

2020 Engage with our Members

Engagement Opportunities
Prospectus



Australian
Institute of
Architects

Engage with the Peak Body for Architects

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

The Victorian Chapter of the Australian Institute of Architects works to represent the Institute and its 3000+ members across Victoria. The Chapter manages a regular program of events, awards, training and education programs, as well as engaging actively with policy and advocacy of the profession.

The benefits of partnering with us

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 creatively showcasing your brand to over 3,000 Victorian 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.



Engagement Opportunities

There are various opportunities available across our broad range of programs and events for a Victorian Partner to be involved in, including:

Education

- Continuing Professional Development (CPD) seminars and webinars
- ArchiTECH CPD seminars
- EmAGN (Emerging Architects and Graduates Network) seminars

Victorian Prizes

- Graduate Prize
- Student Ideas Prize

Events

- Victorian Architecture Awards and associated events
- Life Fellows and Past Presidents Lunch
- Victorian Chapter End of Year Celebration

Advertising

- Architect Victoria Magazine

As a Victorian Partner, you will be included in the following state marketing, branding and communications initiatives:

- Recognition as a Victorian Partner on Chapter marketing where possible and practical
- Corporate logo on the Corporate Partner banner page of the Institute's Victorian Chapter website
- Corporate logo with a direct link to your website, included on our dedicated Corporate Partners webpage
- Endorsement to use the Australian Institute of Architects logo
- Inclusion in the Institute generated content, directly related to the engagement initiative through all social media channels

Victorian Architecture Awards

About the Awards Program

The VIC Architecture Awards are part of a National Awards program and consist of a series of events and extensive promotion over several months.

Members are invited to enter recently completed projects in a range of categories for peer review.

The Awards provide an important mechanism for architects to gain for public and peer recognition, and for the Institute to promote VIC architecture locally and internationally.

The program culminates with the Awards Presentation — a large gala event held annually in June which announces the Award winners and attracts up to 900 guests from the industry. An exhibition of entries is also displayed as part of this event.

Award winning projects at State and Territory level go forward to the National Awards for review by a National jury. VIC projects historically perform very well at this National level.

Award Categories

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- Public Architecture
- Educational Architecture
- Residential Architecture – Houses – New
- Residential Architecture – Alts and Adds
- Residential Architecture – Multiple Housing
- Commercial Architecture
- Heritage Architecture
- Interior Architecture
- Urban Design
- Enduring Architecture
- Small Project Architecture
- Sustainable Architecture
- COLORBOND® Award for Steel Architecture

VIC Chapter-specific Prizes

- Melbourne Prize
- Regional Prize
- Victorian Architecture Medal

KEY PROGRAM EVENTS

Presentation to Juries

Exhibition of Entries

Exhibition of Entries Opening Night

Graduate Prize Ceremony

Awards Partner & Jury Cocktail Evening

Victorian Architecture Awards Presentation Evening

CPD

Continuing Professional Development

About Continuing Professional Development (CPD)

The VIC Chapter runs a substantial continuing professional development (CPD) program for members across the year.

The program consists of seminars hosted at 41x, the VIC Chapter's headquarters and Webinars via Zoom.

Each session features speakers whose presentations provide formal recognised CPD points for registered architects.

Seminars cover a program of topics designed to promote the development of the profession and assist members to meet their ongoing registration requirements in areas of design, documentation, project delivery and practice management.

The VIC Chapter's annual calendar includes a series of regional seminars for members living in regional areas of Victoria.

Designed as networking and professional development opportunities, each event is curated around a theme and presented by a range of speakers.

They also provide formal recognised Continuing Professional Development (CPD) points for registered architects.

These events provide a valuable opportunity for industry supporters and suppliers to engage with architects, to understand the issues that are relevant to their practice, and to identify prospective business.

About ArchiTECH Seminars

ArchiTECH events provide the perfect forum for presentation and exhibition of product information in an educational and inspiring format. The Institute 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.



Special Member Events

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.

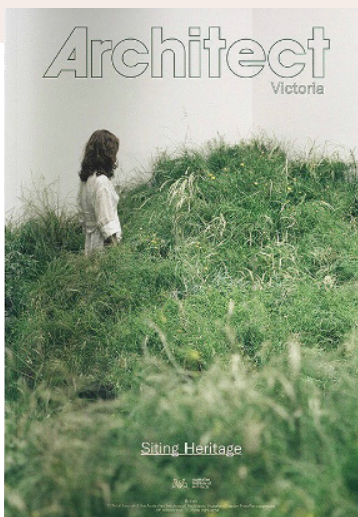


End of Year Celebration

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.

Advertising

Architect Victoria (AV) magazine is the Official Journal of the Australian Institute of Architects Victorian Chapter. AV is issued quarterly addressing a particular theme of relevance to the industry. The journal is sent to around 3000 subscribers comprising architects, individuals, academic and cultural institutions. Each print edition is also available in digital format on the Victorian Chapter website and sharable via social media. Direct mail distribution will reach not only the architecture professions of the Institute's membership, but also key decision makers in our network of major architecture, design and related industry organisations.



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