

INTRODUCING PRODUCTS & MATERIALS LIBRARY



Australian
Institute of
Architects

A unique opportunity to advertise your products through the peak body in architecture. Generate leads and access over 12,000+ specifiers via our exclusive member-only platform.

- **48%** want improved product knowledge and user-friendly websites to source materials
- **84%** use architectural media and resources to keep abreast of trends and source product information
- **71%** of our members specify roofing
- **67%** of our members specify paint
- **64%** of our members specify glazing
- **63%** of our members specify flooring

Products & Materials Library

Researching products and materials that meet project and compliance requirements is reported to be a time-consuming process for our members.

Our Products & Materials Library provides an easy to access, online catalogue for our members to search, scroll and save products, materials, and fixtures that meet unique search requirements required through procurement which are otherwise unsearchable in other online forums.

This service is available exclusively to Australian Institute of Architects members through Community—our member-only online platform designed to facilitate collaboration, member connectivity and generate ideas and discussions.

All products listed must conform to appropriate Australian Standards and comply with the requirements of the National Construction Code to ensure our members have a trusted and reputable source of providers to work with.

This unique opportunity allows architects to narrow their search via a trusted platform and fast-track enquiries and purchases for your products and materials.

- Gain exposure to the most senior representatives of Australian Architecture.
- Reach a highly targeted and engaged audience of specifiers.
- Build brand awareness and align your brand with the leading professional body for architecture and design.
- All supported by an activation plan to increase awareness, collaboration, dwell time and return visits to our Community platform.
- Members can search and save at their leisure to create their own list of preferred products, fixtures, and materials from the library.

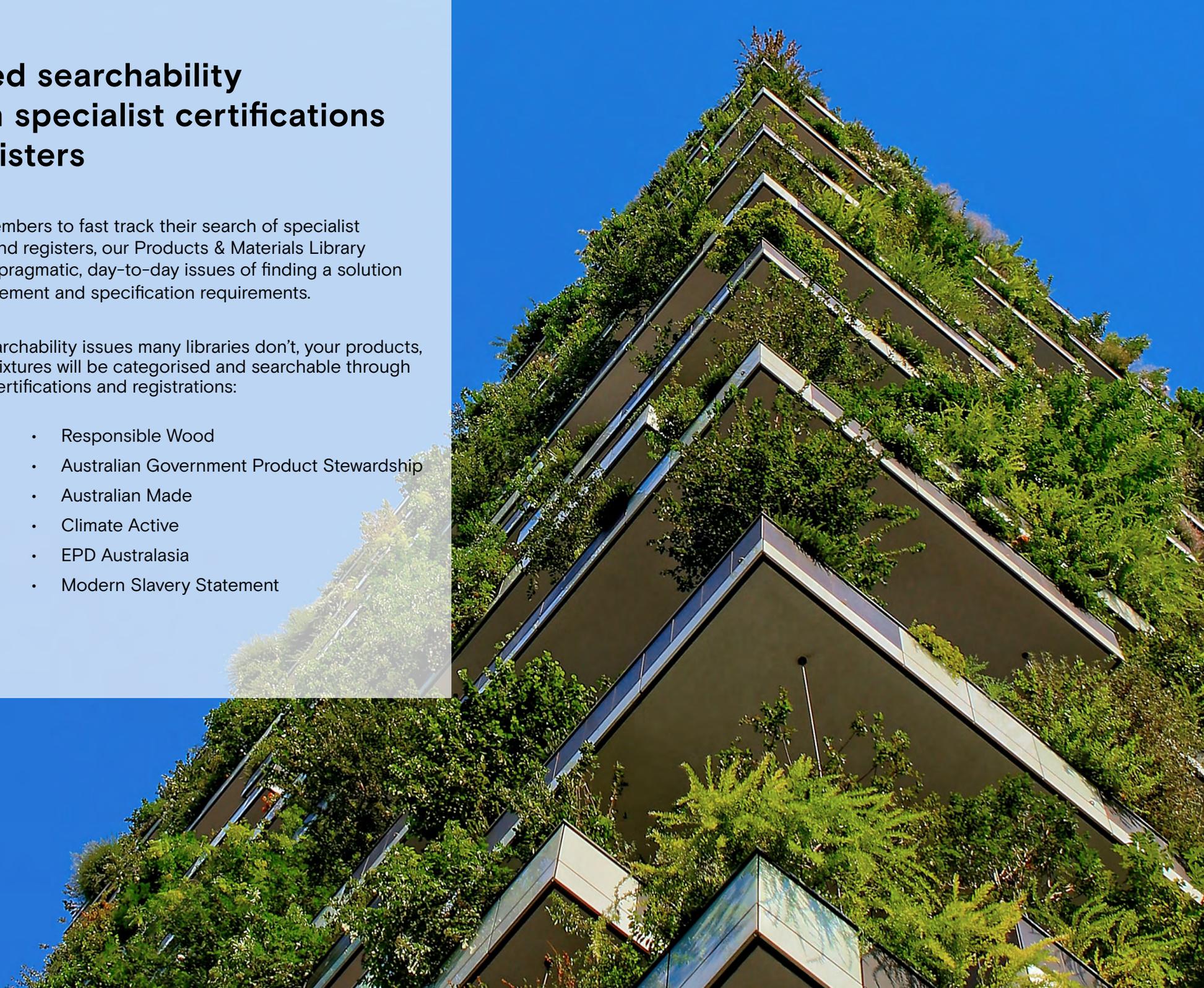
The screenshot shows the website's header with the Australian Institute of Architects logo and 'Community' navigation. The main navigation includes HOME, COMMUNITY, DIRECTORY, RESOURCES, PARTICIPATE, and BROWSE. A large hero image shows hands working on architectural plans with the title 'Products and Materials Library'. Below is an 'ABOUT THIS LIBRARY' section with a brief description. A search bar is overlaid on a background image of a modern building interior. The 'BROWSE OUR CATALOG' section features a grid of nine categories: Building, Finishes, Flooring, Furniture, Kitchens & Bathrooms, Outdoors & Landscaping, Lighting, and Windows & Doors. A final card in the grid asks 'Can't find what you're looking for?' and provides a 'Contact Us' button.

