Membership
Benefits

One Membership
Endless Value
The AIIA plays an influential and significant role in ensuring that innovation technology drives better social and economic outcomes for Australia.

The AIIA is one of the longest serving and most successful association in Australia truly representing the depth and breadth of the entire innovation technology industry.

Our purpose is to serve the innovation technology industry by supporting the continued growth of it through policy and action, delivering value to the entire Australian economy. We are an industry that makes a positive difference to all others, and we are an Association that exists to make a difference for our members.

We deliver value to our member base.

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

Why does the AIIA exist?

From lifesaving, bio/health technology innovation through to the optimisation and automation of agricultural farming processes, the Australian innovation technology sector was responsible for a $122 Billion contribution to our country’s GDP and $3.78 Billion in technology services exports in 2019.

The technology sector is the sixth largest contributor to Australia’s GDP and as can be seen in the table below, positively impacts all others, in particular those in the top five (5).
The adoption and use of technology such as data and analytics, Artificial Intelligence/Machine Learning, IoT, Robotic Process Automation and human-centred interaction is now pervasive across every industry in Australia and is embedded inextricably, in our daily lives – both professionally and personally.

The AIIA has an important role to play across sectors and across industries.

By 2024 our tech workforce needs to grow by another 100,000; dominated by the growth in the Health tech workforce of circa 50% over this period.

By 2023, 90 per cent of Australians will need to use some level of digital skills at work within the next five years.

Now, more than ever, the AIIA plays a vital role in being a unified voice for policy shaping and strategic direction across all industries by harnessing the thought leadership of our technology and innovation industry leaders – indeed, the brightest and the best that Australia has to offer.

AIIA is a well-supported association that boasts a broad membership base, provides social, economic and commercial benefits to support a thriving business economy.

Skilling for our Nation

The tech sector, including workers in tech-based occupations in other sectors, is the 9th largest employer in Australia.

With 723,334 Australians employed in the technology innovation sector, the Australian tech sector accounts for 5.7% of the workforce, experiencing an average growth trend of 2.5% since 2011, outpacing overall labour market of 1.7%.

By 2024 our tech workforce needs to grow by another 100,000; dominated by the growth in the Health tech workforce of circa 50% over this period.
MEMBERSHIP BENEFITS

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.

The AIIA delivers all of this through our member benefits:

• Industry Networking
• Events & Sponsorship
• Policy & Advocacy
• Special Interest Groups
• State Councils
• National Board
• Content and Resources
• Marketing Reach & Communication
• Voting Rights
• International Connections

We know that many organisations have access to key decision makers, but as the peak association in the ICT industry, the AIIA has significant influence that no individual vendor is able to achieve. That is why they are members of the AIIA.

INDUSTRY NETWORKING

For over 40 years, AIIA events have represented the voice of the industry. We are building a stronger and broader community across government and business leaders making networking a key part of our membership value. AIIA Executives are invited to Government policy briefings for policy direction and planning and the AIIA facilitates “member-only” and “invitation-only” roundtables, briefings and forums with both industry and government.

In addition, the AIIA will run 2-3 ministerial trade delegations each year which connects the industry with decision makers who shape policy outcomes and procurement. Read about the success of the USA Ministerial Delegation in November 2019 here.

Our broad range of events held regularly across Australia are available for member engagement at all levels; covering current and emerging business, government and industry subject matter. Examples include:

• Ministerial Forums, briefings and roundtables – Federal and State – aligned to Policy area or Ministerial portfolios
• Canberra Managers’ Forums (ACT focus)
• Thought Leadership Executive Lunches
• Industry Briefings – aligned to Special Interest Group or Policy area
• Government & ICT Supplier Networking Forums
• Public Policy Tribe Events
• State-specific collaboration e.g. Sundowners, Tribe events
• Ministerial Trade Delegations providing best practice global insights
Member benefits include complimentary events as well as significant discounts for ticketed events.

The AIIA events program is recognised as one of the leading forms of providing information, collaboration, networking and community engagement in Australia. AIIA events are held across Australia. Our events are considered by our members as a valued opportunity to gain information and connect with like-minded individuals and potential business contacts. Members receive further value by not only being in attendance at these events but as a sponsor or speaker. Our events extend to a broad range of industry relevant discussions and provide for key learning and knowledge sharing; networking; relationship building; profiling and exposure for our members. Every employee of a member organisation is eligible to attend our event program.

**iAWARDS**

The Prestigious Innovation Recognition Program. Partnering with the iAwards connects your organisation with leaders and executives within Australia’s digital economy. The iAwards was initiated in 1993 and is Australia’s longest running and most broadly scoped innovation recognition program promoting excellence in the Australian digital ecosystem. All entries are first judged on a state level against the response criteria and scored appropriately. Our winners and merit recipients are announced at our state-based awards ceremonies.

