identifying, attracting and retaining the organisation's customers, this includes implementing of appropriate systems and the responsibility for the organisation's customer intelligence
<i>Typical Titles</i>	Relationship Management Manager Director CRM Head of Customer Intelligence e-business Relationship Mgmt GM Customer Relations

CRT Contract Manager

Definition Contract Manager by title

Typical Titles Director Contracting
 AD Facilities & Contracts
 Manager Contracts
 Contract & Plant Manager
 Contracts Officer
 Associate Contracts Manager
 Contract Services Manager
 Tendering Contract Administrator

CS Customer Services Decision Maker

Option for *Principal Contact* available

Definition Personnel responsible for maintaining customer satisfaction both before and after sales

Most contacts available are in Service Industries or in value added Product Businesses e.g. Information Technology

Typical Titles Customer Service Director / Manager
 Service Quality Manager
 Client Services Manager

ECM Electronic Commerce Manager

Definition Personnel responsible for the marketing, communication and sales or exchange of information, goods or services via electronic commerce, such as telephone banking, internet / online trading or electronic funds transfer

Typical Titles Internet Marketing Manager
 Electronic Commerce Manager
 Electronic Business Manager
 E-Business Manager
 E-Commerce Manager
 Online Marketing Manager

EDP Chief Information Officer / IT Decision Maker

Option for *Principal Contact* available

Definition Person responsible for an organisations information system

Includes all Divisional / Departmental Information Technology personnel in large organizations e.g. IT Manager - Human Resources

Typical Titles Manager Information Technology
 Information Systems Director
 Chief Information Officer
 Group Financial Controller
 Information Services
 MIS
 Chief Finance and Technology Officer
 EDP Director / Manager
 Manager Computer Systems

Examples / Notes The head of finance is quite often responsible for Information Technology

EDT Editor, Journalist, Writer

Definition Editors, Journalists, Writers by title

Typical Titles Assistant Editor
 Editor Australia
 Managing Editor
 Editorial Director

ENG Engineer

Definition Engineers by title

Engineers in companies and Consulting Engineers not elsewhere classified

Typical Titles Application Engineer
Director Engineering Services
Consulting Engineer
Field Engineering Manager
Engineering Project Manager
Senior Mining Engineer
District Engineer
Special Projects Engineer

ENV Environment Manager

Definition Personnel responsible for monitoring and regulating the impact of businesses and community on the environment

Typical Titles Manager Environment
AS Environment
Environmental Scientist
Environmental Metallurgist
Senior Environmental Officer
Director Environmental Policy
Director Environmental Regulation

EVT Events Manager

Definition Person responsible for organising Events, Conferences and Seminars for an organisation's staff

Typical Titles Events manager
Functions Coordinator
Secretary to CEO

EXP Export Manager

Definition Export Managers by title

Typical Titles Export & State Sales Manager
 Export & Development Manager
 Export Logistics Manager
 Export Officer
 GM Export Marketing
 Manager Export Development
 International Business Development Manager
 Manager Trade Development & Export
 Manager Export Services
 Manager Export Meat

FIN Chief Financial Officer / Financial Decision Maker

Option for *Principal Contact* available

Definition Person responsible for financial control within a company

Includes all divisional/departmental finance personnel in large organizations e.g. Financial Controller – IT Department

Typical Titles Finance Director
 Financial Controller
 Chief Financial Officer
 Manager Finance & Administration

FLEET Fleet Manager

Definition Personnel responsible for purchase, maintenance and management of a company’s vehicles

They are predominantly found in large organisations of 300+ employees, and Transport Companies

Typical Titles Fleet Controller / Manager
 Manager Administration & Fleet
 Transport Manager
 Direct Vehicle Management

FT Field Technician

Definition Personnel responsible for offsite servicing of equipment or products

Typical Titles National Field Manager
 Service Manager / Technician
 Field Engineer
 Services & Installation Manager
 Asset Services Manager Computers

HR Human Resources Decision Maker

Option for *Principal Contact* available

Definition Personnel with decision making responsibilities in the HR / Personnel, Training and Staff Development departments
 Usually in organisations with 100+ employees

Stricter title parameters apply in organisations with less than 100 employees

Typical Titles Human Resources Director / Manager
 Personnel Director / Manager
 Training & Development Manager
 Training Manager
 HRD Manager
 Professional Development Manager
 Personnel Development Manager
 Employee Development Manager
 Employee Relations Manager
 Chief of Staff

JIT**IT Personnel**

Definition Junior personnel working in Information Technology in larger companies

