



Australian
Institute of
Architects

Australian Institute of Architects 2019 Victorian Chapter Partners



The Australian Institute of Architects

Established in 1930, the Australian Institute of Architects is the peak body for the architectural profession in Australia, representing over 11,000 members across Australia. The Institute works to improve our built environment by promoting quality, responsible and sustainable design. Through its members, the Institute plays a major role in shaping Australia's future as our population and cities increase.

Our Membership is made up of the following segments:

- University students of Architecture (SONA)
- Architectural Graduates freshly joining the profession
- Emerging architects – those in the first ten years of practice
- Registered Architects
- Fellows
- Academics
- Architectural Practice / Corporate members

There are many ways to engage with the Institute and our members. Through events and programs held throughout the country, partnership of the Institute provides your organisation with the opportunity to engage with a dedicated and captured market in regional, state and national levels.

Partnering with the Institute

Our corporate partners provide valued programs to the architectural profession. These programs deliver a range of benefits, including diverse continuing- education opportunities and inspiration for the next generation of architects. The Institute welcomes the support, knowledge and expertise that our corporate partner community provides to the success of our programs and to our members.

Build brand awareness

Partnering with the Institute places your brand directly in front of a dedicated receptive audience, with you selecting the optimum package to ensure strong return on investment, while showcasing your brand to over 11,000 industry professionals.

Gain a competitive advantage

By aligning your brand with the Institute, you align it with the voice of authority in the architectural and design arena. Our network of passionate members we serve gives you an unparalleled opportunity to showcase your products and services to a captive group.

Reach key decision makers

Directly access the most senior representatives from architectural firms from across Australia and overseas.

Precise focus

Ensure brand loyalty and select specific our membership segments you want to focus on and engage with.

Enhance relationships

Generate new leads and cement established relationships through a visible presence at a range of Institute events. Conference. Take advantage of dedicated meeting, learning and networking areas to facilitate dialogue with current and potential customers

A range of choices

Choose from a wide range of events and programs we run throughout the year, selecting what suits you and your brand.

Your partnership options.

Education

Continuing Professional Development (CPD) seminars

Practice of Architecture Learning Series (PALS)

Architech CPD seminars

Events

Victorian Architecture Awards and associated events

Life Fellows and Past Presidents Lunch

Victorian Members End of Year Celebration

EmAGN (Emerging Architects) Networking Sessions

SONA (Student Organised Network for Architecture) events

Partnering with us through Education.

Continuing Professional Development (CPD) is an important component of Institute membership. Our members are required by the Code of Professional Conduct to improve their professional knowledge and competence through participation in CPD events and activities throughout the year. CPD activities have defined learning outcomes and are linked to one or more of the four Architects Accreditation Council of Australia (AACA) National Competency Standards in Architecture. The four units of competency that CPD needs to meet are Design, Documentation, Project Delivery and Practice Management.

Refuel

The Institute's Refuel CPD Provider Network offers you recognition and endorsement of your organisation's own training courses. You'll gain permission to use our Refuel logo as well as be featured on our website and have access to directly market your brand to our 11,000 members.

CPD Seminars (In-house)

Our Australian office network provides a range of ongoing CPD to our members throughout the year on a wide range of topical architectural subjects. We welcome you to partner with our offices, helping you to curate a bespoke partnership events program that meets your organisational objectives.

Architech

Architech events provide a forum for presentation and exhibition of product information in an educational inspired format. These sponsored sessions offer architects and other building design professionals the opportunity to learn about new products and services from a select group of companies. This unique event enables you to present educational information direct to an influential audience.



Partnering with us through Events.

The Institute holds a range of events which run across Australia and overseas throughout the year, with many of our corporate partners taking the opportunity to showcase their brand to our 11,000 members we serve.

Victorian Architecture Awards

The Victorian Architecture Awards is an annual high-profile event held each year. The Awards recognise Institute members across Victoria and the broader architectural profession, developing greater public awareness and understanding of the importance of architecture to the wider public, encouraging architects to strive for excellence.