**EVENT SPONSORSHIP**

In addition to the benefits offered via your AIIA membership, the AIIA Events & Sponsorship team can optionally work with your organisation to leverage additional visibility, branding and stakeholder influence via a mutually agreed AIIA Sponsorship package. Whilst this requires bespoke sponsorship packages at an additional fee, the benefits available via sponsorship include:

- Branding at events, inclusive of online and marketing material (including hyperlinks)
- Sponsorship of a category delivering a cash prize component to the successful category winner and presenting this to them on the night
- Profiling of brand through monthly newsletter – independent hosted pieces distributed to over 15,000+ subscribers
- Complimentary ticket and table allocations
- Hosted tables with branding
- Invitations to private briefings with key ministers and government officials
- Opportunities for keynote addresses at Events/Summits and or be part of Panels
- Bespoke Procurement Roundtable Invitational only sessions
- Opportunities to moderate key panel discussions
- Seats at head tables and/or next to keynote speakers, Ministers and or Government Officials
- Opportunities for brief speaking segment prior to Ministerial Key Notes (including intro/outro
- EDM’s with opportunities to opt-in, into own funnels as part of brand campaigns (Limited to specific sponsorship tiers)
• Brand activations (limited to specific events eg: iAwards, Summits etc)
• Potential for specific customised events linked back to members own brand / need (Platinum Tier Sponsors only)
• Opportunity for data collection (with opt in approved and in line with data collection integrity – limited to Platinum Tier Sponsors)
• Post event survey reports/feedback

POLICY & ADVOCACY

The AIIA has a long history of influencing public sector policy as it relates to our industry. Members are a critical part of developing and presenting policy to key stakeholders in a far more effective way through an Association than any individual organisation can do in its own right. We appreciate that member organisations claim that they have access to key stakeholders, but it is a strong, united industry association with a clear purpose that truly represents the interests of an entire industry, that has influence.

As an AIIA member you can influence outcomes by identifying and advocating the issues that will enable the Association to support growth of Australia’s digital economy and the growth and capability of Australia’s digital sector. You can get involved by contributing to submissions and forum, through consultations and hearings, and engaging with the State and Federal government representatives in AIIA forums, roundtables and events. The AIIA’s footprints can be seen across many of the panels, workgroups, committees, and other industry bodies at both local and national levels. We have been doing this for over 40 years. We are invited to participate because of our quality of our work, the strength of our membership and the value of our contribution.

AIIA Policy Priorities

The AIIA policy priorities are underpinned by our vision to build a world class information, communications & technology industry, delivering productivity, innovation and leadership for Australia. We work with the AIIA Board, State Councils, Special Interest Groups and members to identify and advocate the issues that will enable the Association to support growth in Australia’s digital economy and the growth and capability of Australia’s technology innovation sector.
AIIA SIGs are governed by the AIIA and provide a practical implementation of the AIIA’s values. Being run by members for members, each SIG defines its own purpose, goals and activities.

AIIA SIGs are designed to be:

- Member-driven
- National in reach and operation (with some specific exceptions)
- Defined by a clearly articulated purpose, objectives and outcomes
- Ratified by the Association
- Authorised to make policy statements, formal submissions, or otherwise represent the AIIA (subject to endorsement and support by the CEO or Board)
- Active in contributing to policy, position papers and other AIIA activities and initiatives
- Subject to governance protocols and processes determined by the Association; and
- Supported by the Executive

The AIIA is looking to extend the reach of Special Interest Groups in 2020 to ensure that we remain relevant and aligned to pressing topics in our industry. Current SIGs for 2020 are shown below, however may change. Please check in with the AIIA membership team to understand how you can participate. Find out more here.

Financial Services  Policy  Health  Legal  Environment  Digital Skills

STATE COUNCILS

The AIIA Councils are a critical part of the day to day strategic and operational functioning of the AIIA providing representation and engagement at the local level. They operate in each state and help direct and promote the AIIA’s objectives, programs and policies within the industry. Involvement in the Councils provides you with the opportunity to be recognised as an industry influencer, collaborate with like-minded professionals and engage as part of a highly networked community. Council involvement is via an election process and we are delighted to encourage our members to be part of this.

Find out more of your State’s Council and how you can get involved here.
The AIIA’s influential Board of Directors are leaders in the technology business community and set the agenda for the Digital industry in Australia.

The Board of Directors oversees all AIIA’s governance, develops the National Business Plan, and sets the strategic direction of the Association. Directors are elected for a period of three years from the date of their election. The Board can also appoint a limited number of directors. The Association’s Chair is elected from, and by, members of the Board. Find out more about each AIIA Board member here.