Typical Titles Business Recovery Analyst
Application Services Officer
Analyst Programmer
Computer Liaison Officer
Chief Architect
UNIX Administrator
Network Services Officer
IT Facilitator

KNW**Knowledge Manager**

Definition Personnel who are responsible for Intellectual Property i.e. a company's exclusive design / idea / information

Typical Titles Knowledge Manager
Chief Archivist
Intellectual Property Manager

LBY**Librarian**

Definition Business or Consumer Library Manager

Typical Titles Chief Librarian
Law Librarian
Clerical Administrative Officer
Library & Information
Branch Librarian
Services Manager
Head of Library
Librarian in Charge

LEG Legal Manager

Definition Corporate Lawyers

Does not include Lawyers in Legal Firms, these are included in a separate file (SOL) Solicitors

Typical Titles Legal Counsel
 AS Legal Services
 VP General Counsel
 Regional Manager Legal
 Manager Legal
 Senior Counsel

LOG Logistics Decision Maker

Option for *Principal Contact* available

Definition Personnel with operational / logistical decision making responsibilities

Includes personnel responsible for the control of the flows (of products and services) into and out of the business

Typical Titles Chief Operating Officer
 Logistics Manager / Director
 Operations Manager / Director
 Inventory Manager
 Shipping / Transport Manager
 Warehouse Manager

MDM Marketing Decision Maker

Option for *Principal Contact* available

Definition Personnel responsible for producing profit on products or services

Includes those responsible for marketing, pricing, distribution and promotion of products or services

There are stricter title parameters in smaller companies

Typical Titles Marketing Director
GM Promotions
Product Manager
Sales & Marketing Manager
VP National Marketing
Circulation Manager
Pricing Strategy Manager
Advertising / Brand Manager

Examples / Notes Where a company has multiple Marketing Managers across product lines / markets all will be included

MFG Manufacturing Manager

Definition Personnel responsible for production or manufacturing within the Manufacturing Industry (Industry Code 04)

Includes software development and media production (e.g. Newspapers)

Typical Titles Factory Manager
Plant Manager / Engineer
Production Director / GM / Manager
GM Manufacturing
Manager Operations & Manufacturing
Works Manager
Site Manager

MGR Manager

Definition Miscellaneous (middle management) personnel with Manager in title not elsewhere classified

Typical Titles Manager Employment Purchasing
Branch Manager
Customs Manager
Compensation Manager
State Manager
Finance Analysis Manager

MNT Maintenance Manager

Definition Personnel responsible for maintenance

Typical Titles Contract Maintenance Manager
Maintenance Field Manager
Maintenance Foreman
Maintenance Field Supervisor
Maintenance Engineer Masonite
Maintenance Technology Manager

NSM National Sales Decision Maker

Option for *Principal Contact* available

Definition Personnel responsible for sales at a national level

Multiple contacts are available where the sales function is organised by product line / market

Typical Titles Sales Director
Sales & Marketing Director / Manager
National Sales Manager
Sales Manager – (Product Line)
Sales Manager – (Market)
Business Development Director / Manager

OFF Office Manager

Definition Office Managers by title

Typical Titles Front Office Manager
Office Manager Mechanical
State Office Manager
National Office Manager
Practice Manager

OHS OH&S Manager

Definition Personnel responsible for organisational health and safety

Typical Titles Health Officer
Director Environment, Health & Planning
Safety Officer
Director Occupational Safety
Chief Safety Manager
Director Work Environment

OTH Unclassified Personnel

Definition Miscellaneous personnel unclassifiable under existing profiles

Includes all junior marketing & sales staff not included in the Marketing or Sales Decision Maker files

Typical Titles Coordinator Family Support
Receptionist
Sales Representative
National Billing Coordinator
Corporate Services Coordinator
Direct Marketing Supervisor
Accounts Receivable Clerk
Publicity Officer

PAY Payroll Officer

Definition The person responsible for payroll administration

Typical Titles Payroll Manager / Officer / Supervisor
Payroll Administrator
Pay Clerk
HR Officer

PCH Purchasing Manager

Definition Personnel responsible for the procurement / supply of materials into the organisation

Typical Titles Director of Buying
Procurement Manager / Officer
General Merchandise Buyer
Supervisor Supply & Services

PCY Policy Manager

Definition Policy Managers are typically found in Government or organisations operating in a highly regulated environment

Does not include personnel within the Insurance Industry dealing with insurance policies

