



# National Independent Contractors Summit 2009

'Building relationships with the self-employed'

**Thursday 12 November 2009**

**"Morgans at 401": 401 Collins St Melbourne**

There are 2.03 million self employed people in Australia.

They are 19% of the workforce but pay 25% of GST of receipts to the ATO suggesting they constitute one quarter of the domestic economy.

For government and corporations however this large group is poorly understood. They are powerful consumers but also service and product suppliers in the economy. They are individuals who are both workers and 'businesses' all at the same time. Their multiple status's confuse standard policy and marketing assumptions.

How do these people think, what motivates them, what is their demographic and behavior profile? How do government bodies and corporations build quality relationships with this group?

This summit addresses these issues pulling together unique profiling research. It looks at policy directions particular 'unfair contract' concepts. Major government and corporate bodies share their experiences in building understandings of and relationships with the self-employed. This is a summit for understanding and discussion.

**When:** Thursday 12 November 2009

**Where:** Melbourne: Morgans at 401, 401 Collins St

**Time:** 9am to 5pm (approx) followed by dinner

Presenters from: Roy Morgan Research, Monash University, Australian Taxation Office, Australian Competition and Consumer Affairs Commission, Honda MPE, Victorian Small Business Commission, Department of Innovation, Commonwealth Bank, self-employed people.

Limited spaces: Numbers are limited to 150 people for the conference and 110 for dinner.

**For more information and to make a booking please visit our website:**

[www.Contractworld.com.au](http://www.Contractworld.com.au)