The 2020 Board

Robert Hillard  
Angela Fox  
Mark Nicholls  
Murray Hurps  
Megan James  
John Ieraci  
Ken Boal  
Sharryn Napier  
John Paltaridis

Robert Hillard  
Angela Fox  
Mark Nicholls  
Murray Hurps  
Megan James  
John Ieraci  
Ken Boal  
Sharryn Napier  
John Paltaridis

The 2020 Board

Matt Codrington  
Stuart Althaus  
David La Rose  
Steven Worrall  
Craig Baty  
Karl Sicke  
Rupert Taylor-Price  
Vito Rinaldi

The 2020 Board

CONTENT AND RESOURCES

Members have access to exclusive content which includes industry data, survey material, white papers and research information. It is also an opportunity for member organisations to share content with other members through our data exchange portals. We encourage our members to share with fellow industry members any relevant key resources, whitepapers, videos, infographics, playbooks and reports that we can then make available to our member community. Through content distribution, we showcase some of the valuable work our members do for the industry.

AIIA AON Salary Survey

AIIA members receive a 50% discount on the AIIA Aon Survey of Salaries & Remuneration Packaging Remuneration Report, which covers a broad range of technical and non-technical roles in the information and communications technology sector including:

- Access to Australia’s largest and most reliable and trusted salary database
- Comprehensive data on all the major remuneration elements - salary, benefits and short and long-term incentives
- 12-month coverage of actual salary movements and forecasts for the coming year
- Employee attrition trends
- ‘Career Levels’ section
- Detailed, full-page Position Descriptions for all positions covered in the survey
- Economic commentary containing general trends, national and global economic indicators and job vacancy data
Digital Magazine & E-newsletters

Members will receive regular forms of communications in a variety of different formats to keep you updated on industry news, events, opportunities and policy matters. We encourage our members to “opt in” at registration to ensure that they receive all the benefits of these publications and communications.

CONNECTOR, AIIA’s monthly digital publication, was launched on 9 April 2019. The purpose of this publication is to showcase a wide range of announcements, events, activities, thought leadership, and much more, on behalf of the AIIA members and subscribers.

CONNECTOR is distributed to over 15,000 subscribers monthly, comprising members and non-members from within the technology innovation sector as well as industries, businesses and organisations who use or have an interest in all things technology.

See the brand new Connector digital e-magazine; launched 5th Feb, 2020 here.

The Marketing team produces a range of communication assets which promote our policy, events and media highlights. Public relations and media campaigns are regularly produced to showcase the significant work of the AIIA, members, partners and supporters. AIIA In the Media and AIIA Tech Events are examples of such publications.

VOTING RIGHTS

AIIA members have many opportunities to exercise their right to vote on critical matters, whether that be a matter of strategic policy or elections for National Board or State Council Members. This is an important benefit for members built into our Constitution, as you influence the shape and direction of the organisation. The right to vote also therefore comes with the right to be nominated and be elected to the National Board or a State Council. This not only provides the opportunity for your organisation to be directly represented at these important tables, but it also provides the opportunity for you to represent the AIIA as we engage in other important industry conversations, meetings, delegations and events.
INTERNATIONAL CONNECTIONS

Having an extensive member network, positions the AIIA as a “go-to” authority on all things related to ICT, providing us with credibility through a community that stretches to key markets all around the world. Through our relationships with other influential associations globally, your membership gives you a global reach. The AIIA has a regular program of international trade delegations across the globe that provide a great opportunity to learn, network, open doors to markets that expand your business reach and provide memorable experiences.

For those members with their own global reach we welcome the opportunity to meet with your international delegates when they are in Australia to engage with the Australian ICT industry – including the chance to participate in events, interviews and more. In addition, where our members are prepared to offer complimentary tickets to key global events to Australian executives, we will feature the event on the AIIA website.
MEMBERSHIP CATEGORIES & FEES

The AIIA offers two types of membership – FULL Membership and ASSOCIATE Membership.

As of December 1, 2019, we significantly revised the FULL Membership categories and fees to simplify membership and to make it more accessible by adjusting annual fees and by introducing an additional class of membership, called ASSOCIATE Membership, catering for all organisations, across any industry, which has an interest in, and benefits from, the use of innovation technology. These include other associations, education institutions, government agencies and start-up/innovation community hubs.

**AIIA FULL Membership**

The FULL Membership categories are designed for an organisation who, in accordance with the AIIA Constitution is an entity that:

a) Has as its primary business function the supply of Technology Goods and Services, or
b) Plans to generate revenue from the supply of Technology Goods and Services; and

c) Has made an application for membership under article 6.4 that has been approved by AIIA

Being a Full member of the AIIA demonstrates that your organisation is a leader in the Australian technology industry that is actively contributing to the health and vibrancy of the Australian economy. The AIIA membership fee is annual, based on the organisation’s FTE employee headcount in the Australian operation, for those staff who have the potential to participate, engage and/or utilise any aspect of the AIIA membership benefits throughout the year. All employees of the member organisation can enjoy the benefits of membership. Membership fees may be eligible for tax deductibility and the AIIA suggests seeking appropriate tax advice to determine eligibility.

