

# AIIA Membership Prospectus



## Who Are We?

Technology plays a significant role in enabling innovation, growth and global competitiveness across every Australian industry.

The Australian Information Industry Association (AIIA) is Australia's most influential industry body and advocacy group, representing the depth and breadth of the organisations that both deliver and use this technology.

## Why Membership is Important

Your membership is very important as it allows the AIIA to continue its role of leadership and influence in the advocacy of the technology sector. We are a not-for-profit organisation that exists to benefit members, to stimulate and grow the digital ecosystem, to create a favourable business environment for our members and to contribute to Australia's economic prosperity. We deliver outstanding member value by:

- providing a strong voice of influence
- building a sense of community through events, education, councils, committees, and advisory groups
- enabling a network for collaboration, inspiration and partnering



*"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.

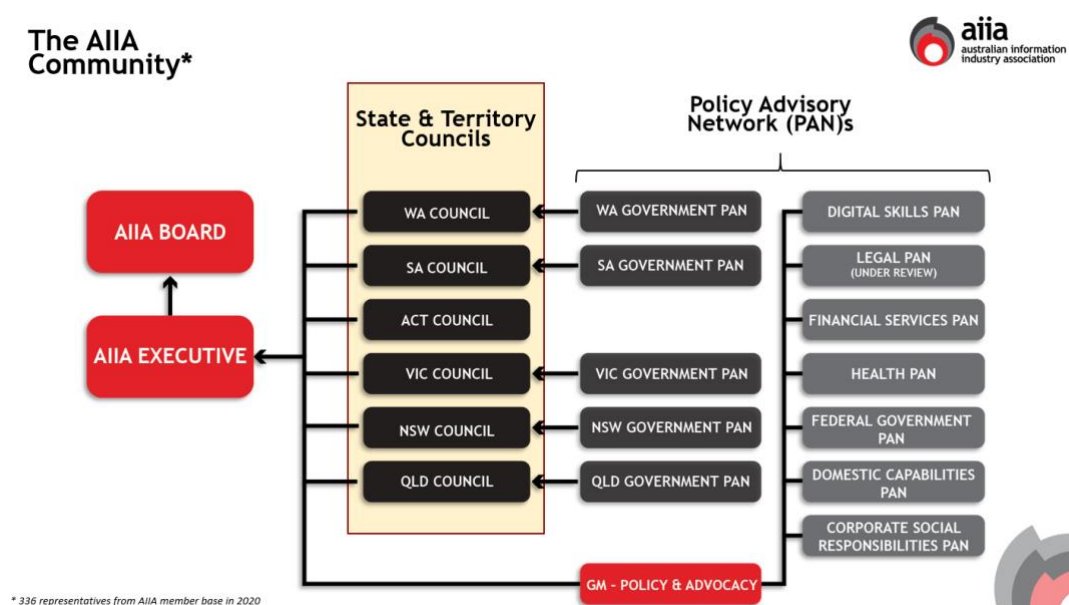
Our Purpose	How	Why
Represent	The AIIA represents a broad cross section of Australia's innovation technology companies	Representation delivers a much stronger voice of influence on matters that may affect the viability and success of your business
Connect	We are connected to the most significant private 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

## A “SINGLE VOICE” FOR THE TECHNOLOGY SECTOR

The AIIA has established State and Territory Councils and Policy Advisory Networks, operating under the governance of a National Board in accordance with its [Constitution](#). Through these mechanisms, there are hundreds of individuals from our member organisations working together to promote and form the AIIA's objectives, programs, policies, and objectives throughout the AIIA community, namely:

- [AIIA Policy Advisory Networks \(PANs\)](#)
- [AIIA National Board](#)
- [AIIA State & Territory Councils](#)