Typical Titles Director Policy Research
Corporate Policy Analyst
Director Energy & Gas Policy
Director Contracting Policy
Chief Manager Group Credit Policy

PLN Planning Manager

Definition Personnel responsible for planning and strategy

Typical Titles AC Planning & Research
 Chief Officer Planning Development
 Director Planning Evaluation
 Director Planning Services
 Director Corporate Planning
 Business Analyst
 Strategy Manager

POF Personnel Officer

Definition Junior Human Resources / Personnel and Training / HRD personnel in larger companies

Typical Titles Personnel Officer
 Employee Relations Coordinator
 HR Supervisor
 Assistant HR Manager
 HR Support Officer
 Recruitment Officer
 Personnel Services Officer

PRJ Project Manager

Definition Personnel involved within team orientated tasks of limited duration, Project Managers by title

Typical Titles Special Projects Officer
 Director State Projects
 Executive Special Projects
 Business Project Manager
 Project Manager Transport
 Project Engineer
 Project Leader

PRM Public Relations Manager

<i>Definition</i>	Personnel responsible for presenting the organisation's public image
<i>Typical Titles</i>	Public / External Affairs Investor Relations Community Relations Shareholder Relations Media Liaison / Relations Contact Corporate Affairs / Communications Business Communications Civic Affairs Events / Fundraising Affairs Government Affairs
<i>Notes / Examples</i>	Not Classified or included with MDM (Marketing Decision Maker) files unless person is the Principal MDM contact

PTY Property Manager

<i>Definition</i>	Personnel with responsibility for an organisation's physical assets as well as it's management Does <u>not</u> include Property Managers within investment companies who are classified under FMM (Fund & Money Manager)
<i>Typical Titles</i>	GM Corporate Property Chief Property Consultant GM Group Property & Facilities Director Commercial Property Director Property & Services Manager Buildings & Property

QAM Quality Assurance Decision Maker

Option for *Principal Contact* available

Definition Personnel responsible for ensuring an organisation’s products / services meet relevant Australian, New Zealand or International Standards

Typical Titles Director of Quality
 Quality Assurance Manager
 Total Quality Manager
 Quality Improvement Manager
 Manager Business Effectiveness
 Manager Business Improvement
 GM Manufacturing (Manufacturing Industry)
 Service Quality Manager (Service Industries)

R&D Research & Development Manager

Definition Personnel involved in the research, development and innovation of a product from concept to realisation

Does not include financial research or market research

Typical Titles Director Research Unit
 GM Research & Development
 Research Engineer
 Manager Research & Development
 Manager Hydrometallurgy Research
 Manager Innovation

RSK Risk Manager

Definition Personnel dealing with financial risk including Risk Managers, Underwriters, and Actuarial titles

Typical Titles AD Risk Management
 GM Insurance & Risk Management
 National Risk Manager
 Head of Risk Assets Review

SSM State Sales Manager

Definition Personnel responsible for sales at regional or state level

Does not include junior sales staff

Multiple contacts within states are available where the sales function is organised by product line / market

Typical Titles Sales Manager
 State Sales Manager – (Product Line)
 State Sales Manager – (Market)
 Business Development Manager (State / Region)
 Sales & Marketing Manager (State / Region)

SUP Superannuation Manager

Definition Personnel responsible for investment and administration of the corporate superannuation fund

Does not include personnel investing superannuation funds in a superannuation company

Typical Titles Manager / Director Corporate Superannuation
 GM Superannuation
 Secretariat Manager Superannuation
 Superannuation Administrator

TAX Tax Manager

Definition The person responsible for an organisation’s corporate tax management

Typical Titles Tax Manager
 Financial Officer
 VP / GM Taxation
 Commercial Manager
 Senior Tax Adviser
 Tax Accountant
 GST Manager

Example / Notes A Business Tax Accountant at KPMG does not get TAX

TCH Technical Manager

Definition Technical by title, only in the context of applied and industrial sciences

Includes Information Technology and Architectural Firms

Does not include technical in Professional Services (Industry Code 15) or the Finance Industry

Typical Titles Manager Technical Development
 Technical Adviser
 Head of Technical Department
 Senior Technical Engineer
 Technical Services Director

TEL Telecommunications Manager

Definition Personnel responsible for the voice communication systems of an organisation

Typical Titles Supervisor Communications
 Office Manager
 Manager Finance & Administration
 Telecommunications Manager
 Computer Systems Manager
 EDP Manager
 Operations Manager
 Chief Engineer

WEB Web Master & Web Developer

Definition Personnel involved in the development, maintenance and service of an organisation's website, both internal and outsourced

