

AIIA Member Value Guide

BEST PRACTICE ADVICE



Welcome to the AIIA, Australia's peak representative body and advocacy group for the ICT industry and the wider technology sector.

For over 40 years we have worked behind the scenes to create a more favourable business environment for our members, to advocate, promote, represent and grow the ICT industry, and to contribute to the prosperity of Australia.

We are a not-for-profit organisation and AIIA membership fees are tax deductible (please check with your financial advisor). Our credo is "By Members for Members" which means that everything we do is governed by, and for, our members.

However, AIIA membership is a bit like gym membership: Just paying your fees and never going will not lead to a good result. Active engagement is the key to unlocking your membership benefits. This guide is designed to assist you in making the most from your AIIA membership for you, your organisation and for all its staff.

We are here to help you gain the most from your AIIA membership. Please just ask.

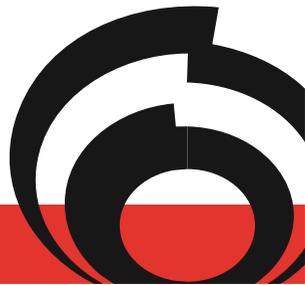


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Part 1, Actions For New Members: Our Recommendations by Timeline



The First 30 Days

Recommended Member Actions	Comments
Appoint a key person responsible for ongoing liaison with the AIIA and introduce them to the AIIA	Should be someone not too junior. Please send details of their Name, Role, Email, Phone and Work address to membership@aiaa.com.au
Nominate a key person to be responsible for utilising your AIIA membership nationally and introduce them to the AIIA	Can be the same person as above. Please send details of Name, Role, Email, Phone and Work address to membership@aiaa.com.au
Provide contact details to the AIIA for key staff in the following areas of your business: • CEO, Finance, Marketing, HR, Sales	Please send details of Name, Role, Email, Phone and Work address, to membership@aiaa.com.au
Review the AIIA Member Pack information; please note that there is a lot of useful information here	The link to the Member Pack is sent to members' nominated key contact after each annual membership renewal
Make full use of the 'AIIA Member' badge on your website, stationery, business cards, quotes, tender submissions and other documents	The 'AIIA Member' badge should be used in accordance with the Style Guide in the Member Pack.

Notify all employees, via internal newsletters or direct email, of your AIIA membership and ask them to register online to receive the AIIA discounts and many benefits	Internal communication via Marketing or Corporate Communications teams, or send us a .csv file with your staff details and we'll register them for you
Devise an AIIA engagement plan for your staff in all states and territories, for sales and marketing representatives, and for your executive team	Assistance from the AIIA is available, please contact the AIIA at membership@aiaa.com.au
30 to 60 Days	
Recommended Member Actions	Comments
Introduce your Sales and Marketing staff to their local AIIA state or territory Councils	Up to date information on council teams can be obtained from the AIIA website
Check with the AIIA on which of your staff have NOT registered online to receive the AIIA discounts and many benefits	The AIIA can advise which staff have registered – contact membership@aiaa.com.au
Append your company logo and a brief description of services to the members page on the AIIA website	Please contact us at membership@aiaa.com.au
Review Special Interest Groups and identify which ones align with the interest of your company and your staff	Information on the range of SIGs is available on the AIIA website.
Review member-exclusive content on the AIIA knowledge portal	Particularly relevant for specialist staff or rising stars
HR department to review the AIIA salary survey , and discounted superannuation offers	For large and small members alike
60 to 90 Days	
Ensure that all relevant staff have attended at least two local AIIA events	Some AIIA members KPI their staff on this item to ensure your organisation's profile is growing in all key markets
Nominate your rising stars to represent your organisation in one or more of the AIIA Special Interest Groups nationally	Check with the relevant AIIA Council on what is available and relevant to you, contact information is available from the AIIA website

Marketing department to create budget for corporate sponsorship of AIIA events, either locally or nationally	Check with membership@aiaa.com.au for availability and pricing
90 to 120 Days	
Consider nominating your CEO to AIIA Board elections	AIIA Board elections are usually held in October/November each year – watch out for announcements on the AIIA website for details
Consider nominating your most relevant state or territory leaders to AIIA Council elections	AIIA state/territory Council elections are usually held in November each year – see the AIIA website for details
Consider raising your corporate profile through participation in the AIIA iAwards , either <ul style="list-style-type: none"> • by nominating a project • by volunteering as a judge • through corporate sponsorship 	See www.iawards.com.au for more information Hint: A number of AIIA members set an internal KPI for at least one submission each year to reinforce organisational innovation priorities