Improved searchability through specialist certifications and registers

Helping our members to fast track their search of specialist certifications and registers, our Products & Materials Library addresses the pragmatic, day-to-day issues of finding a solution to meet procurement and specification requirements.

Solving the searchability issues many libraries don't, your products, materials, and fixtures will be categorised and searchable through the following certifications and registrations:

- ISCA
- ISO
- GECA
- FSC
- PEFC
- CodeMark
- Responsible Wood
- Australian Government Product Stewardship
- Australian Made
- Climate Active
- EPD Australasia
- Modern Slavery Statement



How will architects find your listing?

Our searchable pre-established categories and certifications are listed below. This list indicates the categories we are accepting content in; however, we will gladly accept suggestions for new categories. In addition to this, it should be noted that each listing comes with a short blurb and up to five product tags which can be provided by you. This is designed to harness your knowledge and ensure the content within your listing matches the key searchable terminology used.

SPECIALIST CERTIFICATIONS AND REGISTERS:

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BUILDING MATERIALS

- Acoustics and sound
- Bricks, blocks and concrete
- Home technology
- Solar and sustainable systems
- Structural
- Timber
- Wall cladding, paneling and sheets
- Plumbing, drainage and waste management
- Heating, cooling and ventilation
- Insulation

FINISHES

- Glass, plexiglass and acrylics
- Laminates, surfaces and veneers
- Paints, coatings and textures
- Tiles

KITCHENS AND BATHROOMS

- Appliances
- Basins, sinks and vanity units
- Bath tubs and spas
- Kitchen systems, benchtops, cabinets and doors
- Tapware, taps, mixers and showers
- Toilets and dispensers
- Water chillers, boilers and filters

FLOORING

- Tiles, stone and concrete flooring
- Timber flooring
- Vinyl, linoleum and non-slip flooring
- Carpets and rugs

OUTDOORS AND LANDSCAPING

- Decking and paving
- Gates, fences and balustrades

LIGHTING AND SMART TECHNOLOGY

- Downlights
- LED lighting
- Lighting systems and accessories
- Outdoor and exterior lighting
- Wall, ceiling lighting and fittings

WINDOWS AND DOORS

- Aluminum
- Bi-fold and folding doors
- Blinds, shutters and screens
- Handles, locks and knobs
- Security and safety
- Sliding, swing and revolving doors
- Timber windows and doors
- Window glazing



Listing inclusions and considerations

How to decide which listing option is best for you?

