



Australian
Institute of
Architects

2019/20
Victoria

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Partnership
Prospectus





Major Partner

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About Us

Established in 1930, the Australian Institute of Architects is the peak body for the architectural profession in Australia, representing over 11,000 members in Australia and overseas.

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 in size and regional development continues to grow.

Our Members

- Registered Architects
- Architectural Practice / Corporate Members
- Fellows (Senior Practitioners)
- Emerging Architects
- University Architecture Students
- Academics

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.

Partner with Us

We can work in dedicated partnership with you to align your business with our focused programs, events and members.

Partnership can provide opportunities for engagement at regional, state and national levels, enabling you to:

- Reach key decision makers through direct access to the most senior representatives from architectural firms throughout Australia and abroad
- Build brand awareness before a dedicated, focused audience of up to 11,000 industry professionals
- Align your brand with the leading professional body for architecture and design
- Develop dedicated meeting, earning and networking platforms to facilitate dialogue and showcase your products and/or services.



In 2019-20 our members are expected to influence an estimated \$9 billion of residential and commercial buildings, based on Master Builders Association forecasts.

Partnership opportunities and benefits

MAJOR PARTNER →

\$50,000

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.

1. 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

2. Digital

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

3. 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

4. Social events and 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

5. 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

6. Advertising

- One (1) full page spread in Architect Victoria (AV) magazine

7. 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.



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.

We invite you to partner with the VIC Architecture Awards as a Category Partner.



Award Categories

National Awards 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-specific Prizes

- Melbourne Prize
- Regional Prize
- Victorian Architecture Medal

KEY 2020 PROGRAM DATES →

Entries Open	December 2019*
Entries Close	February 2020*
Presentation to juries	March 2020*
Awards Presentation	June 2020*

*Date to be confirmed

Partnership opportunities and benefits

CATEGORY PARTNER →

\$15,000

1. 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

2. Digital

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

3. 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

4. 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

5. 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.



Exhibition of Entries

2020 Exhibition of Entries is the primary opportunity to sight the 2020 Victorian Architecture Award entries. The Exhibition of Entries will be displayed at a chosen venue (details to be confirmed) for two weeks with an additional evening launch event taking place (date and time to be confirmed).

Partnership opportunities and benefits

EXHIBITION OF ENTRIES PARTNER →
\$10,000

1. 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
- Opportunity to display one (1) corporate pull up banner
- Logo recognition as the Exhibition of Entries Partner on all event related material

2. Digital

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

3. Recognition and signage

- Verbal recognition of sponsorship at the Exhibition of Entries Opening Event
- Opportunity for a representative to deliver a maximum three (3) minute presentation at the event

4. Ticketing

- Four (4) x invitations to the Exhibition of Entries Opening event
- Two (2) x invitations to the Presentation of Entries to Juries
- Two (2) x invitations to the Partner and Jury Cocktail Event
- Two (2) x invitations to the Victorian Architecture Awards Presentation Dinner

5. 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.

Graduate Prize

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 Graduate Prize Ceremony.

Event details: To be confirmed

Student Ideas Prize

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.

Event details: To be confirmed

Partnership opportunities and benefits

GRADUATE PRIZE PARTNER →
\$2,500

1. Marketing and promotion

The Partner will have its nominated corporate logo where possible included 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

2. Digital

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

3. Recognition and signage

- Verbal recognition as a Victorian Graduate Prize Partner

4. Ticketing

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

STUDENT IDEAS PRIZE PARTNER →
\$2,500

1. 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
- Opportunity to hold a door prize
- Promotional banner
- Opportunity to bring along 2 representatives to Presentation Evening

About Continuing Professional Development (CPD) – Metropolitan Seminars

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

Primarily the program consists of seminars hosted at 41x, the VIC Chapter's headquarters.

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.



Partnership opportunities and benefits

CPD PARTNER →

\$10,000

ANNUAL PROGRAM

1. 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 each CPD event

2. Digital

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

3. Recognition and signage

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

4. Ticketing

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

5. Activation and leverage

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

About Continuing Professional Development – Regional Seminars

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.



Partnership opportunities and benefits

REGIONAL CPD PARTNER →

\$6,000

ANNUAL PROGRAM

1. 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 and 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 each CPD event

2. Digital

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

3. Recognition and signage

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

4. Ticketing

- Two (2) x invitations to each Regional CPD session per year

5. Activation and leverage

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

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.

Partnership opportunities and benefits

ARCHITECH HOST →

\$2,500

HOST ONE SESSION

1. 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.

2. 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.

3. 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 Architect Victoria (AV) magazine
- Victorian Chapter CPD related advertising in the Australian Institute of Architects Chapter E-news and CPD section of the Victorian Chapter website
- A direct link back to the nominated Partner corporate website

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.

Event details: To be confirmed

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.

Event details: Thursday 12 December 2019

Walsh Street House

290 Walsh Street, South Yarra

Partnership opportunities and benefits

EVENT PARTNER → \$5,000 per event

1. 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

2. Digital

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

3. Recognition and signage

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

4. Ticketing

- Four (4) x invitations to the nominated events

5. 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



Australian
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Contact us

Sanja Novakovic

Partnerships Coordinator, VIC
Australian Institute of Architects

t: 03 8620 3805

e: sanja.novakovic@architecture.com.au