Functions: Web, Online, Site, Internet, Content, Multimedia

Typical Titles Director (Function)
 General Manager (Function)
 Manager (Function)
 (Function) Author
 (Function) Architect / Designer / Producer
 (Function) Administrator
 (Function) Development

ASS

Associations

Definition

Personnel in organisations or groups that have a common collective interest

Typical Titles

Chief Executive (principal executive contact)
President
National President

Other Executive Members

Treasurer
Vice President
Secretary
State Manager
Senior Executive Manager
Includes head office and state branches

Example / Note

Organisational classification by the following industry types:

(15) Professional Association

Represents people and / or organisations traditionally charging on a time basis e.g. Accountants, Lawyers, Doctors, Academics, Architects, Engineers, Geologists

(16) Business Association

Represents organisations whose purpose is to make money, that is, Business and Industry e.g. Industrial Associations, Employer Groups

(17) Consumer Association

Represents those whose purpose is not related to money. Purpose is related to knowledge, community service or other general collective interest e.g. Trade Unions / Employee Groups, Research Foundations, Social Services, Sports, Hobbies, Environmental Issues, Cultural Institutions, Religious Organisations, Political Parties, Education, Historical Societies

BRK Finance Broker

Definition Members of organisations involved in reselling finance products

Typical Titles Director
Managing Director
Partner
Financial Consultant

FBV Food & Beverage Manager

Definition Personnel involved with food and beverage within the Hospitality Industry

Includes catering staff in Hospitals and Nursing Homes

Typical Titles Banqueting & Conference Manager
Head Chef
Executive Chef
Food & Beverage Director / Manager

FMM Fund & Money Management

<i>Definition</i>	<p>Personnel responsible for commercial investment in Financial Institutions and Financial Intermediaries. This also includes personnel in Professional Services (Industry Code 15) who deal with finance and / or banking</p> <p>The Chief Executives of other Financial Institutional Investors are also included</p>
<i>Typical Titles</i>	<p>Chief Executive / Managing Director Manager Capital Markets Portfolio Manager Fund Manager Director / Manager Investment Analyst Director / Associate Director State Manager Treasurer / Manager Treasury Client / Institutional Adviser Chief Economist Manager Foreign Exchange</p>
<i>Examples / Notes</i>	<p>Organisations included are:</p> <p>Banks Merchant Banks (Money Market Corporations) Fund Managers Stockbrokers Futures Brokers Wholesale Investment Consultants</p> <p>A Partner of Banking & Finance at KPMG is classed under FMM and PNR</p>

IAV Investment Advisers

<i>Definition</i>	<p>Licensed securities dealers who are not listed on the Australian or New Zealand Stock Exchange</p> <p>Includes members of financial planning and advisory arms of organisations that <u>are</u> listed on the Stock Exchange</p> <p>Includes branches in both urban and rural areas of the major advisory groups</p>
<i>Typical Titles</i>	<p>Chief Executive / Managing Director Investment Adviser Principal Financial Planning Manager</p>

MKS Marketing Services

Definition Personnel in companies that provide marketing services, ie:

- a) Advertising Agencies (accredited and unaccredited) with:
 - i) \$1 million+ billings for Australia
 - ii) \$1 million+ billings for New Zealand
- b) Public Relations
- c) Graphic Design Firms
- d) Market Research Firms
- e) Media Buyers
- f) Sales Promoters
- g) Direct Marketing Firms

Typical Titles

<u>Advertising Agencies</u>	Chief Executive Creative Director Sales / Account Director Art Director Production Manager Media Director
<u>Public Relations</u>	Chief Executive Account Director
<u>Graphic Design Firms</u>	Chief Executive Art Director
<u>Market Research Firms</u>	Chief Executive
<u>Media Buyers</u>	Chief Executive Sales / Account Director
<u>Sales Promoters</u>	Chief Executive
<u>Direct Marketing Firms</u>	Chief Executive

POL Politician

Definition

For **IncNet**

Political members of Federal, State, and Local Government

Typical Titles

Prime Minister
 Senator
 Mayor
 Councillor

For **IncNet NZ**

Political members of Federal and Local Government

Typical Titles

Prime Minister
 Minister
 Mayor
 Councillor

SOL Solicitor

Definition

Solicitors or Barristers within Law Firms

Solicitors are not included in the Partners file

Typical Titles

Senior Associate
 Special Counsel
 Lawyer
 Consultant

Appendix 1: Industry Codes

Companies have been classified into industries on the basis of their major activity.

