



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 nearly 12,000 members in Australia and overseas. In WA, we support over 500 architects based in metropolitan and regional areas.

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 500 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.

INTERNATIONAL WOMEN'S DAY EVENT


WA ARCHITECTURE AWARDS

END OF YEAR PARTY

CPD FORUM AND PROFESSIONAL DEVELOPMENT PROGRAM

EMERGING ARCHITECTS NETWORK (EMAGN) ACTIVITIES AND EVENTS PROGRAM

STUDENT ORGANISED NETWORK ARCHITECTS (SONA) EVENTS



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 and government 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
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WA

East Fremantle House | Nic Brunsdon | Photo: Dion Robeson

WA Architecture Awards



Now in its 82nd year, the WA State Architecture Awards program is the premier built design award in the State.

In 2020, due to COVID-19 restrictions, we produced a livestream broadcast of the Awards ceremony, which was a resounding success with over 3,000 viewers on the Institute's YouTube channel.

In 2021 we held our first digital viewing party, where winning architectural projects were displayed on the digital tower in Yagan Square.

On Friday 10 June 2022, we are repeating the livestream experience, which will then launch into a cocktail after-party.

SPONSOR BENEFITS

State Category Supporter

- Acknowledgement of support in digital promotions related to the Awards livestream and after-party
- Your logo included on the Awards after-party booking page
- MC acknowledgement during the Awards livestream
- 2 x complimentary tickets to the Awards after-party
- Opportunity for your product giveaway or door prize at the Awards after-party

State Category Partner

All of the above, PLUS

- Your representative to present the relevant award category & 30 second TV Commercial during the awards livestream
- Professional photography of your company representative/s at the Awards after-party

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

Our categories are:

- Commercial Architecture (SOLD)
- 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 Chapter-specific prizes, WA Lighting Award, Enduring Architecture Award and Colorbond Award for Steel Architecture (SOLD)



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



EOY Party

WA Chapter End of Year Party Sponsor

Each year we gather to celebrate the year that was. The WA Chapter end-of-year party is a highlight of the Perth calendar and attracts a large number of members and non-members.

The EOY events offer a great opportunity to round off the year with getting your company or product in front of both local and state-wide members, and to join us for an evening of relaxed fun.

Perth package \$10,000 + 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



WA members at the end-of-year party at the Museum | Photos: Alec James

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

\$5,000 + 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



Institute members at the 2019 National Conference



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 PortFolio 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

EmAGN

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.



WA members at EmAGN event | Photo: Reuben Black

EmAGN Networking Series and 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

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



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

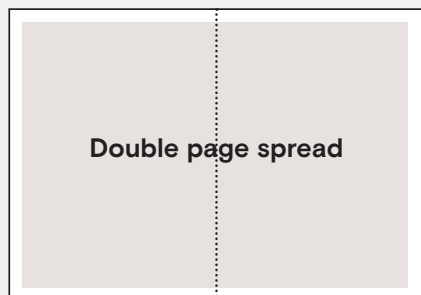
1. Text acknowledgment of support in each edition
2. 1 x full page in 1 edition of *The Architect* each year to showcase a project or contribute an article that relates to the theme of that edition
3. Inclusion of practice/business news (approx. 30 words) in each edition
4. Up to 20 complimentary copies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

Major Patron → \$8,000

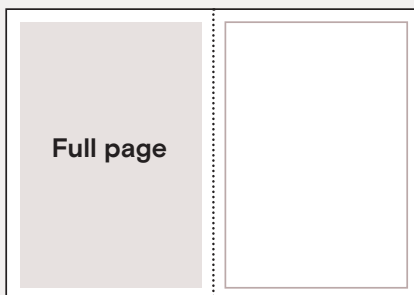
1. Logo acknowledgment of support in each edition
2. Double page spread in 1 edition OR single page in 2 editions of *The Architect* each year to showcase a project or contribute an article that relates to the theme of that edition
3. Inclusion of practice/business news (approx. 30 words) in each edition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

Artwork specifications

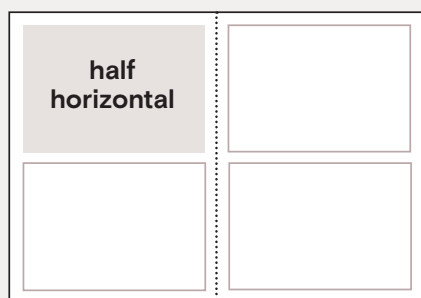
PRINT PUBLICATIONS



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

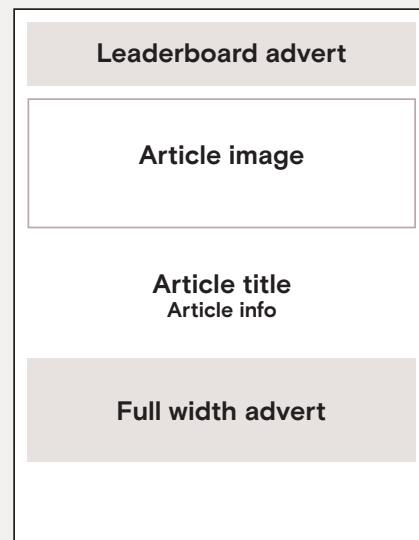


280 × 225 mm (H x W)
Full bleed plus 3 mm
Include crop marks



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.

PDFs must be uploaded via: wetransfer.com or other large file-sharing platform.

For advertising enquires, contact 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
Institute of
Architects

WA

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Bilya Marlee | Kerry Hill Architects | Photo: Nicholas Putrasia