Product Listings		Portfolio Listings	
<ul style="list-style-type: none"> A singular advertisement option to showcase individual products Grow your product exposure across our platform with multiple single listings Recommended for products with unique features which should be individually searchable and showcased 		<ul style="list-style-type: none"> Advertise your product portfolio for each listing Maximise the reach of your product portfolios via our platform Recommended for product ranges with multiple variations amongst the same technical specification such as colour, fleck, grain, pattern etc 	
Listing Features			
<ul style="list-style-type: none"> 1 x large feature image 1 x website hyperlink 1 x product name 1 x 200 word product blurb 1 x PDF Download 5 x product category tags Specialist certifications and registers tags (if applicable) 		<ul style="list-style-type: none"> BIM files - hyperlink to your dedicated web page with BIM files Contact Details - business name, email, phone number, and address (generic across all listings) 	
Product Packages	12 Months (+ GST)	Portfolio Packages	12 Months (+ GST)
5 product listings	\$2,400	1 portfolio listing	\$2,000
10 product listings	\$3,900	5 portfolio listings	\$8,750
25 product listings	\$7,500	10 portfolio listings	\$15,000
50 product listings	\$12,000	15 portfolio listings	\$18,750

The screenshot shows the 'Products and Materials Library' page on the Australian Institute of Architects Community website. The page features a large image of a modern building facade with Equitilt® Architectural Walling by Bondor. Below the image, there is a 'Product Details' section and a 'Bondor' contact section. The 'Product Details' section describes Equitilt® as a versatile insulated architectural facade panel. The 'Bondor' section provides contact information including email, phone, and address. There are also social media links and a 'Visit Website' button.

A Marketing Guide to Reach Architects

Architects are responsible for finding products that are high-quality, well designed, well priced, and well-specified to meet project requirements. But how do you tap into this niche market?

Luckily, you've come to the right place—in fact, we probably know architects better than the rest. We've pulled together a list of handy tips on the things to consider when arranging your Products & Materials listings.

TIP ONE: LIST YOUR NOTABLE PROJECTS

Architects remember projects first and foremost. If you want an architect to remember your product, ensure you mention in your marketing brochure the notable projects relevant to the item being promoted.

TIP TWO: IMAGE SELECTION COUNTS - ARCHITECTS ARE VISUAL PEOPLE

When you choose your product or portfolio feature image, consider the best possible representation of your product, the image must provide access to easy to see fine details, through a simple clear visual. This image could be within a broader setting of a project or within a simple photoshoot.

TIP THREE- BE CLEAR ON SPECS

The reassurance a spec can provide is invaluable to architects. Product Specs should include everything from sizing dimensions to finishes to warranty, and most importantly - remember to design them to be well organised so architects can find the information quickly. Use your PDF download to provide this detail.

TIP FOUR- ARCHITECTS NEED DOWNLOADABLE DIGITAL MODELS

Members have explicitly told us that they will choose one product over another due to their BIM files being better than the competitor brand. High-quality BIM files are important in the specifying process, so it's well worth the investment. Don't forget to add an external link to your digital modeling files to be included in your product listing.

TIP FIVE - MAKE THE MOST OF YOUR DOWNLOADABLE PDF

Each listing includes a downloadable PDF. This PDF is a great opportunity to bolster up the information imagery and related projects.

TIP SIX- GO GENERIC, BUT DETAILED

These listings are designed to go online and come down years later, so make sure the information you provide has enough detail, but longevity is attached too. Use your hyperlinks to connect to information that changes more regularly.

Q&A

1. WHAT IS THE PRODUCTS & MATERIALS LIBRARY?

- The Products & Materials Library is an online platform, where Australian Institute of Architects members can browse for specific products, materials, and fixtures when specifying their projects. This offering is available exclusively to members through our Community platform.

