

2021 WA Partnership Prospectus

January – December



ABOUT US

Established in 1930, the Australian Institute of Architects is the peak body for the architectural profession in Australia, representing over **11,500** members in Australia and overseas, over **1,100** of which are based in Western 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 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
- Affiliated Professionals

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.



THE BENEFITS OF PARTNERING WITH US

→ 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 facilitate dialogue and showcase your product/s and services; promote your latest products and/or business in our publications.

AWARDS PROGRAM

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 and attracts up to 500 guests from the industry and more via live stream (Over 3,500 views in 2020). A digital 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.

KEY 2021 PROGRAM DATES →

Entries Open	18 November 2020
Entries Close	19 February 2021
Presentation to juries	6 March 2021
Awards Presentation	11 June 2021



AWARDS PROGRAM

Award Categories

National Award Categories

Public Architecture **SOLD**
 Educational Architecture
 Residential Architecture – Houses – New **SOLD**
 Residential Architecture – Alts and Adds
 Residential Architecture – Multiple Housing **SOLD**
 Commercial Architecture
 Heritage Architecture
 Interior Architecture **SOLD**
 Urban Design
 Enduring Architecture
 Small Project Architecture
 Sustainable Architecture
 COLORBOND® Award for Steel Architecture **SOLD**

WA Chapter-specific Prizes

WA Lighting Award



Partnership opportunities for the WA Architecture Awards are available within two categories – Supporting and Category Partner.

Supporting Partner – \$8,000

1. Acknowledgement of support in digital promotions related to the program
2. Logo included on all printed promotional material including awards publication
3. MC acknowledgement at all the program related events
4. 4 x tickets + additional tickets offered at member

Category Partner – \$12,000 (1 per category)

All the same benefits as the supporting partner, plus:

1. Representative to present relevant award category
2. 30 second TVC screened at awards night
3. Professional photography of company representative on stage



CONTINUING PROFESSIONAL DEVELOPMENT

The WA Chapter runs continuing professional development (CPD) programs for members across the year.

CPD Programs consist of seminars hosted at the WA Chapter's headquarters, with each session featuring 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.

CPD Partner – \$2,500 per CPD Point

1. Acknowledgement of support in digital promotions related to the program
2. Logo included on each event booking page and in audio-visual presentation
3. 5-minute presentation at each event (inclusive of TVC screening)
4. MC acknowledgement
5. 1x Digital Signage displayed at each event
6. 1 x corporate social promotion post via WA Chapter Instagram

INTERNATIONAL WOMEN'S DAY (IWD)

Held each year on 8 March, International Women's Day is a global day for reflection on the advancements made towards gender equality, as well as the progress still to be made. In recognition of this celebration, an International Women's Day event is hosted by the WA Chapter on this day.

There is an opportunity for one event partner to align their brand with this important activity on the Institute's calendar.

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.

Event Partner – \$8,000

1. Acknowledgement of support in digital promotions related to the program
2. Logo included on event booking page
3. MC acknowledgement
4. 2 x complimentary tickets to the event
5. 1 x Digital Signage displayed at the event
6. 30 second TVC screened
7. Event activation opportunity, e.g. product give-away



EMAGN

EmAGN WA is the WA Chapter of the Emerging Architects and Graduates Network.

Youthful, energetic and future-thinkers, 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 professionals, artists, writers, and the general public.

The WA Chapter holds a range of educational, social and advocacy events for emerging architects and graduates and our program fosters networks across other professions within the built environment.

These events provide a valuable opportunity for industry supporters and suppliers to engage with emerging architects and establish relationships with the profession's leaders of tomorrow.



3 Over / 4 Under - \$5,500

1. Acknowledgement of support in digital promotions related to the program
2. Logo inclusion on event booking page
3. MC acknowledgement
4. Event activation opportunity, e.g. product give-away

EmAGN Lecture & Networking Series - \$1,500

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

SONA

Looking to engage with Architecture students?

SONA is the Institute's student network, bringing together students from across all accredited university architecture programs.

To discuss partnership opportunities related to our Student membership, please contact us directly:

Phone: 08 6324 3100

Email: wa@architecture.com.au



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 – **SOLD**

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)

THE ARCHITECT

Advertising Rates (excl. GST)

Bi-annual Magazine Rates	
INSIDE COVER Double page spread	\$4,250.00 + GST
Double page spread	\$4,000.00 + GST
Full page (Portrait)	\$2,500.00 + GST
Inside Front Cover	\$2,750.00 + GST
Inside Back Cover	\$2,750.00 + GST
Full page opposite contents	\$2,800.00 + GST
Half Page (Horizontal)	\$1,500.00 + GST
Loadings	Inside front/back cover – plus 20% Outside back cover – plus 15%

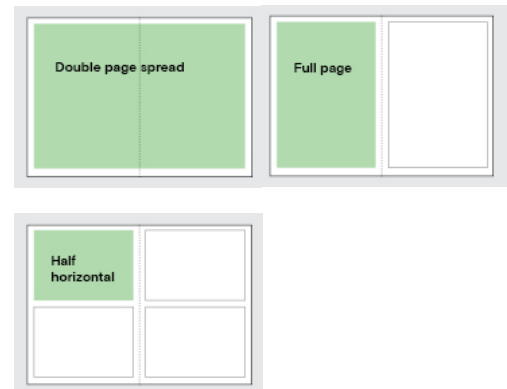
Ad Specifications

Double page spread: 275 x 400 mm (hwx)
 Full page: 275 x 210 mm (hwx)
 Half horizontal: 240 x 88 mm (hwx)

For further information including editorial guidelines, artwork requirements, image resolution, deadlines and submission guidelines, please contact us directly:

Phone: 08 6324 3100

Email: wa@architecture.com.au



SPONSORSHIP SNAPSHOT

	Awards	CPD	Events	
	Partner	\$ per point	IWD	Networking
Logo on website	✓			
Direct link to sponsor website	✓			
Digital display at event	✓	✓	✓	✓
30s TV Commercial	✓			
Instagram Post (over 10K followers)	✓	✓	✓	✓
Facebook Post	✓	✓	✓	✓
Acknowledgement in digital promotions	✓	✓	✓	
Fortnightly eNews inclusion (1100 reach)	✓			
Verbal acknowledgement at event	✓	✓	✓	✓
Presentation to winner (on-stage)	✓			
Professional Photography with winner	✓			
Logo inclusion on event page and presentation	✓	✓	✓	✓
Speaking opportunity	✓	✓	✓	✓
End of Year party tickets	✓		✓	✓
Opportunity for activation	✓			
Complimentary tickets	4	2	2	2

	EmAGN		SONA
	30/4U	Speaker Series	Tsquare ball
Acknowledgement in digital promotions	✓	✓	✓
Digital display at event	✓	✓	✓
30s TV Commercial	✓	✓	✓
Instagram Post (over 10K followers)	✓	✓	✓
Facebook Post	✓	✓	✓
Logo inclusion on event page and presentation	✓	✓	✓
Speaking opportunity	✓	✓	✓
End of Year party tickets	✓	✓	✓
Opportunity for activation	✓	✓	✓
Complimentary tickets	2	2	2

Partner with the Institute to receive a range of opportunities to promote your business and develop relationships with key stakeholders.



Australian
Institute of
Architects

Contact Us

WA Chapter
Australian Institute of Architects

T: 08 6324 3100

E: wa@architecture.com.au