

AIMIA Annual Report 2004

7 February 2004

Execution Director's Report

1.0 President's Report - "2003"

Sandra Davey reports on 2003 and outlines AIMIA's prime achievements and challenges.

1. Change of name to the Australian Interactive Media Industry Association.
2. Development and launch of the new AIMIA brand, website, and CRM.
3. Restructure of AIMIA membership categories and redefinition of membership benefits.
4. Multiple policy submissions including House of Representatives submission on "The Future of Animation, Special Effects and Electronic Entertainment."
5. The TradeStart program - AIMIA's export clients achieving a high ratio of successful export transactions.
6. In excess of \$50,000 of discounts to AIMIA members through prizes, discounts, and freebies. AIMIA sponsored over 20 events during 2003, creating new networking opportunities for digital content, film, TV, telecommunications, and gaming companies.
7. Membership and the caliber of new clients at a new high.
8. AIMIA as an Australian representative at the 2003 World Summit Awards.
9. Launch of the Government's Digital Content Action Agenda and how it will ultimately impact the industry

AIMIA's continued focus will be on:

- Promoting AIMIA's superior benefits and services in order to increase AIMIA membership and general awareness within the digital content community.
- Providing members with outstanding networking events, workshops, and taskforces that will expand the digital content and interactive media frontiers.
- Mention of digital content (FTA, copyright, and DRM), electronic entertainment, privacy, and broadband content development as major issues for the industry.
- Finances - AIMIA's support from federal and state governments.
- Outreach in areas where AIMIA membership is low - Tasmania, WA, and the Territories.

2.0 Annual Report - 2003

2.1 Policy

Early in 2003 AIMIA National President, Sandra Davey, and Executive Director, Louise van Rooyen traveled to Canberra to meet with Senior Managers of the New Media division at DCITA, the Department for Communications, Information Technology and the Arts.

This helped to strengthen dialogue and has also resulted in supplemental attention being paid to the content industries during the year:

- (i) AIMIA represented Members' interests at Roundtables on the Digital Agenda - aiding amendments to the Australian Copyright Act,
- (ii) AIMIA witnessed its submission to the House of Representatives on "The Future of Animation, Special Effects and Electronic Entertainment,"
- (iii) AIMIA participated in AusTrade ICT Executive Roundtables - representing the needs of Digital Content creators,
- (iv) AIMIA representatives participated in the Australian Coalition for Cultural Diversity and actively lobbied Government for a Cultural Exemption for the Digital Content Industries under the upcoming UA/Australia Free Trade Agreement,
- (v) AIMIA representatives met with the lead negotiators for eCommerce from Government over the Free Trade Agreement,
- (vi) AIMIA representatives participated in the ICT Alliance and represented Digital Content at the F3 Industry Leaders Forum convened by Senator Alston,
- (vii) AIMIA participated in and presented at DCITA's OzEculture Conference in Brisbane,
- (viii) AIMIA's Executive Director was appointed as Australian Representative to the World Summit Awards,
- (ix) AIMIA representatives participated in the Inaugural United Nations World Summit on the Information Society in Geneva.

On the basis of positive relationships developed with state, federal and international government agencies, AIMIA will be lobbying this year for:

- A larger and more permanent digital media fund,

- Increased focus on the export potential of Australia's digital content industries,
- Increased international profile of Australia's digital content capabilities,
- Increased support for the development of digital content graduates into Industry-ready candidates,
- Research scholarships/fellowships for people working in the interactive media industries,
- Direct financial assistance for AIMIA to undertake industry-related research and projects and to support the growth of the digital content industries,
- Direct assistance for AIMIA in its role to support the Digital Content Industry Action Agenda,

2.2 Services to Members

During the 2003 year, AIMIA members in Victoria, NSW, SA and Queensland were invited to attend regular meetings, events and briefings organised for them by their state committees and IDOs, supported by National Office.

Monthly Newsletters were dispatched from National Office with local, national, and international news and information, including discounted fees for approved conferences and exhibitions. States with IDOs also received news bulletins aimed specifically at the local industry.

Thanks to the NSW, QLD, SA, and VIC governments for the financial support they offered during the year. NSW government supported the AIMIA Awards and contributed advice to AIMIA's restructuring strategy. As well as housing the Queensland Industry Development Officer in their Milton offices, Queensland supported the activities of Sunshine Soup, the Multimedia Cluster. CIBM in South Australia supported AIMIA's IDO and various activities for SA members and MMV in Victoria worked with AIMIA to develop programs on eLearning.

AIMIA National Office organised the sponsorship, marketing, and judging for the Annual Industry Awards, and provided the contact point for thousands of telephone and email inquiries linking members to each other and referring members and their services to the public. Staff at National Office managed the organisation fulfilling corporate, insurance, and other legal requirements.

The AIMIA TradeStart offices, administered through the National Office, recruited another 40 clients onto the Export program, assisting them with information and resources to launch their products offshore. AIMIA formally changed its name, developed a new brand identity and launched a new website and CRM to deliver increased membership services.

2.3 AIMIA membership

Membership remains strong with more than 300 members, including the larger digital content companies such as ninemsn, BigPond, ABC, Foxtel, f2, Disney Internet Group, 7Digital - the cream of the interactive media developers and a number of new student members. Thanks to the efforts of various state committees who worked hard during the year to facilitate events and to cement connections between government, industry, and training/education bodies.

A concerted effort will be made in 2004 to rebuild our state-based membership with the launch of an online-integrated program that will deliver increased member benefits and services. AIMIA relies on membership fees to support the delivery of these increased benefits and to provide grass-roots support.

2.4 AIMIA Finances

The 2002-2003 financial year accounts have been audited by David Groat of ZM Partners, in accordance with Australian Auditing Standards. No major anomalies were discovered. ZM Partners have made recommendations regarding improved record keeping in some areas. They also have recommended improved budgeting procedures and these standards will be adhered to in the 2003-2004 financial year.