### The AIIA Community\*



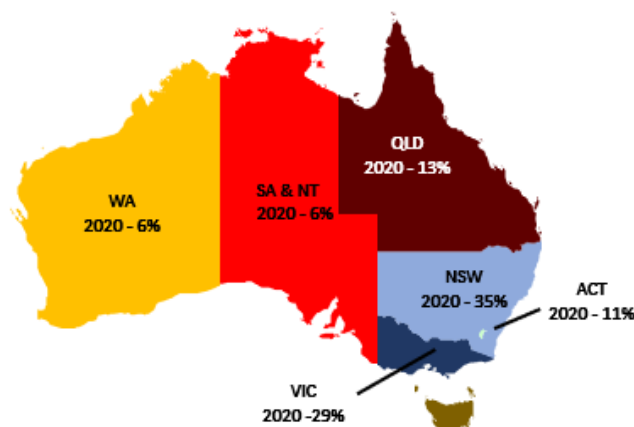
## Our Members

Being a member of the AIIA demonstrates that your organisation is standing up as a leader in the Australian technology industry, contributing to the health and vibrancy of the Australian economy.

The AIIA represents the depth and breadth of Australia's innovation technology companies.

Given the numbers of tech professionals employed by these companies, the AIIA represents a significant portion of the 500,000+ workforce of the Australian technology sector.

- Telecommunications, Software, Hardware
- Artificial Intelligence/Data and Analytics/Machine Learning
- Communications/Networking, Information Services
- Infrastructure providers - Cloud and Data Centre
- Professional Services/Strategy & Planning / Advisory / Investors
- Security/Cyber Security/Fraud
- Government services, Education institutions
- Human Resources/Talent Acquisition/Workforce Planning
- Organisations from the non-ICT sector



## AIIA Membership Engagement Benefits

“What’s in it for me?”



Industry  
Networking



Policy &  
Advisory



Event &  
Programme  
Sponsorship



Industry  
Leadership



Content &  
Publications

The following benefits extend to every employee in your Australian operation:

- ✓ Leverage AIIA’s 40-year heritage as the trusted industry body with State and Federal Governments
- ✓ Have a seat at the table to influence strategic direction and policy
- ✓ Contribute to the overall health and prosperity of the industry (“grow the pie”)
- ✓ Meaningful business connections & industry networking - a safe place to collaborate and share ideas
- ✓ Marketing Reach, Brand & Reputation - amplify your voice and extend business opportunities
- ✓ Professional Development & Recognition - for your organisation and your employees
- ✓ Enjoy discounted or free events, resources, publications and courses

The following table describes how benefits can be derived from active engagement across the AIIA community:

AIIA Purpose	Member Benefit Derived	Engagement Method
<b>Represent</b> 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 and economic growth and sustainability	✓ AIIA State & Territory Councils ✓ AIIA National Board ✓ AIIA Policy Advisory Networks (PANs)
<b>Connect</b> Industry Collaboration, Networking & Partnering	Networking and engagement with senior stakeholders, industry leaders and buyers in the sector creating commercial opportunity	✓ Networking Events ✓ AIIA iAwards - The Biggest Pitch ✓ Trade Delegations ✓ Member-Only Round Tables ✓ Invitation-Only Ministerial Briefings
<b>Influence</b> 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
<b>Grow</b> 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
<b>Partner</b> 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

## AIIA Policy & Advocacy

As the peak industry body for the digital industry in Australia, AIIA actively assumes a role of leadership and influence in the advocacy of the technology sector.

We work with our [Board](#), [State and Territory Councils](#), [Policy Advisory Networks](#) and [AIIA members](#) to identify and advocate the issues that will enable the Association to support the growth of Australia's digital economy and the growth and capability of Australia's digital sector. AIIA **policy priority areas** include: Skills, Innovation, Privacy & Security, Government digitisation, Critical infrastructure, Tax/R&D, Health, Domestic/Sovereign Capability and Essential services. In 2020, through the Covid-19 pandemic:



- AIIA created, wrote and developed a substantial White Paper: [Building Australia's Digital Future in a Post-COVID World](#) and conducted multiple briefings around Australia to senior (including Ministerial) government
- The AIIA received a \$250,000 Qld Government Grant partnering with the QUT to develop two micro-credentialling courses for members
- The AIIA received a \$75,000 WA Government grant for new policy employee to support WA ICT policy development
- AIIA delivered on its MOU with the DTA
- AIIA had regular monthly engagement with the federal Dept of Industry
- AIIA's GM Policy and Advocacy appeared before Senate Economics Committee looking at proposed R&D tax incentive tax reductions
- AIIA policy positions appeared in numerous media including a feature article in the AFR on the [Covid White Paper](#) recommendations.