Recommended Timeframe

6 Months

Recommended Member Actions	Comments
Review your engagement and satisfaction with the AIIA and address, as required	Assistance from the AIIA is available, please contact membership@aiaa.com.au
Reduce your membership fee through participation in the AIIA New Member Referral programme	Significant membership fee discounts are available to you if you successfully refer a new member to the AIIA -more information is available on the AIIA website
Collate a summary of benefits received nationally from your AIIA membership to date for your own review	Assistance from the AIIA is available at membership@aiaa.com.au

Check that senior management is aware of your AIIA engagements to date nationally	Utilise your internal communications team
9 Months	
Agree to renew your AIIA membership and confirm with the AIIA your membership fee level for the next renewal period	AIIA will send a reminder three months prior to your renewal date, please liaise with the AIIA to secure your early payment discount and to plan the next 12 months ahead, contact us at membership@aia.com.au
10 Months	
Claim a 3% discount and remain a financial member by settling your renewal invoice early	Check with accounts payable team to ensure timeliness of your payment. Assistance from the AIIA is available at membership@aia.com.au
12 Months +	
Repeat the above steps	

As mentioned, at the AIIA we often compare AIIA membership to gym membership, insofar as just paying your membership fees and never going will not lead to a good result. Member engagement is the key to extracting maximum benefits from your AIIA membership.

The following matrix is designed to clarify how the various business units in your organisation can benefit from your AIIA membership.

Part 2, Actions For Your Teams: Our Recommendations by Job Role



Executive Team

Recommended Stakeholder Engagements

- Communicate your AIIA membership to your executive team
- Ensure high awareness of both your entitlements and of your high expectations on your own engagement with the AIIA nationally
- Be sure to execute the engagement plan well
- Remain abreast of benefits received from the AIIA membership
- Communicate with the AIIA on any matters arising from your membership
- Authorise the renewal of your annual AIIA membership well in advance in order to secure your 3% discount for early fee payment

Marketing Team

- Create awareness by widely communicating your AIIA membership, its benefits and entitlements, and your Executives' expectations internally to all staff
- Raise your own thought leadership and brand awareness by sponsoring AIIA events and the iAwards
- Self-register on the AIIA website so that all relevant staff are alerted to AIIA events, to gain access to the member-only content and discounts, and to be kept informed and up to date in the AIIA newsletter
- Communicate with the AIIA on any matters arising from your membership. We are here to help.

Sales Teams

- Create an AIIA engagement plan and communicate it to all sales teams nationally
- Ensure high awareness of both your entitlements and of your executives' expectations on sales teams' engagement with the AIIA nationally
- Gain important relationships and insight by joining a relevant [AIIA Special Interest Group](#) (SIG) (12+ groups nationally)
- Encourage familiarisation of the AIIA by targeting a minimum of three event attendances to [AIIA events](#) in the relevant states and territories within the first six months of your AIIA membership
- Ensure all sales representatives and their managers [are registered with the AIIA](#) to be alerted to AIIA events, to gain access to the member-only content and to be kept informed in the AIIA newsletter
- Take advantage of AIIA's Member-to-Member Introductions service, contact membership@aiaa.com.au

HR Team

- Gain deep insight by subscribing to the [AIIA salary survey](#)
- Raise your profile by pasting company information to [our free listing on the AIIA website](#) your company logo and a brief description of our services
- Communicate with the AIIA on any matters arising from your membership

State and Territory Sales Executives

- Gain important relationships and insight by joining a relevant [AIIA Special Interest Group](#) (SIG)
- Make new contacts and gain insights by participating in minimum of three [AIIA events](#) in the first six months of your AIIA membership

Vertical Market Sales Executives

- Gain important relationships and insight by joining a relevant [AIIA Special Interest Group](#) (SIG)
- Make new contacts and gain insights by participating in minimum of three [AIIA events](#) in the first six months of your AIIA membership

Government Liaison Team

- Gain important relationships and insight by joining our Government Round Tables and your relevant [AIIA Government Special Interest Groups](#)

Finally, if you have questions regarding your AIIA membership, please send an email to membership@aiaa.com.au, or contact Peter Strohkorb, General Manager Membership Relations, at p.strohkorb@aiaa.com.au, or call 0411 865 301.

We are here to help you gain the most from your AIIA membership. Please just ask.