The Awards program evokes strong interest and the formal awards nights provide an opportunity for the local architecture community to come together and celebrate success. Project entries are submitted by members for consideration, are judged by a jury of experts and corporate partners, with the winners being announced at the Victorian Architecture Awards.

EmAGN (Emerging Architects) Networking Sessions

We're proud to support EmAGN – the *Emerging Architect and Graduate Network*, a group of dedicated and passionate young members across Australia who are in their first years of architectural practice. This group meet often to share best practice, collaborate on projects, learn from experienced architects and be exposed to products and services they can use in their daily careers. Sponsoring an EmAGN networking session will allow you to showcase your brand to a group of intelligent, active and responsive members with a strong focus on social media, allowing your brand to be shared across a wide remit.

SONA (Student Organised Network for Architecture) events

We're passionate about supporting future generations of talent entering the architectural profession, and our active and engaged SONA group of over 700 students across Australia meet regularly to hear from leading experts, be guided by mentors and take part in design competitions. Digitally savvy, our SONA members are ideal candidates to expose your brand to, with several of our partners focusing on engaging young architects from the outset, embedding brand loyalty from an early career stage.



Major Partner

Investment \$50,000 + GST (for annual program)

As the exclusive Victorian Major State Sponsor, you are exposing your brand to the institute's largest member base (over 3,000 members) and are positioned as the market leader and brand of choice for the Victorian members.

Marketing and Promotion

The Partner will have its nominated corporate logo where possible included in the following promotional materials:

- Victorian Architecture Awards Category Partnership (Category to be confirmed)
- Victorian Chapter Awards related advertising in the Australian Institute of Architects Chapter E-news Victorian Chapter website
- A direct link back to the nominated Partner corporate website
- Opportunity to display one (1) corporate pull up banner to be displayed at the Victorian Architecture Awards and all Victorian Chapter Events

Digital

- Inclusion in the Institute generated content, directly related to the event, including but not limited to Facebook, Instagram and Twitter, where possible

Recognition and Signage

- Verbal recognition of sponsorship at all Victorian Chapter events
- Opportunity for a representative to deliver a maximum three (3) minute presentation at the Victorian Chapter End of Year Party event

Social Events & Programs

- Event Sponsor for Victorian Chapter End of Year Party
- Event Sponsor for Life Fellows/ Past President's Luncheon
- Opportunity to facilitate One (1) ArchiTECH CPD session

Ticketing

- Four (4) tickets to the International Women's Day Breakfast
- Four (4) tickets to attend the Exhibition of Entries Opening event
- Four (4) invitations to the Presentation of Entries to Juries
- Four (4) tickets to attend the Partner and Jury Event
- Six (6) tickets to the Victorian Architecture Awards Presentation Dinner
- Four (4) tickets to the Life Fellows/ Past President's Luncheon
- Four (4) tickets to Victorian Chapter End of Year Party

Advertising

- One (1) full page spread in Architect Victoria (AV) magazine
- One (1) half page spread in the Victorian Awards Supplement

Activation and Leveraging

- Opportunity to conduct an appropriate activation at the Awards in consultation with the Institute. The activation must be pre-approved by the Institute.

Victorian Architecture Awards Category Partner

Investment \$15,000 + GST

Marketing and Promotion

The Partner will have its nominated corporate logo where possible included in the following promotional materials:

- Victorian Chapter Awards related advertising in the Australian Institute of Architects Chapter E-news
- Awards section of the Victorian Chapter website
- A direct link back to the nominated Partner corporate website
- Logo and company description included in the Victorian Architecture Awards catalogue
- Logo included in the audio-visual presentation at the presentation event
- Opportunity to provide one (1) x 30 sec TVC to be played at the presentation event prior to the category presentation announcement

Digital

- Inclusion in the Institute generated content, directly related to the event, including but not limited to Facebook, Instagram and Twitter, where possible