2. CAN I SELECT THE CATEGORIES FOR MY LISTING?

- We encourage suppliers to submit subcategories tags (up to 5 total per listing) for each product listing. The final categorisation for your listing will be at the discretion of the Institute.

3. HOW CAN I PROMOTE MY SUSTAINABILITY CERTIFICATIONS AND MODERN SLAVERY STATEMENTS ON MY LISTING?

- Please supply a hyperlink to your website or online register hosting these product certifications/statements when you submit your product listing form.

4. WHAT IS THE DIFFERENCE BETWEEN PRODUCT & PORTFOLIO LISTINGS?

- **Product listings** advertise individual products only. The product image, copy and PDF downloads must only relate to the product advertised.
- **Portfolio listings** advertise your product portfolio for each listing. The product image, copy, and PDF downloads can include the product range advertised.

5. WHAT IS THE INSTITUTE'S PROCESS FOR APPROVING SUPPLIERS?

- When you purchase a Products & Materials package, you must agree to our Terms & Conditions which state that your products meets the Institutes Product Requirements. If at any time your product no longer meet the Product Requirements, then you must promptly tell us by email and send us all relevant information reasonably required to make an assessment.

6. HOW WILL I BE NOTIFIED THAT MY LISTING IS LIVE?

- The Institute will notify you via email when your listing has gone live.

7. HOW LONG ARE THE TERMS OF MY LISTING?

- Each listing package is valid for 12 months from the submission date of your listing package.

8. CAN NON-MEMBERS ACCESS THE PRODUCT & MATERIALS LIBRARY?

- Australian Institute Members can only access our Products & Materials Library.

9. CAN I HAVE MULTIPLE PRODUCT OR MATERIALS LISTINGS?

- Yes, you can. Our Product Listing packages include multiple products, you can simply choose the package that suits your business needs. If you have a range of products that are similar, you can choose to advertise these as a Portfolio listing. All product listings must be submitted together as per the package purchased (you cannot supply listings in increments).

10. HOW CAN I UPDATE MY LISTING ONCE IT IS LIVE?

- Simply email suppliers@architecture.com.au and submit your changes. Our team will update your listing within 5 business days. Please note, this will incur a change fee of \$250 per listing (to be paid prior to changes being made).

11. HOW DO I RENEW MY LISTING?

- Our platform will automatically prompt you to renew your listing annually. You will get an email approx. one month out when your listing is due for renewal.

12. CAN I CANCEL MY LISTING?

- Listings can be cancelled at the suppliers' request, however refunds or credits will not be issued.

13. I'VE FORGOTTEN TO PAY MY INVOICE AND MY LISTING NO LONGER ON THE WEBSITE, CAN I STILL RENEW MY LISTING?

- If your invoice is over 14 days overdue, we archive your listing for one month before deleting it from our website. Please note there is a one-off archive fee charge of \$500 to renew your listing once it has been archived.

14. WHAT REPORTING DO YOU OFFER?

- An annual report will be released highlighting the overall Community platform engagement and will be sent to all listing providers.

15. HOW ELSE CAN I PROMOTE MY PRODUCTS?

- We advise that you explore other media placements and CPD programs inside and outside of the Institute to help with brand awareness and product education as part of your overall marketing strategy.

About The Australian Institute of Architects

Established in 1930, the Australian Institute of Architects is the peak body for the architecture profession in Australia. We represent over 12,000 members globally and are dedicated to improving our built environment and the communities we call home by promoting quality, responsible, sustainable design.

The Australian Institute of Architects and its members are dedicated to raising the quality of the built environment for all and to the advancement of architecture. We seek to improve the health and well being of all who live and work in our diverse communities.

By raising design standards in our cities, urban areas, commercial and residential buildings, the profession as a whole alongside the Institute plays a major role in shaping Australia's future.

Contact Us

suppliers@architecture.com.au

The benefits of partnering with us

BUILD BRAND AWARENESS

Listing your products and materials 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 12,000 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 materials to a captive group.

REACH KEY DECISION MAKERS

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

ENHANCE RELATIONSHIPS

Generate new leads and cement established relationships through a visible presence on our Products & Materials Library.

A RANGE OF CHOICES

Choose from a wide range of product and portfolio listings to suit the needs of your business.