

AIIA Membership Benefits

EXECUTIVE SUMMARY

Why does the AIIA exist?

The information technology sector is an essential enabler to Australia’s economic continuity and growth. Technology impacts every industry and every person. As the industry’s peak body, we play a significant role in influencing policy and supporting our members. That’s why membership is important and why we are experiencing significant growth. There is no time like the present for you to become a member of a thriving industry Association for the technology sector.

Our membership growth of 38% over the past 12 months, is in no small way due to both the impact we are having and the quality and heritage of our membership base; without whom, we cannot continue to do the good work on behalf of all members and on behalf of the industry as a whole:

- **The AIIA is the most influential association in the innovation technology industry. We are the only association that truly represents the depth and breadth of the entire innovation technology industry.**
- **Through the engagement of our members, true maximum value is delivered to not only the member but the entire industry.**
- **Innovation technology has a major impact on every, person, business and other industry.**
- **We serve the industry by supporting the continued growth of it through policy and action delivering value to the entire Australian economy.**

Our Purpose	How	Why
Represent	The AIIA represents a broad cross section of Australia’s innovation technology companies	Representation delivers a much stronger voice of influence on matters that may affect the viability and success of your business
Connect	We are connected to the most significant private and public sector organisations in the country and through our activities, we build communities	Every organisation relies on the success of its ability to identify new customers and partners - our networking programs provide you with unparalleled opportunities to support your business growth
Influence	On behalf of our members, we identify, address and advocate for key issues through the development and shaping of policy outcomes	We are recognised as the most influential, independent innovation technology industry association respected for over forty years by government, our industry and its stakeholders
Grow	We serve the industry by supporting the continued growth of it, through policy and action that benefits all of Australia	Every thriving industry needs an Association that supports and represents its members, gives them a strong, united voice, and develops & grows the industry locally & globally
Partner	We believe in the power of collaboration and cooperation, both within and beyond our industry alliances, by promoting knowledge sharing and entrepreneurialism	Through enriched connections and knowledge share, members build and nurture powerful business relationships whilst fostering their own professional development and careers

The Australian Information Industry Association (AIIA) - now more relevant than ever!

Our Association is even more relevant than ever as we continue to be engaged in initiatives to provide business continuity, advice to Government and advocacy on the opportunities for our industry as we plan for post-COVID-19 recovery. Download [AIIA White Paper: Building Australia’s Digital Future in a post-Covid World](#).

A “SINGLE VOICE” FOR THE TECHNOLOGY SECTOR

Every thriving industry needs an association that gives it one strong voice, influences policy outcomes, supports the growth of its members and creates networking and business opportunities. AIIA membership (Full or Associate) benefits extends to all of the organisation’s staff members, providing value across a range of different stakeholders:

- Executive suite
- Government Liaison personnel
- Sales Directors and Sales Teams
- Marketing Teams
- HR Personnel

Whilst industry networking and collaboration is a “must have” feature of any Association, the AIIA goes way beyond this by providing each member with an opportunity to participate and engage in a meaningful way. Of note, there are over 200 individuals that contribute their time and energy to drive direction and positive change for our industry: Ten (10) [AIIA Policy Advisory Networks \(PANs\)](#), one (1) [AIIA National Board](#) and six (6) [AIIA State & Territory Councils](#). The following chart describes how benefits can result from engagement:

Benefit Derived	Engagement Method
Industry Collaboration, Networking & Partnering	<ul style="list-style-type: none"> ✓ AIIA Events (AIIA Online Briefing Series) ✓ AIIA iAwards -The Biggest Pitch ✓ Delegations, Summits, co-marketed industry events & conferences
Policy & Advocacy - Strategic Direction for the Industry	<ul style="list-style-type: none"> ✓ AIIA Policy Advisory Networks (PANs), AIIA State & Territory Councils , ✓ AIIA MOU with the Digital Transformation Agency ✓ * Taskforces, Advisory Group, Committees, Expert Panels ✓ Federal & State Government collaboration e.g. AIIA White Paper: Building Australia’s Digital Future in a post-Covid World
Professional Development & Recognition	<ul style="list-style-type: none"> ✓ AIIA State & Territory Councils, AIIA National Board ✓ AIIA Policy Advisory Networks (PANs) ✓ * Taskforces, Advisory Group, Committees, Expert Panels
Marketing Reach, Branding & Reputation	<ul style="list-style-type: none"> ✓ AIIA “Connector” (July 2020) - member thought leadership content ✓ Event Sponsorship & event curation ✓ Digital branding/social media outreach, AIIA Directory Services listing
Thought Leadership / Resources	<ul style="list-style-type: none"> ✓ AIIA Australian Business Continuity (ABC) Online Resource Portal ✓ Content, Resources, Publications (e.g. AON Remuneration Surveys) ✓ * Taskforces, Advisory Group, Committees, Expert Panels

*** Examples of representation across key taskforces and expert panels:**

- Department of Prime Minister & Cabinet Digital Technology Taskforce (DTT) - Digital Experts Advisory Group
- Dept of Finance Procurement Excellence Committee
- Dept of Industry R&D Tax Incentive Taskforce
- Partner with Standards Australia across various standards committees (including Smart Cities Advisory Panel)
- NSW Cyber Standards Harmonization Taskforce
- Member of consortium - “2020 G20 Recommendations for Promoting Innovation, Digital Technologies, and Trade”
- Senate Economics Committee review -*Treasury Laws Amendment (R&D Tax Incentives), Bill 2019*
- ... plus a number of **State Govt** engagements across Qld, Vic, NSW, SA and WA; pertaining to each jurisdiction

Member Benefits - “What’s in it for me?”