Recognition and Signage

- Recognition as a Victorian Chapter Category Partner
- Verbal recognition at the Awards presentation events
- Opportunity for a nominated representative to participate in the on-stage presentation for the nominated Category Partner, where possible

Ticketing

- Two (2) x invitations to the Exhibition of Entries Opening event
- Two (2) x invitations to the Award Partner and Jury event
- Two (2) x invitations to the Architecture Awards presentation event
- Additional seats may be purchased at a special Partner rate

Activation and Leveraging

- Opportunity to participate on a nominated Awards Category Jury as a Guest Juror. The details pertaining to this opportunity will be coordinated closer to the date of the event
- Opportunity to conduct an appropriate activation at the Awards in consultation with the Institute. The activation must be pre-approved by the Institute.

Event Partner

Investment \$5,000 + GST (each)

Life Fellows and Past President Lunch

Hosted by the current Chapter President, this lunch brings together current and past Presidents and Institute Life Fellows. Engaging with the top pool of architects in Victoria, this event provides an exclusive social environment for 50 to 60 of the State's best architects to celebrate the contribution Life Fellows and Past Presidents have made to the Victorian Chapter and the architectural profession.

End of Year Celebration

This annual event is hosted by the Chapter President to recognise contributions of the most active and engaged Institute members. The evening provides an opportunity to network with Institute members and Industry Partners.

Marketing and Promotion

The Partner will have its nominated corporate logo where possible included in the following promotional materials:

- Victorian Chapter Events related advertising in the Australian Institute of Architects Chapter E-news
- Events section of the Victorian Chapter website
- A direct link back to the nominated Partner corporate website
- Logo inclusion in the Partner reel audio visual presentation (if any)
- Opportunity to display one (1) x Corporate Pull up Banner to be displayed at the Presentation of Juries event

Digital

- Inclusion in the Institute generated content, directly related to the event, including but not limited to Facebook, Instagram and Twitter, where possible

Recognition and Signage

- Recognition as a Victorian Chapter Events Partner
- Verbal recognition at each Victorian Chapter event

Ticketing

- Four (4) x invitations to the nominated events

Activation and Leverage

- Opportunity to make a 2-minute presentation to attendees for a nominated CPD session(s)
- Opportunity to conduct an activation at a nominated CPD session(s) approved by the Institute

Education Opportunities

CPD Partner

Investment \$10,000 + GST for an annual program

Marketing and Promotion

The Partner will have its nominated corporate logo where possible included in the following promotional materials:

- Victorian Chapter CPD related advertising in the Australian Institute of Architects Chapter E-news
- CPD section of the Victorian Chapter website
- A direct link back to the nominated Partner corporate website
- Opportunity to display one (1) x Corporate Pull up Banner to be displayed at the nominated CPD event

Digital

- Inclusion in the Institute generated content, directly related to the event, including but not limited to Facebook, Instagram and Twitter, where possible

Recognition and Signage

- Recognition as a Victorian Chapter CPD Partner
- Verbal recognition at each Victorian Chapter CPD events

Ticketing

- Two (2) x invitations to Five (5) nominated (by the Partner) CPD sessions per year

Activation and Leverage

- Opportunity to provide information brochures or material approved by the Institute

Regional CPD Partner

Investment \$6,000 + GST for an annual program

Marketing and Promotion

The Partner will have its nominated corporate logo where possible included in the following promotional materials:

- Victorian Chapter CPD related advertising in the Australian Institute of Architects Chapter E-news
- CPD section of the Victorian Chapter website
- A direct link back to the nominated Partner corporate website
- Opportunity to display one (1) x Corporate Pull up Banner to be displayed at the nominated CPD event

Digital

- Inclusion in the Institute generated content, directly related to the event, including but not limited to Facebook, Instagram and Twitter, where possible

Recognition and Signage

- Recognition as a Victorian Chapter Regional CPD Partner
- Verbal recognition at each Victorian Chapter Regional CPD event

Ticketing

- Two (2) x invitations to Five (5) nominated (by the Partner) CPD sessions per year

Activation and Leverage

- Opportunity to provide information brochures or material approved by the Institute

Investment \$2,500 + GST for a one-off session

ArchiTECH events provide the perfect forum for presentation and exhibition of product information in an educational and inspiring format. The Australian Institute of Architects offers architects and building design professionals the opportunity to learn about new products and services from a select group of companies. This unique event enables you to present educational information direct to an influential audience.