## Policy Advisory Network(s) - PANs

Following the transformation of SIGs to PANs in 2020, the AIIA reinforced its leadership role by delivering on 37 submissions/white papers and government briefing papers via the AIIA Policy Advisory community. The AIIA ELT and the AIIA members continue to be represented on various expert panels, taskforces, committees, and advisory groups at a Federal and State level.



## AIIA Publications & Resources

The AIIA and its valued members, continue to develop and promote thought leadership and initiatives that benefit the broader industry sector. Our knowledge share extends to the whole industry, with some key publications and resources attracting member-only pricing and discounts. Here are just a few examples ...



AIIA "Connector"  
- [click here](#) for current edition

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.



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.



The AIIA State & Territory Councils respectively, work tirelessly to produce Policy Statements prior to each State/Territory election; to position the key areas of digital transformation that will help that jurisdiction's economy with Covid recovery and further prosperity, post-election.



The AIIA Remuneration Report for the Information, Technology and Telecommunications Industries provides results based on the salaries and benefits information of **99,025 individual employees** from **567 organisations** representing over **496 separate positions**.

AIIA members receive a discount of **\$2,000** (yearly subscription) for this survey.

## AIIA iAwards

For over 27 years, the AIIA has been driving an innovation nation through their [iAwards](#) program.

The iAwards unearths, recognises and rewards excellence in Australian innovation that is making a difference and has the potential to create positive change for the community - whether this is at home, in the office or on a global scale. iAwards submissions are accepted from innovators across the whole Australian economy, whether you are an individual, a group, a government or private organisation, or a student.



In 2020, we introduced 'The BIGGEST Pitch' providing a simplified and easier process for the iAwards competition. The feedback was so good that we are retaining retain the same format into 2021. We look forward to members and non-members showcasing their technological innovations via the AIIA iAwards.



## AIIA Events

### AIIA Online Briefing Series (OBS)

In response to the challenges posed by COVID-19, the AIIA curated an informative and comprehensive Online Briefing Series (OBS) for its member and non-member community, where members attended for free. Examples of OBS programme guides can be seen here:

- [OBS Events Program: Jan - March 2021](#)
- [OBS Events Program: Oct - Dec 2020](#)
- [OBS Events Program: July - Sept 2020](#)
- [OBS Events Program: April - June 2020](#)

The schedule covers 1-2 one-hour events per week, delivering to an audience of between 100 to 300+ people per event from Australia and international. In 2020, we attracted over 6,000 attendees to our webinar series and we will be continuing that program throughout 2021, along with in-person events.



### The 2021 Events Program

The AIIA recognise the need to build a strong business network and long-lasting relationships through our face-to-face events program, for which the AIIA is very well renowned. In 2021, we will be returning to a combined program of virtual and in-person events to meet the needs of members, non-members, our partners and our sponsors:

- **Keynote Event** - a major, quarterly event per State; sit down event with a VIP speaker
- **Online Briefing Series (OBS)** - fortnightly webinars, leveraging the versatility of the 2020 delivery
- **Sundowners** - bi-monthly or quarterly events per State; casual networking events with local focus
- **Trade Delegations** - half yearly opportunity which will run in a virtual format until travel restrictions allow for travel
- **iAwards** - continuation of the annual flagship awards program via State and National ceremonies

### Sponsorship & Event Curation Opportunities

The AIIA continue to offer our members event curation, speaking and sponsorship opportunities via the Events Programme. We welcome input and suggestions to thought leadership topics which will have broad appeal to the digital and technology sector.

Event enquiries and interest for should be directed to [ceo@aiaa.com.au](mailto:ceo@aiaa.com.au).