Depending on your role within the organisation, the benefits of being an AIIA member may vary, however the list below provides examples of where our members, today, are reaping the return on their investment in our Association:

Monetary savings

- ✓ Member discounts or complimentary access to quality industry events
- ✓ Member discounts on research, analysis, content e.g. \$2,000 discount on AON Tech Sector Remuneration Survey
- ✓ Benefits extend to every staff member of the organisation

Meaningful business content, connections & industry networking

- ✓ Engage with senior stakeholders, industry leaders and buyers in your sector
- ✓ Effective partnering and collaboration
- ✓ Partner with like-minded industry professionals for joint business opportunities
- ✓ Join 500,000+ technology workforce (<https://www.aiaa.com.au/membership/we-keep-great-company>)
- ✓ Our [AIIA Online Briefing Series \(July-Sept 2020\)](#) has attracted over 5,000 attendees since its COVID inception in March 2020, and numbers continue to grow both nationally and internationally

Drive strategic direction and positive change

- ✓ Have influence with Federal and State Government decision makers
- ✓ Gain valuable insight to government strategic planning and procurement procedures
- ✓ Have a seat at the right tables
- ✓ Invitations to “member-only” and “invitation-only” forums and roundtables
- ✓ Shape policy submissions and outcomes for the Australian technology sector
- ✓ Have a say in the direction of the AIIA charter

Professional Development & Recognition

- ✓ Engage in intelligent and open debate by understanding the industry trends and developments
- ✓ Focussed information exchange & knowledge share
- ✓ Be recognised by your peers as a significant contributor to the voice of the tech sector
- ✓ Heighten your organisation’s brand and reputation in the marketplace
- ✓ Heighten your own professional brand and reputation in the marketplace

Marketing Reach, Brand & Reputation

- ✓ Given the numbers of tech professionals employed by AIIA member organisations, the AIIA represents a significant portion of the 500,000+ workforce of the Australian technology sector
- ✓ The AIIA reach extends to ICT and non-ICT sector; members and non-members (subscribers) and we remain Australia’s largest peak body for the technology sector
- ✓ To amplify an organisation’s support for the technology sector, or to drive recognition and branding for their own “voice” and thought leadership, sponsorship opportunities are available
- ✓ AIIA events and industry updates are promoted across five (5) social media channels - [Twitter](#), [Linked In](#), [Facebook](#), [YouTube](#) and [Instagram](#) - ensuring we extend our “voice” to the broader community

AIIA 2020 Membership Fees

The AIIA have significantly revised the **Full Membership** categories and fees in 2020 to simplify membership plus we have introduced **Associate Memberships** to include a broader cross-section of the industry who are happy to receive partial member benefits whilst remaining connected, in touch and relevant.

Full Membership: Technology Sector
Associate Membership: Non-technology sector and Technology Start-ups

Full Membership Category	Criteria	Annual Fee (ex GST)
Sole Business Owner	1 Employee	\$350
Micro Business	2 to 5 Employees	\$1,350
Small Business	6 to 20 Employees	\$3,500
Medium Business	21 to 100 Employees	\$10,000
Corporate	101 to 200 Employees	\$20,000
Enterprise	201+ Employees	\$30,000

Associate Membership Category	Criteria	Annual Fee (ex GST)
Industry Collaboration Partner	Ideal for organisations that are members of other associations not within the ICT industry	\$1,500
Government & Public Sector	Ideal for organisations in the public sector	\$5,000
Innovation & Start-up Community	Ideal for Startups / Micro businesses & members of innovation hubs	\$150
Education Institutions	Ideal for organisations in the education sector	\$2,500
Marketplace Partner Program	Ideal for organisations who want to partner with the AIIA for sponsorship and the provision of services to benefit members	\$2,500

For more information on AIIA memberships, please refer to the [AIIA Member Benefits Prospectus 2020](#).

*** Notes:**

- *As the AIIA membership is organisation-based, all staff members receive the member benefits.*
- *As the AIIA is a not-for-profit industry association, membership fees may be eligible for tax deductibility. The AIIA suggests seeking appropriate tax advice to determine eligibility.*
- *Any organisation can apply to be a FULL member and to therefore receive the FULL member benefits, including representation on Policy Advisory Networks, National Board, State & Territory Councils.*



INVENTORY MEMBER BENEFITS

Benefit	FULL Membership	ASSOCIATE Memberships				
		Industry Collaboration Partner	Government & Public Sector	Innovation & Start up Community	Education Institute	Marketplace Partner
Voting Rights	✓	✗	✗	✗	✗	✗
Event Discounts	✓	✓	✓	✓	✓	✓
Election to State Council	✓	✗	✗	✗	✓	✗
Election to Board	✓	✗	✗	✗	✗	✗
Membership of Policy Advisory Networks (PANs)	✓	✓	✓	✓	✓	✗
Discounted purchase of content	✓	✓	✓	✓	✓	✓
Group Purchase Discounts	✓	✓	✓	✓	✓	✓
Access to Policy Forums	✓	✓	✓	✓	✓	✗
Complimentary Nomination to iAwards	✓	✗	✗	✗	✓	✗
"Member-only" events	✓	✓	✓	✓	✓	✓
"By Invitation-only" events	✓	✗	✗	✗	✗	✗
Access to Online Briefing Series	Complimentary	Complimentary	Complimentary	Complimentary	Complimentary	Complimentary
Digital Newsletters	Complimentary	Complimentary	Complimentary	Complimentary	Complimentary	Complimentary
Listing in Business Directory Services	✓	✓	✗	✓	✓	✓
Trade Delegation (Discounted Fee)	✓	✓	✓	✓	✓	✓

CONTACT US

We love to hear from you. Please contact the Membership team at:



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