



Australian  
Institute of  
Architects

WA

2021 – 2022

# PARTNERSHIP PROPOSAL

Australian Institute of Architects  
WA Chapter

(ABN 72 000 023 012)

The Royal Australian Institute of Architects Limited

WA Chapter Office | Julius Elischer | Photo: Xahlia Jeffcote

# INTRODUCING

## The Australian Institute of Architects WA Chapter

Established in 1930, the Australian Institute of Architects is the peak body for the architectural profession in Australia, representing over 12,000 members in Australia and overseas, over 1,100 of which are based in Western Australia.

Our member practitioners range from students, graduates and emerging professionals through to eminent and retired architects. We represent sole and small practices through to large national and multinational firms.

Practice members and registered members are primary decision-makers, advising clients on building design and selection of construction systems, materials, products and components across commercial, retail, institutional, industrial and residential building sectors.

**There are numerous benefits in partnering with us including:**

- **Brand awareness:** partnering with the Institute gives your brand exposure to over 1,100 industry professionals in WA.
- **Build relationships:** gain access and build quality relationships with key decision-makers within the industry through networking events, publications and more.
- **Brand alignment:** align your brand with the peak industry body for architecture and design.
- **Promote your services:** develop dedicated meeting, learning and networking platforms to showcase your products and services and build awareness of and interest in your company's innovations.



The Alexander Buildings | Taylor Robinson Chaney Broderick | Photo: Robert Frith





Australian  
Institute of  
Architects

# VISION

Everyone benefits from  
good architecture.

## PURPOSE

To demonstrate the value of  
architecture and support the  
profession

## 4 PILLARS

Respected Leadership  
Advocacy with impact  
Deliver member value  
Strong and viable Institute



Ohana Residences | Shift Architecture | Photo: Douglas Mark Black





# PARTNERSHIP OPPORTUNITIES

There are great opportunities available for partner involvement across our annual program of awards, engagement activities, social events and continuing professional development.

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## WA ARCHITECTURE AWARDS

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## INTERNATIONAL WOMEN'S DAY EVENT

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## NETWORKING EVENTS

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## CPD FORUM AND PROFESSIONAL DEVELOPMENT PROGRAM

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## EMERGING ARCHITECTS NETWORK (EMAGN) ACTIVITIES AND EVENTS PROGRAM

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## STUDENT ORGANISED NETWORK ARCHITECTS (SONA) EVENTS

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Shelter Brewery | Paul Burnham Architect | Photo: Robert Frith



# YOUR PARTNERSHIP

## with the Institute's WA Chapter

We welcome the knowledge and expertise that our corporate partners bring to the Institute, enabling us to provide high-quality programs for our members across WA.

We are proud of our long-term partnerships with built environment policymakers and suppliers from around WA.

In joining our sponsor program you will benefit from being part of a 'family' of partners, including the WA Government, local councils, allied professional firms, builders, product suppliers and events/hospitality companies.

Our program partners include major institutions, peak built environment bodies and universities.



His Majesty's Theatre | Taylor Robinson Chaney Broderick | Photo: Acorn Photo

# PARTNERSHIP PACKAGE

—  
2022



Australian  
Institute of  
Architects

**WA**

East Fremantle House | Nic Brunsdon | Photo: Dion Robeson



# WA Architecture Awards



## KEY 2022 PROGRAM DATES

Entries Open	15 November 2021
Entries Close	15 February 2022
Presentation to juries	26 February 2022
Awards Livestream	9 June 2022
<b>Awards Presentation</b>	<b>10 June 2022</b>

The WA Architecture Awards form part of a National Awards program and consists 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 WA Architecture locally and internationally.

The program culminates with the Awards Presentation — a large scale event held annually in June, which announces the Award winners. This event attracts up to 500 guests for the face-to-face “Celebrating Architecture” party and more via live stream (over 3.7K views in 2020 and over 1.4K views in 2021).

