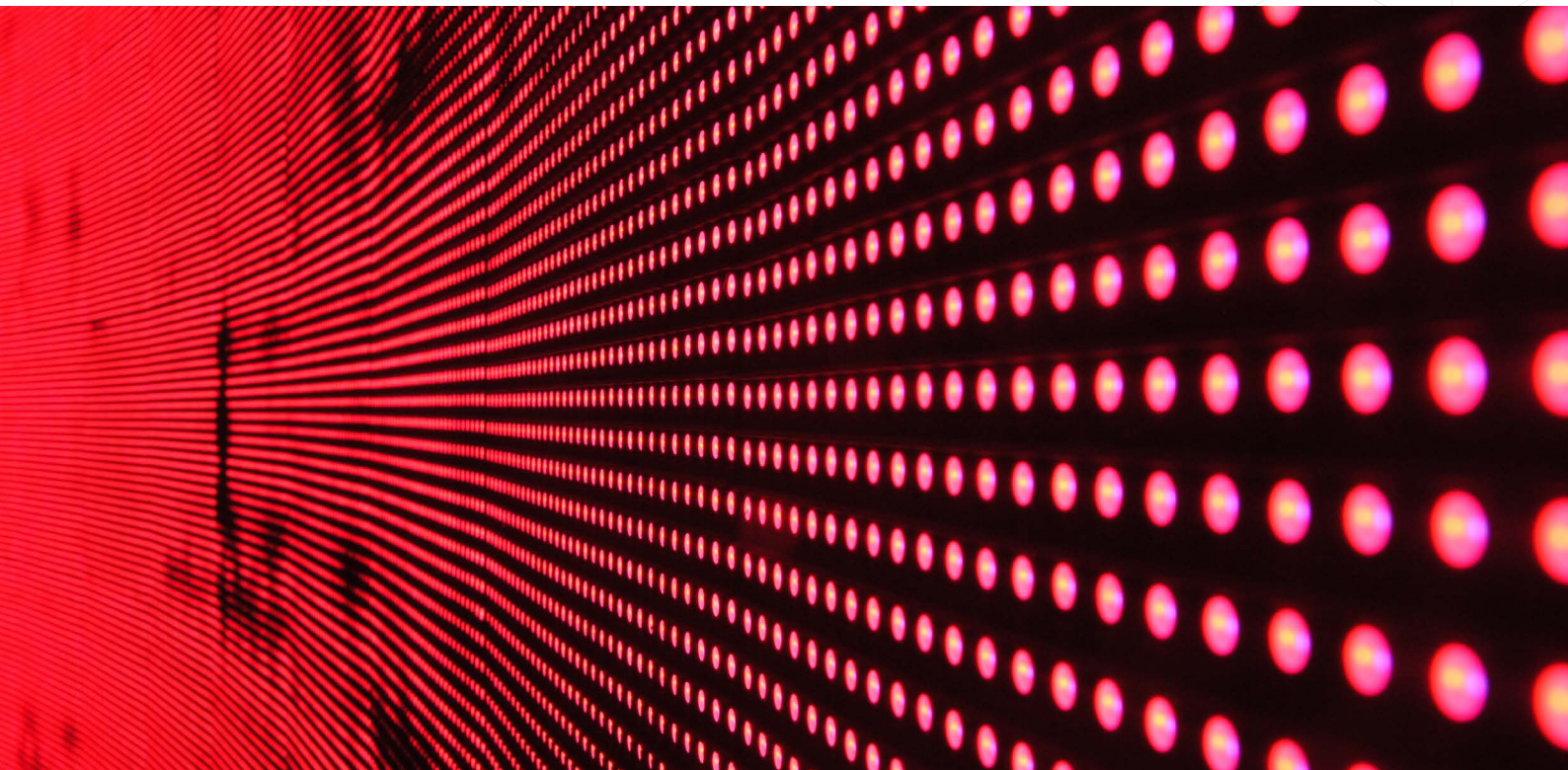




aiaa

australian information
industry association

AIIA Member Value Guide



One Membership
Endless Value



**Welcome to the AIIA, Australia's peak
representative body and advocacy group
for the innovation technology industry**

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.

THE FIRST 30 DAYS

| Recommended Member Actions | Comments |
|---|--|
| Appoint a key person responsible for ongoing liaison with the AIIA | Please send details of their Name, Role, Email, Phone and Work address to rosemary@aiia.com.au |
| Review the AIIA Member Pack information | The link to the Member Pack is sent to member's 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 | We encourage you to share the link to register to as many staff as possible or send us a .csv file with your staff details and we'll register them for you |
| Create an AIIA engagement plan for your staff nationally | Assistance from the AIIA is available, please contact the membership team and arrange an appointment |

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 Membership team 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. Please contact rosemary@aiia.com.au . |
| Append your company logo and a brief description of services to the members page on the AIIA website | |
| Review Policy Advisory Networks and identify which ones align with the interest of your company and your staff | Information on the range of PANs is available on the AIIA website. |
| HR department to review the AIIA salary survey | For large and small members alike |

Actions for New Members

60 TO 90 DAYS

| Recommended Member Actions | Comments |
|--|---|
| 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 Policy Advisory Networks 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 rosemary@aiaa.com.au for availability and pricing |
| Review the Connector Magazine on the AIIA Website and consider making a submission or entry including events, news items or thought leadership | The "Call for Content" request is emailed to all members three weeks prior to production |

90 TO 120 DAYS

| Recommended Member Actions | Comments |
|---|---|
| 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 |

Actions for New Members

6 MONTHS

| Recommended Member Actions | Comments |
|--|--|
| Arrange an appointment to review your engagement and satisfaction with the AIIA and address, as required | Assistance from the AIIA is available, please contact rosemary@aiia.com.au |
| Collate a summary of benefits received nationally from your AIIA membership to date for your own review and circulate to your senior management. | Assistance from the AIIA is available, contact rosemary@aiia.com.au |

9 MONTHS

| Recommended Member Actions | Comments |
|---|--|
| 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 and request a review session, to plan for the following 12 months. |

RECOMMENDED STAKEHOLDER ENGAGEMENTS

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

Executive Team

- 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

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 & Sales Executives

- 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 Policy Advisory Network \(PAN\)](#)
- Make new contacts and gain insights by participating in minimum of three [AIIA events](#) in the first six months of your AIIA membership
- Ensure all sales representatives, their managers and Sales Executives [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 rosemary@aiaa.com.au

RECOMMENDED STAKEHOLDER ENGAGEMENTS

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

Government Liaison Team

- Gain important relationships and insight across State Government and Federal Government stakeholders by joining our Government Round Tables, Briefings, Forums and member-only initiatives.
- Contact our GM Policy & Advocacy, Simon Bush, simon@aiaa.com.au.
- Influence policy shaping and outcomes by joining an [AIIA Government Policy Advisory Networks](#) or [State Policy Advisory Committee](#)

Finally, if you have questions regarding your AIIA membership, please contact:



Rosemary Cotton
Membership Services Manager
0455 998 439

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