AIIA Membership

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 so important and why we continue to experience significant growth.

There is no time like the present for you to become a member of a thriving industry Association for the technology sector.

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"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."

Our Vision

- To remain the most influential association in the innovation technology industry.

- To be the only association that truly represents the depth and breadth of the entire innovation technology industry.

- To support and recognize innovative technology which has a major impact on every person and business across all sectors including non-technology sector.

- To continually 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

AIIA Governance

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 benefits (FULL or ASSOCIATE) extend to every staff member, providing value across a range of different stakeholders:

- ➢ **Executive suite & Regional teams**
- ➢ **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 350 individuals that contribute their time and energy across 18 different cohorts to drive direction and positive change for our industry comprising:

- • AIIA Policy Advisory Networks (PANs)
- • AIIA National Board
- • AIIA State & Territory Councils

Internal Governance Structure
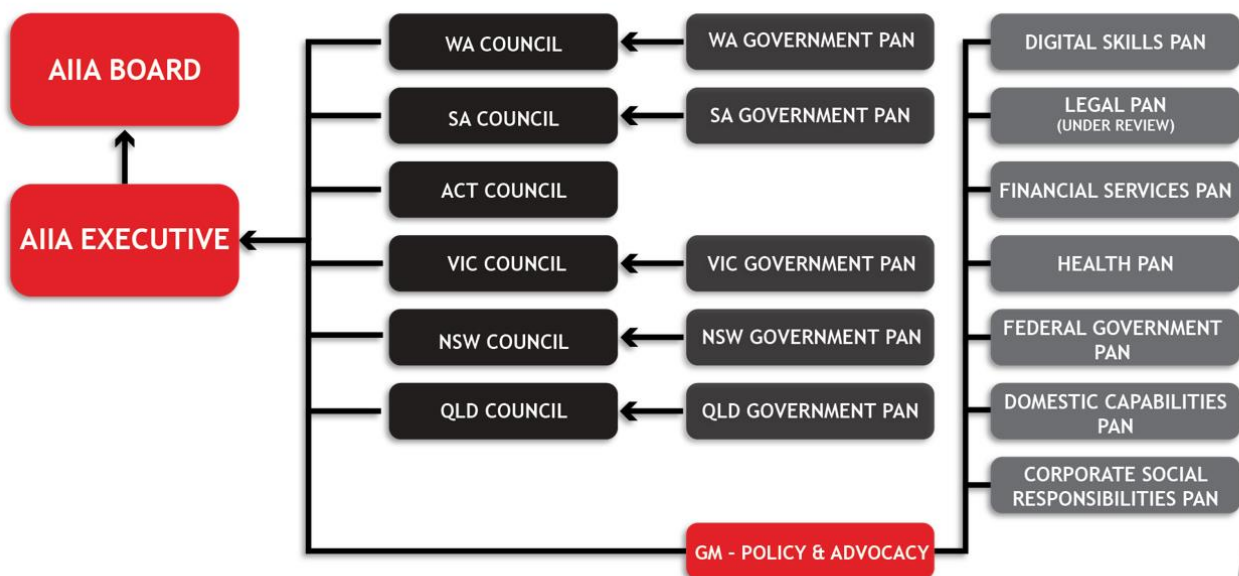
AIIA Membership Engagement Benefits

The following chart describes how benefits can result from active engagement in the AIIA community:

AIIA Purpose	Member Benefit Derived	Engagement Method
Represent The AIIA represents a broad cross section of Australia's innovation technology companies	Deliver a much stronger voice of influence on matters that may affect business viability	✓ AIIA State & Territory Councils ✓ AIIA National Board ✓ AIIA Policy Advisory Networks (PANs)
Connect Industry Collaboration, Networking & Partnering	Networking and engagement with senior stakeholders, industry leaders and buyers in the sector	✓ Networking Events ✓ AIIA iAwards – The Biggest Pitch ✓ Trade Delegations ✓ Member-Only Round Tables ✓ Invitation-Only Ministerial Briefings
Influence Policy & Advocacy	Setting the Strategic Direction for the Industry by advocating on key issues through the development and shaping of policy outcomes	✓ Taskforces, ✓ Advisory Groups ✓ Committees ✓ Expert Panels
Grow Professional Development & Recognition	Programs provide unparalleled opportunities to support business and personal growth of the team	✓ AIIA Online Briefing Series ✓ In-person networking events ✓ AIIA iAwards -The Biggest Pitch ✓ Summits
Partner Marketing Reach, Branding & Reputation	The power of collaboration and cooperation, both within and beyond our industry alliances, promoting knowledge sharing and entrepreneurialism	✓ AIIA "Connector" member content ✓ Event Sponsorship ✓ Event curation ✓ Digital branding/social media outreach ✓ Member Directory Services listing