*Membership rights are activated upon payment of Invoice. Fees shown are AUD ex GST.*

Members who register individual profiles and engage with the AIIA network, will reap the greatest value from their AIIA membership.

**New Annual Fees**

- Membership fee reductions across all membership categories
- 6 Full membership Categories addressing the middle market opportunity
- Support for Sole Operators with full member benefits
- Full member benefits – refer Member Benefits Inventory
- Simplified Categories/Tiers – based on FTE employee headcount only

<table>
<thead>
<tr>
<th>Category</th>
<th>Employees Range</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise</td>
<td>200+</td>
<td>$30,000 ex GST</td>
</tr>
<tr>
<td>Corporate</td>
<td>101 to 200</td>
<td>$20,000 ex GST</td>
</tr>
<tr>
<td>Medium</td>
<td>21 to 100</td>
<td>$10,000 ex GST</td>
</tr>
<tr>
<td>Small Business</td>
<td>6 to 20</td>
<td>$3,500 ex GST</td>
</tr>
<tr>
<td>Micro Business</td>
<td>2 to 5</td>
<td>$1,350 ex GST</td>
</tr>
<tr>
<td>Small Business Owner</td>
<td>1 Employee</td>
<td>$350 ex GST</td>
</tr>
</tbody>
</table>
AIIA ASSOCIATE MEMBERSHIP

The ASSOCIATE Membership categories are designed for an organisation who, in accordance with the AIIA Constitution is an entity that:

a) Does not have, as its primary business function, the supply of Technology Goods and Services, or
b) Does not plan to generate revenue from the supply of Technology Goods and Services; and
c) Has made an application for membership under article 6.4 that has been approved by AIIA

Being an Associate member of the AIIA demonstrates that your organisation has a keen interest, and/or benefits from the use of Australian innovation technology and is actively contributing to the health and vibrancy of the Australian economy through your support of technology. The AIIA membership fee is annual, based on the type of organisation – refer categories and definitions below. Membership fees may be eligible for tax deductibility and the AIIA suggests seeking appropriate tax advice to determine eligibility.

*Membership rights are activated upon payment of Invoice. Fees shown are AUD ex GST.*

Key features of the ASSOCIATE Membership are:

- 5 new Associate membership Categories; catering for organisations, across industries, with interest in innovation technology
- Attractive entry level fees
- Partial benefits – refer Member Benefits Inventory
- Membership approval required via AIIA Membership team

<table>
<thead>
<tr>
<th>Category</th>
<th>Criteria</th>
<th>Membership Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Collaboration Partner</td>
<td>Ideal for organisations that are members of other associations not within the ICT industry</td>
<td>$1,500 ex GST</td>
</tr>
<tr>
<td>Government &amp; Public Sector</td>
<td>Ideal for organisations in the public sector</td>
<td>$5,000 ex GST</td>
</tr>
<tr>
<td>Innovation &amp; Startup Community</td>
<td>Ideal for Startups / Micro businesses &amp; members of innovation hubs</td>
<td>$150 ex GST</td>
</tr>
<tr>
<td>Education Institutions</td>
<td>Ideal for organisations in the education sector</td>
<td>$2,500 ex GST</td>
</tr>
<tr>
<td>Marketplace Partner Program</td>
<td>Ideal for organisations who want to partner with the AIIA for sponsorship, the provision of services to benefit members</td>
<td>$2,500 ex GST</td>
</tr>
</tbody>
</table>
## INVENTORY MEMBER BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Full Membership</th>
<th>Industry Collaboration Partner</th>
<th>Government &amp; Public Sector</th>
<th>Innovation &amp; Start up Community</th>
<th>Education Institute</th>
<th>Marketplace Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voting Rights</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Event Discounts</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Election to State Council</td>
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<tr>
<td>Election to Board</td>
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<tr>
<td>Membership of SIG</td>
<td>✓</td>
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<tr>
<td>Discounted purchase of content</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Group Purchase Discounts</td>
<td>✓</td>
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<tr>
<td>Access to Policy Forums</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Complimentary Nomination to iAwards</td>
<td>✓</td>
<td></td>
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<tr>
<td>&quot;Member-only&quot; events</td>
<td>✓</td>
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<td>&quot;By Invitation-only&quot; events</td>
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<td>Digital Newsletters</td>
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<td>Complimentary</td>
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<td>Listing in Business Directory Services</td>
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</tbody>
</table>

## CONTACT US

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

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