The codes are as follows:

- 01 Primary Industry**
Agriculture, Aquaculture, Forestry, Horticulture, Livestock, and Viticulture
- 02 Mining**
Gold, Oil, and Mineral Exploration and / or Extraction
- 03 Construction**
Building Companies and Contractors
- 04 Manufacturing**
Production of physical products
- 05 Transport**
Movement of people or products
- 06 Communications**
Media, Telecommunications and Postal Services
- 07 Essential Services**
Public utilities and essential services e.g. Electricity, Gas and Sanitary, Ambulance, Police Services
- 08 Distribution**
Distribution of products or services business to business
- 09 Retail**
Distribution of products and / or services direct to consumers
- 10 Banking & Finance**
Banks; Money Market Corporations (i.e. Merchant Banks), Finance Companies, Credit Unions, Building Societies

- 11 Insurance**
Insurance Companies, Reinsurance Companies, Insurance Brokers
- 12 Property**
Property Development, Property Investment, Real Estate Agents
- 13 Other Financial Intermediaries**
Companies involved in investment: Fund Managers, Stockbrokers, Investment Advisers, and Holding Companies
- 14 Hospitality**
Hotels, Resorts, Gambling and other leisure providers
- 15 Professional Services**
Services where professional qualifications are required e.g. Solicitors, Accountants, or where time is sold
- 16 Business Services**
Services sold to businesses not based on individual's qualifications or not sold on a time basis
- 17 Consumer Services**
Any services sold / provided to consumers that is not a product e.g. Health, Education, Dry Cleaning, Security
- 18 Government**
For IncNet
Federal, State and Local Government.
For IncNet NZ
Federal and Local Government only
- 19 Importer**
Companies importing overseas manufactured products and services
- 20 Exporter**
Companies exporting Australian manufactured products and services

Appendix 2: Employee, Revenue & Salary Codes

1 Employee Codes

A	Less	Than	20
B	20	-	49
C	50	-	99
D	100	-	499
E	500	-	999
F	1000	-	4999
G	5000+	-	

2 Revenue Codes

A	Less	Than	\$3m
B	\$3m	-	\$5m
C	\$6m	-	\$9m
D	\$10m	-	\$19m
E	\$20m	-	\$49m
F	\$50m	-	\$99m
G	\$100m	-	\$499m
H	\$500m+		

3 Salary Codes

A	Less	Than	50 000
B	51 000	-	75 000
C	76 000	-	100 000
D	101 000	-	150 000
E	151 000	-	200 000
F	201 000+		

Appendix 3: Australian Postcode Ranges

		CBD Postcode Ranges		Metro Ranges	
ACT	Canberra	2600 2610	- 2601	ACT	2600 2900 - 2914
NSW	Sydney	1100 2000 2007 2009	- 1299 - 2001	NSW	1000 2760 - 2770
	North Sydney	1545 2059	- 1559 - 2060		
NT	Darwin	0800 0820 0822	- 0801	NT	0800 0900 - 0910
QLD	Brisbane	4000 4003 9000	- 4001 - 9015	QLD	4000 9000 - 9499
SA	Adelaide	5000 5004 5810 5839 5880	- 5001 - 5005 - 5889	SA	5000 5900 - 5999
TAS	Hobart	7000	- 7001	TAS	7000 7249 - 7250
VIC	Melbourne	3000 3205 8000	- 3006 - 8399	VIC	3000 8000 - 8499
WA	Perth	6000 6004 6827 6830 6837	- 6001 - 6832 - 6849	WA	6000 6800 - 6999

N.B. Rural Postcode Ranges are available upon request

Appendix 4: New Zealand Postcode Ranges

		CBD Postcode Ranges		Metro Ranges	
AK	Auckland	1001		AK	1001 - 1008
		1015			1015
		1020			1020
		1030 - 1036			1030 - 1036
					1130
			1131		
			1133 - 1136		
			1230 - 1232		
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WN	Wellington	6001		WN	6001 - 6009
		6015			6015
		6020			6020
		6030 - 6032			6030 - 6034
		6034			6036
		6036			6038 - 6041
		6040			6215
					6230
					6250
					6315
					6320
					6330
					6332
		6340			
		6415			
		6420			
		6430			
		6450			
		6454			
<hr/>					
CH	Christchurch	8001		CH	8001 - 8012
		8015			8015
		8020 - 8021			8020 - 8021
		8030 - 8032			8030 - 8035
			8150		

N.B. Rural Postcode Ranges are available upon request