A digital exhibition of entries is also displayed as part of this event, both on digital tower in Yagan Square and via dedicated website.

Award winning projects at State and Territory level go forward to the National Awards for review by a National jury.



2021 WA Architecture Awards Night | Photos: Dinh Nguyen





2021 WA Architecture Awards Night | Photos: Dinh Nguyen



We offer two levels of sponsorship for each of our State Awards categories:

### State Category Partner

→ \$12,000 + GST (one per category)

### State Category Supporter

→ \$8,000 + GST

## SPONSOR BENEFITS

### State Category Supporter

- Acknowledgement of support in digital promotions related to the program
- Logo included on all promotional material including awards publication
- MC acknowledgement at all the program related events
- complimentary tickets + additional tickets offered at member rates
- Event activation opportunity

### State Category Partner

All of the above, PLUS

- Representative on the jury panel to assess entries at presentations and site visits
- Representative to present relevant award category
- 30 second TVC screened at awards night
- Professional photography of company representative at program related events

### Our categories are:

- Commercial Architecture
- Educational Architecture
- Heritage Architecture
- Interior Architecture
- Public Architecture
- Residential Architecture (Alterations and Additions)
- Residential Architecture (Multi-residential)
- Residential Architecture [New]
- Small Project Architecture
- Sustainable Architecture
- Urban Design
- WA Lighting Award
- Enduring Architecture Award
- Colorbond Award for Steel Architecture
- Brian Kidd Enabling Architecture Prize
- People's Choice Award: including logo on dedicated web page and prize giveaway





# International Women's Day

## 2022 Luncheon Event Partner INVESTMENT → \$8,000 + GST

In collaboration with our Gender Equity Taskforce (GET), we present our International Women's Day (IWD) Luncheon.

With an expected attendance of 80-100 architects, this event presents a focussed and intimate opportunity for you to promote your brand directly to our members.

In supporting this event you will join our members in recognising milestones achieved while inspiring awareness and action toward improving the status and participation of women in the built environment.

**For your \$8,000 + GST sponsorship, you will receive:**

- Acknowledgement of support in digital promotions related to the event
- Your logo included on the event booking page
- MC acknowledgement at the event
- 2 x complimentary tickets to the event
- 1 x digital signage displayed at the event
- Opportunity for your product giveaway or door prize at the event





# Networking Events

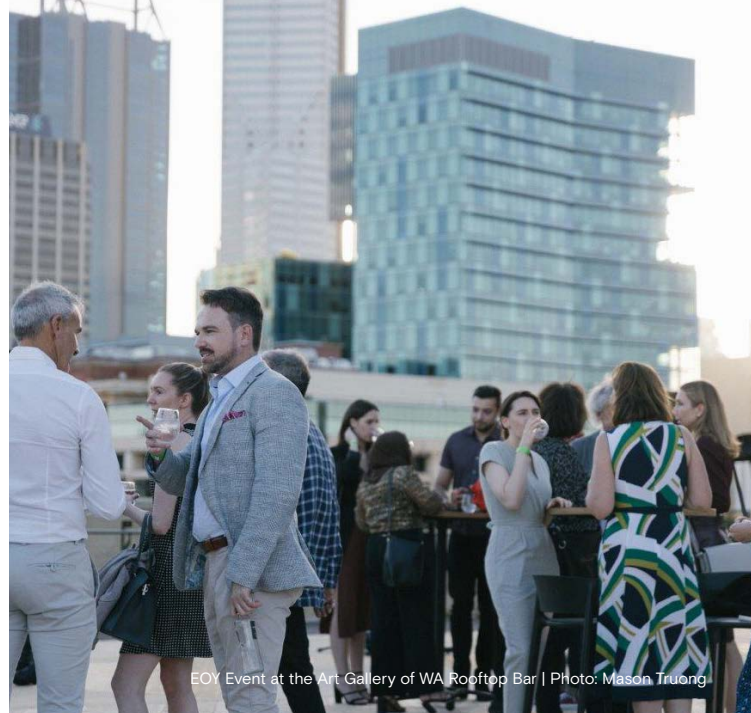
The WA Chapter hosts a number of networking events – including the End-of-Year celebration – to allow members and their guests to build connections, stay updated on architectural and business trends, and most importantly... *to have fun!*