"What's in it for me?"

Industry Networking | Policy & Advocacy | Events | Connections & Partnerships | Content & Promotions

✓ **Monetary savings**

✓ **Meaningful business content, connections & industry networking**

✓ **Drive strategic direction and positive change via strong and trust connections with State and Federal Governments**

✓ **Professional Development & Recognition**

✓ **Marketing Reach, Brand & Reputation**

AIIA Growth & Industry Reach

The AIIA members have benefited from significant membership growth in recent times. Not only does this allow the AIIA to broaden its membership base (e.g. attract ASSOCIATE members from the non-technology sector), it also means that the AIIA is extending its marketing reach; ensuring we remain **Australia's most influential peak body, advocating for the technology sector.**

Furthermore, we are able to amplify the voice of our members through thought leadership, sponsorship and event opportunities which are endorsed by the AIIA.

Publications, Resources, Marketing

Monthly, digital magazine published exclusively by the AIIA and distributed nationally to AIIA subscribers and members.

AIIA members are given the opportunity to promote their brand, product and services in the national magazine, at no cost.

Monthly Editions
Over 35,000 Views

The 'Building Australia's Digital Future in a Post-COVID World' White Paper by the AIIA and its members, targets cabinet changes, tax reform and skills funding.

This paper is under review by State & Federal Governments and is influencing funding initiatives for our sector.

The AIIA Queensland Council worked tirelessly on this Policy Statement prior to the October 2020 Queensland elections; to position the key areas of digital transformation that will help the Queensland economy with COVID-19 recovery and further prosperity, post election.

The AIIA Remuneration Report for the Information, Technology and Telecommunications Industries (formerly the AIIA Tech Sector Survey) was established in 1988 and covers a broad range of technical and non-technical roles in the information and communications technology sector.

Results are based on the salaries and benefits information of **99,025 individual employees** from **567 organisations** representing over **496 separate positions.**

AIIA …. more relevant than ever!

The AIIA ELT and the AIIA members continue to be represented in various expert panels including: NSW Cyber Standards Harmonization Taskforce, Department of Prime Minister & Cabinet Digital Technology Taskforce (DTT) Digital Experts Advisory Group, NSW Dept of Finance Procurement Excellence Committee, Dept of Industry R&D Tax Incentive Taskforce, Standards Australia Committees, Senate Economics Committees and Dept of Home Affairs Critical Infrastructure/Essential Services committee, just to name a few.   This list does NOT include the individual state-based government relationships nurtured via the AIIA State & Territory Councils.

In 2020, during the Covid-19 pandemic, we demonstrated leadership via the creation of the AIIA White Paper: Building Australia's Digital Future in a post-Covid World which will continue to influence State & Federal Government funding across the country in 2021.

AIIA 2020 National Board

AIIA Executive Team

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**

The FULL Membership categories are designed for an organisation whose primary business function is the supply of Technology Goods and Services

Associate Membership: **Non-technology sector and Technology Start-ups**

The ASSOCIATE Membership categories are designed for an organisation whose primary business function is NOT the supply of Technology Goods and Services

Full Membership Category	Criteria (Employee FTE headcount – Australian Operation)	Annual Fee (Ex GST)
Sole Business Owner	1 Employee	$350
Micro Business Owner	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 (Purpose of your Australian Operation)	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 & Startup Community	Ideal for Startups / Microbusinesses & 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 https://www.aiia.com.au/membership

* 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.*

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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

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