Format

1 x 45-minute presentation

15-minute Q & A

30-minute networking

The presentation time of the education component is flexible and can be shorter or longer than specified. The session is to be delivered by a subject matter expert and the content to be of an educational or technical nature including recent updates, case studies with specification explanations presented to participants.

Benefits to Participants

Registered architects attending ArchiTECH will earn one formal CPD (Continuing Professional Development) point per hour of educational learning. All participants can meet with representatives from your organisation to view and discuss your product or service in detail.

Benefits to Your Organisation

- Your presentation will be recognised as an Institute CPD event
- Direct engagement with architectural and building design professionals
- One-on-one networking opportunities with participants
- Opportunity to create a leveraging campaign, eg. Business card draw (additional expenses associated with leveraging campaign to be covered by sponsor) approved by the Institute
- Participants gain knowledge and awareness of your organisation and your products/ services
- Opportunity to display one (1) x Corporate Pull up Banner to be displayed at the event
- Discounts to advertise in Architectural Victoria (AV) magazine
- Victorian Chapter CPD related advertising in the Australian Institute of Architects Chapter E-news
- CPD section of the Victorian Chapter website
- A direct link back to the nominated Partner corporate website
- Opportunity to display one (1) x Corporate Pull up Banner to be displayed at the event

Victorian Prizes

Graduate Prize

Investment \$2,500 + GST

The Victorian Graduate Prize provides recognition and encouragement for architecture graduates as they embark on their professional careers. The winner is selected from a pool of graduates from all Victorian accredited universities.

The Graduate Prize Winner is announced at the Exhibition of Entries at No Vacancy Gallery on 11 April 2019.

Marketing and Promotion

The Partner will have its nominated corporate logo included, where possible, in the following promotional materials:

- Chapter Awards related advertising in the Australian Institute of Architects Chapter E-news
- A direct link back to the nominated Partner corporate website
- Opportunity to display one (1) x Corporate Pull up Banner to be displayed at the Presentation to Juries event

Digital

- Inclusion in the Institute generated content, directly related to the event, including but not limited to Facebook, Instagram and Twitter, where possible

Recognition and Signage

- Verbal recognition as a Victorian Graduate Prize Partner

Ticketing

- One (1) x invitations to the Graduate Prize Ceremony event

Student Ideas Prize

Investment \$2,500 + GST

The Australian Institute of Architect Student Ideas Prize is a Victorian initiative that is held every year. It is a collaboration with all four architectural schools of Victoria; University of Melbourne, RMIT, Deakin and Monash Universities.

This is an ideas competition, and competitors are encouraged to explore matters that engage with the political, environmental, and economic conditions surrounding such an opportunity for a city. At the same time, contextual issues, and space planning of the facilities will require some degree of resolution. Awards will be given at the discretion of the Judging Panel. The panel will nominate the selection and categorisation of these awards. The Judging Panel will allocate the prize pool.

Marketing, Leveraging and Promotional Opportunities

- Logo recognition on all related collateral
- Logo recognition on Victorian website
- Logo recognition in Victorian magazine for articles related
- Logo recognition on all invitations, promotional material and media releases
- Opportunity to sit alongside jury members
- Opportunity to provide attendees with marketing collateral
- Promotional banner
- Photographs of partners with winner and commendations, taken at Presentation Evening
- 2-minute introductory welcome at Presentation Evening (Details to be confirmed)
- Opportunity to hold a door prize
- Promotional banner
- Opportunity to bring along 2 representatives to Presentation Evening

Contact us.

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