**From \$2,000 to \$10,000 + GST**

- Your representative to present at the event
- Your logo inclusion on event booking page
- Opportunity for your product giveaway or door prize at the event
- Acknowledgement of support in digital promotions related to event
- MC acknowledgement at event
- Complimentary tickets to the event



Burnham at Besk | Photo: Mason Truong



EOY Event at the Art Gallery of WA Rooftop Bar | Photo: Mason Truong



WA Museum Boola Bardip Tour | Photo: Xahlia Jeffcote



# CPD Forum & Professional Development Program

We offer a high-quality evidence based and targeted continuing professional development (CPD) activities program for our members throughout WA.

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.

Our CPD program is based on the core competencies for architects and is delivered in both virtual and face-to-face format. All sessions are recorded, with recordings made available via our CPD web interface.

We would love you to be our CPD event or Site Tour Partner for these key learning and networking activities.

## CPD Partner

**\$2,500 + GST**

- 30 second TV Commercial screened at EOY event
- Your representative to present at the event
- Your logo inclusion on event booking page
- Opportunity for your product giveaway or door prize at the event
- Acknowledgement of support in digital promotions related to event
- MC acknowledgement at event
- 2 x complimentary tickets
- 1 x digital signage displayed at the event
- 1 x corporate social promotion post via WA Chapter Instagram







## Support our Student Organised Network for Architecture (SONA) 2022 program

SONA (Student Organised Network for Architecture) is our student-membership body of the Australian Institute of Architects. SONA members are the new wave of Australian design talent.

The vibrant WA SONA committee resources to augment their peers learning and support their preparation for their future careers. Student members gain an understanding on how the profession works and network with each other and the profession.

By supporting our SONA events, you reach the architects of the future.

### SONA Lecture/Networking Night

**\$2,500+ GST**

- 30 Second TV Commercial screened at event
- Your logo inclusion on event booking page
- Event activation opportunity (event giveaway)
- Acknowledgement of support in digital promotions related to event
- MC acknowledgement at event
- 2 x complimentary tickets to event

### SONA Welcome Party

**\$2,500+ GST**

- 30 second TVC screened at event
- Logo inclusion on event booking page
- Event activation opportunity (event giveaway)
- Acknowledgement of support in digital promotions related to event
- MC acknowledgement at event
- 2 x complimentary tickets to event





WA members at EmAGN event | Photo: Reuben Black

## Support our emerging architects' 2022 program

EmAGN WA is our Chapter's Emerging Architects and Graduates Network.

Young, energetic and future-focussed, EmAGN aims to create a culture of architecture within a younger demographic, contribute to public discourse about the changing profession and environment, support graduate members and connect with other design and built environment professionals and the general public.

The WA Chapter's incredibly active EmAGN committee organises and presents a range of educational, social and advocacy events for emerging architects and graduates. These events provide a unique opportunity for industry supporters and suppliers to engage with our profession's future leaders and decision makers.

The EmAGN Networking Series and 3 Over/4 Under event provide opportunities for cross generational learning and mentoring of various professions within the built environment and creative design industries.

The EmAGN Regifrustration series is a core to the EmAGN program and supports graduates of architecture who are working towards registration as an architect. The Regifrustration events are held virtually and face-to-face. Experienced practitioners are engaged to provide practical advice and support to the registering your architects. As a sponsor, you will have the opportunity to engage with our emerging architects through your support for the Regifrustration series.

As our EmAGN Partner you can support our emerging architects' 2022 activities, from lecture series, meet-ups with allied professionals in the built environment (i.e. young planners and engineers), social events, peer-to-peer mentoring programs and much more.

