



Australian
Institute of
Architects

2022 ENGAGE WITH OUR MEMBERS

Engagement
Opportunities
Prospectus

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:

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

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.

Older Fleet | Grimshaw | Photo: Nicole England



Monash University Woodside Building for Technology and Design | Grimshaw | Photo: Michael Kai

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 architects from across Australia and overseas.

Precise focus

Ensure brand loyalty and select spec 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. 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



Photo: Richard O'Leary



Victorian Chapter CPD Event

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
- “Showcase” Informal CPD webinars
- EmAGN (Emerging Architects and Graduates Network) seminars

Victorian Prizes

- Graduate Prize
- Student Ideas Prize

Events

- International Women’s Day
- Victorian Architecture Awards and associated events
- Victorian Chapter – Gala Cocktail Evening



JWA Gold Medal | Photo: Victorian Chapter

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



National
Architecture
Awards



KEY 2022 PROGRAM DATES

Call for Victorian Entries	15 November 2021
Exhibition of Entries Opening Event	16 March 2022
Exhibition of Entries	From 16 March 2022
Presentation to Juries	21-25 March 2022
Sponsor and Jury Event	June 2022 (TBC)
Awards Presentation & After-Party	17 June 2022



TAS Awards | Photos: Nick Hudson

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 public and peer recognition, and for the Institute to promote Victorian architecture locally and internationally.

The program culminates with the virtual Awards Presentation presented on our Institute YouTube channel.

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

Award Categories

- 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 Prizes

- Melbourne Prize
- Regional Prize
- Victorian Architecture Medal

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 formally 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.

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

They also provide formally 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.

Showcase

Presentations of your products & services to our members

Showcase seminars provide the perfect forum for the presentation and exhibition of product and service information. 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 directly to an influential audience. Each session is pre-recorded with a Chair (host) provided by the Institute and uploaded and showcased to the Institute's YouTube channel indefinitely

Learn more at

www.architecture.com.au/showcase



Photo: Victorian Chapter

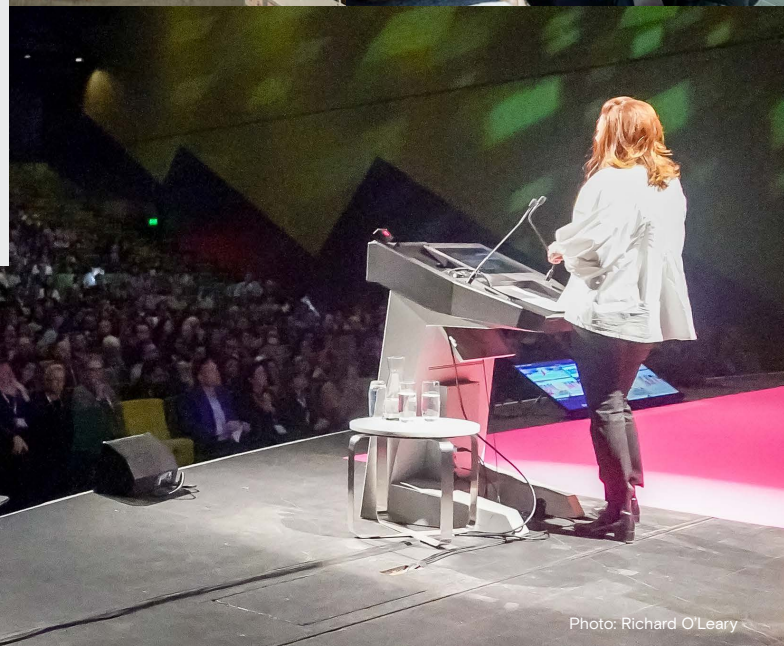


Photo: Richard O'Leary

Special Member Event

Victorian Architecture Awards & After-Party

17 June 2022 – The Pavilion, Melbourne Arts Centre

2022 Victorian Architecture Awards night, the pinnacle of the Victorian architecture calendar where winners will be announced across all categories culminating in our highest honour, the Victorian Architecture Medal. Our virtual Awards Presentation will be followed by a very special After-Party at **The Pavilion, Melbourne Arts Centre** from 7.30pm. It's sure to be a memorable night with great food, drinks, music and a chance for the profession to come together and celebrate.

End of Year Celebration – Gala Cocktail Evening

17 November 2022 – Plaza Ballroom

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.

This event will also celebrate the Victorian Architecture Awards winners, Partners, Prizes and the contribution Life Fellows and Past Presidents have made to the Victorian Chapter and the architectural profession.

VIC Architecture Awards | Photo: Victorian Chapter

2022 ENGAGEMENT OPPORTUNITIES

What you'll get...

	AWARDS	CPD	EVENTS	
	Partner	Partner	Vic Awards After-Party	End of Year Gala Event
Logo on website	✓	✓	✓	✓
Direct link to sponsor website	✓		✓	✓
Digital display at events	✓	✓	✓	✓
30z TV Commercial	✓		✓	✓
Instagram Post (over 30k+ followers)	✓	✓	✓	✓
Facebook post	✓	✓	✓	✓
Acknowledgement in digital promotions	✓	✓	✓	✓
Fortnightly eNews inclusion (3,000+ each)	✓		✓	✓
Verbal acknowledgement at event	✓	✓	✓	✓
Presentation to winner (pre-recorded)	✓			
Logo inclusion on event page and presentation	✓	✓		
Speaking opportunity	✓	✓	✓	✓
End of Year celebration tickets	✓		✓	✓
Opportunity for activation	✓			✓
Complimentary tickets	✓	✓	✓	



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Yarra One | FK | Photo: Tatjana Plitt