## AIIA Skills Hub

### Enabling Australia's Digital Workforce

Workers today face the challenge of growing career volatility as their jobs are increasingly impacted on by emerging new technologies and automation.



The [AIIA Skills Hub](#) provides a 'place to go' for building new skills and developing new workforce capability in totally new ways.

No longer is simply providing more learning content that focuses on technical or functional skills, or course libraries, sufficient!! Rather, the Skills Hub is a capability academy that focuses on skills management and becoming a 'place to go' for deep engagement between individuals, community peers, and academic thought-leaders.

It directly supports, and provides deep and focused content to facilitate, learning "in the flow of work" - the notion of accessing knowledge as needed to build a new skill, solve a problem, or meet an organisational challenge. It embraces the notion of a personalised, community-based, social learning experience. At the same time, it directly and dynamically targets education and training to the exact skills needs of individuals.

### The Skills Hub Platform

The Skills Hub is delivered via our partner **SkillsLogiQ**, a specialist education technology company that builds 'capability academies' to create future-fit workforces. Registration is required to use the AIIA Skills Hub, whether you are an AIIA member or non-member. Once registered, the Skills Hub will track your interest and progress and guide you through its personalised, social learning experience and, if you are an employee of an AIIA member organisation, the Hub will recognise you upon registration and provide you with AIIA member discounts and content throughout the journey.

Registration is simple, via SkillsLogiQ's [AIIA Skills Hub Portal](#). The Hub platform will deliver the following comprehensive services and capabilities throughout 2021.



## The 2021 Board



**Robert Hillard**  
Chair  
(Deloitte)



**Angela Fox**  
Deputy Chair  
(Dell EMC)



**Mark Nicholls**  
Deputy Chair  
(Information Professionals)



**Stuart Althaus**  
Treasurer  
(SME Gateway)



**John Paitaridis**  
Immediate Past  
Chair  
(Cyber CX)



**John Ieraci**  
(Telstra)



**Ken Boal**  
(Cisco)



**Sharryn Napier**  
(New Relic)



**Megan James**  
(Dataminr)



**Matt Codrington**  
(Lenovo)



**Lynette Clunies-Ross**  
(SAS)



**Katrina Troughton**  
(IBM)



**Elizabeth Whitelock**  
(Houston We Have)



**Craig Baty**  
Data Driven



**Karl Sice**  
(Alcatel-Lucent Enterprise)



**Rupert Taylor-Price**  
(Vault Cloud Aust)



**Vito Rinaldi**  
(Blue Crystal Solutions)

## AIIA Executive Team



**Ron Gauci**  
CEO

Membership Team



**Sue Scully**



**Rosemary Cotton**

Policy & Advocacy Team



**Simon Bush**



**Rachel Bailes**



**Steven Holle**

Finance Team



**Priscilla Low**



**Sinu Varghese**



Event, Marketing & Comms Team



**Steve Poyser**



**Leah Lafferty**

## Our Executive Team

## AIIA State & Territory Council Chairs

## Our State Council Chairs



**Bridget Tracy**  
NSW Chair



**Warren Hill**  
VIC Chair



**Greg Boorer**  
ACT Chair



**Tim Chopping**  
SA/NT Chair



**Mark Nicholls**  
Qld Chair



**Sharon Brown**  
WA Chair





# Appendix

## Membership Fees & Structure

## Membership Fees

The AIIA have significantly revised the **Full Membership** categories and fees 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.

**AIIA Membership is provided to the ORGANISATION and all staff members, across the Australian operation, receive AIIA member benefits.**

### 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*

*Full membership category is determined by the **organisation's full time employee headcount in the Australian operation.***

Full Membership Category	Criteria (Employee FTE headcount - Australian Operation)	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: Non-technology sector (+ 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*

*Associate membership category is determined by the **purpose of your organisation's Australian operation.***

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 (1-3 years old)	\$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.aiaa.com.au/membership> or contact [membership@aiaa.com.au](mailto:membership@aiaa.com.au)

**Notes - Fees:**

- 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 therefore receive the FULL member benefits.



## 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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