## EmAGN 3 Over/4 Under event

**\$6,000 + GST**

- 30 second TV Commercial screened at program events
- Your logo inclusion on event booking page
- Event activation opportunity (event giveaway)
- Acknowledgement of support in digital promotions related to all series events
- MC acknowledgement at all series events
- 2 x complimentary tickets to all series events
- 1 x dedicated Instagram posts on EmAGN WA Instagram

## EmAGN Regifrustration Series

**\$6,000 + GST**

- 30 second TV Commercial screened at program events
- Logo inclusion on event booking page
- Event activation opportunity (event giveaway)
- Acknowledgement of support in digital promotions related to all series events
- MC acknowledgement at all series events
- 2 x complimentary tickets to all series events
- 1 x dedicated Instagram posts on EmAGN WA Instagram

## EMAGN Networking Series

**\$1,500 per event**

1. 30 second TVC screened at program related events, where possible
2. Signage and activation opportunity
3. 1 x dedicated Instagram posts on EmAGN WA Instagram





# The Architect

*The Architect* journal produced by the WA Chapter of the Australian Institute of Architects is Australia's most enduring architecture journal and has been in print since 1939. Covering a broad range of projects and issues over the past nine decades, its purpose is to advocate on behalf of the architecture profession and the community to improve the quality of the built environment in Western Australia and beyond.

The journal's primary target audience is members of the Institute and associated professionals, including town planners, designers, builders, engineers, quantity surveyors and construction industry executives as well as clients and the general public.

*The Architect* showcases the best of Western Australia's residential and commercial projects, presenting the work of leading WA architects, photographed by some of our best photographers.

The magazine is distributed to all business members and is available in [digital format](#) and shared across our social channels.

The Australian Institute of Architects advocates on behalf of the architecture profession and the community to improve the quality and amenity of the built environment.

The Architect patrons support the Institute in continuing to deliver high quality content in hard copy and online.

As a patron, your organisation demonstrates its support for the architectural profession and its voice and is provided the opportunity to contribute editorial content and showcase projects.

## Supporting Patron → \$4,500

1. Text acknowledgment of support in each edition
2. 1 x full page in 1 edition of *The Architect* each year to showcase a project or contribute an article that relates to the theme of that edition
3. Inclusion of practice/business news (approx. 30 words) in each edition
4. Up to 20 complimentary copies of each edition delivered by post to your business (in addition to any member allocations) offered at member

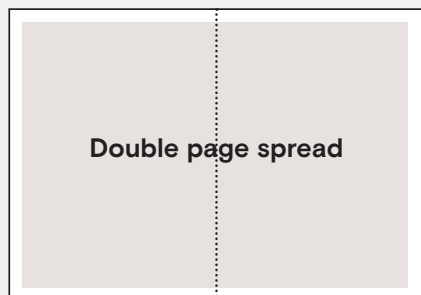
## Major Patron → \$10,000

1. Logo acknowledgment of support in each edition
2. Double page spread in 1 edition OR single page in 2 editions of *The Architect* each year to showcase a project or contribute an article that relates to the theme of that edition
3. Inclusion of practice/business news (approx. 30 words) in each edition
4. Up to 50 complimentary copies of each edition delivered by post to your business (in addition to any member allocations)

