

MAY 31



Membership Value Guide

Welcome to the AIIA!

You are now a part of Australia's peak representative body and
advocacy group for the Innovation Technology Industry

Vision: AIIA HQ - The Goods Shed 710 Collins Street Melbourne

This Guide is designed to clarify how the various business units in your organisation can maximise the benefits received from your AIIA membership. We encourage and welcome your organisation's engagement and participation across the AIIA Community in return for true member value.

AIIA member benefits are available to every employee of your Australian operation.

Contact Us: membership@aiia.com.au

Part 1 Actions for New Members



Recommended Timeframe

The First 30 Days

Appoint a Key Person to be the Contact for the AIIA Membership Team
Announce the Membership via your internal communications, at team meetings and all other forms of information sharing within your organisation . <i>*Note the AIIA Membership team can provide some standard text for this, if required.</i>
Announce the Membership externally via social media platforms and display the AIIA Logo/Badge on your Website, Staff Signature blocks, Stationery and other documents. Refer to the AIIA New Member Marketing Pack for details.
Arrange and confirm the date of your Onboarding Session and notify all staff to attend by sharing the AIIA’s meeting calendar invitation. All employees are welcome to attend the Onboarding session(s). These can be conducted nationally or on a state-by-state basis.
Advise your Finance Team that you have received an Invoice for payment and confirm if there is any additional information or processes or information required to expediate the payment
Provide your logo and a brief description of services to the AIIA Membership Team to be posted in the AIIA Member Directory and New Member Page in AIIA “Connector” digital magazine.
Share the “Self Registration” link to all of the team encouraging them to set up their user accounts to access member benefits and receive communications from the AIIA: AIIA Member Self Registration
Follow the AIIA Social Media Pages: Twitter @AIIA ICT LinkedIn AIIA LinkedIn Facebook: AIIA Facebook YouTube/AIIA TV: AIIA YouTube_AIIATV channel Instagram @aiaict

One to Six Months

Introduce your Marketing Team to the team at the AIIA and encourage them to plan submissions to the [AIIA "Connector"](#) monthly digital magazine and to self register to receive the "Call for Content" every month

Advise leaders within your business to engage with the [AIIA State & Territory Councils](#) [National Board](#)

The membership team will be pleased to introduce you to Council and Board members.

Review the [AIIA Policy Advisory Networks \(PANs\)](#) with the team and register your interest to join. The PANs meet monthly and the dates of the meetings are on the [AIIA Events Calendar](#).

Start planning engagement and networking with the AIIA Community by registering for upcoming events.
Visit [AIIA Events Program](#)

Advise your HR Team of the Membership which will provide a significant discount to the purchase of the [AIIA Remuneration Report](#)

Share the link to the [AIIA Skills Hub](#) to ensure the team have created their login and participating in the program, to receive course discounts and member incentives.

Consider curating and sponsoring your own AIIA Event by introducing your Marketing Team to the AIIA Events team.
Review the latest quarterly [AIIA Events Program](#)



Annual Activities:

October – November

Board Elections:

Consider nominating your CEO for the [AIIA Board Elections](#)

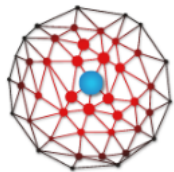
State & Territory Council Elections:

Consider nominating your most relevant state or territory leaders for [AIIA Council Elections](#)

January to September

Consider raising your corporate profile through participation in the [iAwards](#):

- by submitting an entry or nominating a partner/client to submit an entry
- by volunteering as a judge
- through corporate sponsorship



iAWARDS

THE BIGGEST PITCH

Innovation Competition with a Difference

Part 2 Actions for your Teams



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 Leadership Team (ELT)
- Ask the AIIA Membership Team to arrange an ELT meeting with your executive stakeholders
- Advise leaders within your business to engage with the [AIIA State & Territory Councils](#) [National Board](#)
- Establish and execute an engagement plan with the AIIA Membership Team
- Remain abreast of AIIA activities, member benefits and updates by subscribing to to the [AIIA "Connector"](#) monthly **digital** magazine

Marketing & Sales Teams

- Create **awareness** by communicating your AIIA membership, its benefits and entitlements, across your Sales & Marketing teams across the country
- Raise your own thought leadership and brand awareness by curating and/or **sponsoring** AIIA events and the iAwards
- Share the **"Self Registration"** link to all of the teams to establish their user accounts to access member benefits and receive communications from the AIIA: [AIIA Member Self Registration](#)
- Remain abreast of AIIA activities, member benefits and updates by subscribing to to the [AIIA "Connector"](#) monthly **digital** magazine
- For the Sales teams, gain important relationships and insight by joining a relevant [AIIA Policy Advisory Networks \(PANs\)](#)
- Make new business contacts and gain industry insights by attending [AIIA Events](#).

HR Team

- Gain deep insight by subscribing to the [AIIA Remuneration Report](#)
- Share the link to the [AIIA Skills Hub](#) to ensure the team have created their login and participating in the program. AIIA members receive course discounts and member incentives within the Hub, contributing to the professional development of your employees.
- Raise your profile by including your company logo and a brief description of your services on the [AIIA Member Directory](#)
- The AIIA contributes to the professional and leadership development of your staff by providing leadership roles across the AIIA Community; namely:
 - [AIIA State & Territory Councils](#)
 - [National Board](#)
 - [AIIA Policy Advisory Networks \(PANs\)](#)

Ask the membership team how you can engage your staff.

Government Liaison Team

- Gain important relationships and insight across State Government and Federal Government stakeholders via our member-only and invitation-only by government round tables, ministerial briefings and forums.
- Contact our GM Policy & Advocacy, Simon Bush, simon@aiia.com.au
- Influence policy shaping and outcomes by joining the Federal Government, State Government and Industry-focussed Policy Advisory Networks (PANs):
 - [Federal Government PAN](#)
 - [NSW State Government PAN](#)
 - [VIC State Government PAN](#)
 - [QLD State Government PAN](#)
 - [SA State Government PAN](#)
 - [WA State Government](#)
 - [Domestic Capabilities PAN](#)
 - [Digital Skills PAN](#)
 - [Health PAN](#)
 - [Financial Services PAN](#)
 - [Corporate Social Responsibility \(CSR\) PAN](#)
- Keep in touch with how the AIIA is advocating on your organisations behalf via:
 - [AIIA Policy Priorities](#)
 - [AIIA Policy Submissions](#)
- Remain abreast of AIIA activities, member benefits and updates by subscribing to to the [AIIA "Connector"](#) monthly **digital** magazine

Finally, if you have any questions regarding your AIIA Membership please contact the AIIA at membership@aiia.com.au or phone 1300 665145

We are to help!