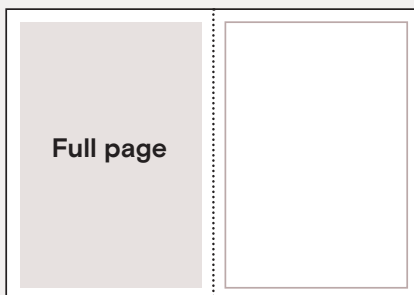


# Artwork specifications

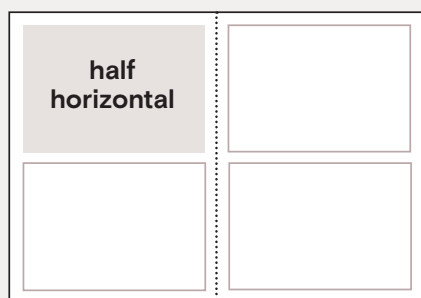
## PRINT PUBLICATIONS



280 × 450 mm (H x W)  
Full bleed plus 3mm  
Include crop marks

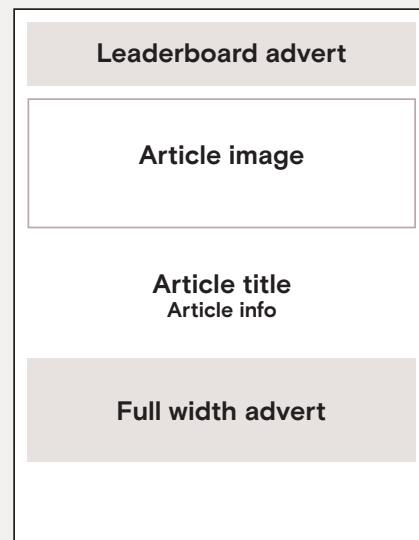


280 × 225 mm (H x W)  
Full bleed plus 3 mm  
Include crop marks



135 × 220 mm (H x W)  
No bleed or crop marks

## EDM



### Leaderboard advert

JPG or GIF file:  
150 x 610px (H x W)

### Full width advert

JPG or GIF file:  
241 x 610px (H x W)

## Print artwork requirements

1. Artwork must be supplied as a press-ready PDF.
2. Files must be CMYK only, no spot colours, with all fonts embedded or outlined.
3. Please ensure that all images are hi-res (300 DPI) and profiled for uncoated paper.

## EDM artwork requirements

1. Artwork must be supplied as a JPG or GIF file, no bleed or crop marks.
2. Files must be RGB only, no spot or CMYK colours, with all fonts embedded or outlined.
3. Please ensure max file size is 120KB and CTA links are supplied when submitting artwork.

## More information/sending artwork

Please send all artwork to [publications@architecture.com.au](mailto:publications@architecture.com.au).

PDFs must be uploaded via: [wetransfer.com](https://wetransfer.com) or other large file-sharing platform.

For advertising enquires, contact [tamara.smith@architecture.com.au](mailto:tamara.smith@architecture.com.au).



# Pricing

## National Coverage: 10% discount

Architecture Bulletin (NSW) x 1, Architect Victoria (VIC) x 1, The Architect (WA) x 1

Print distribution: 7,200 + digital magazines x 3 publications

Half page x 3	6 per Edition	\$4,590
Full page x 3	15 per Edition	\$8,100
Double page spread x 3	3 per Edition	\$11,700

## Architecture Bulletin (NSW)

Print distribution: 3500 + digital magazine (2 per annum)

Half page	6 per Edition	\$1,800
Full page	15 per Edition	\$3,200
Double page spread	3 per Edition	\$4,500

## Architect Victoria (VIC)

Print distribution: 3000 + digital magazine (2 per annum)

Half page	6 per Edition	\$1,800
Full page	15 per Edition	\$3,000
Double page spread	3 per Edition	\$4,500

## The Architect (WA)

Print distribution: 2,000 + digital magazine (2 per annum)

Half page	6 per Edition	\$1,800
Full page	15 per Edition	\$2,800
Double page spread	3 per Edition	\$4,000

## Reading Architecture (EDM inclusion only)

12,000 Australian Institute of Architect members (12 per annum)

Leaderboard advert	1 per Edition	\$3,000
Full width advert	1 per Edition	\$2,000
Leaderboard + Full width	1 per Edition	\$4,750

# CONTACT US



Australian  
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# WA

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WA Chapter

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Bilya Marlee | Kerry Hill Architects | Photo: Nicholas Putrasia