

CHIEF EXECUTIVE OFFICERS REPORT
AIMIA Annual General Meeting 2005-2006
1 March 2007
Prepared by John Butterworth

Overview of AIMIA

Founded in 1992, AIMIA is the peak national industry body representing the Digital Content and Interactive Media sectors in Australia.

AIMIA is dedicated to the commercial development and future of the entire industry and to the growth and development of the distinct AIMIA members and AIMIA member groups that comprise the Interactive Media and Digital Sectors.

AIMIA promotes the growth and future of Australia's Digital Content Industry by:

- Creating and managing the framework that unites a dynamic and diverse industry
- Providing promotional support and advice for local organisations
- Organising and hosting a range of networking events, business opportunity forums and discussions with key industry leaders
- Drawing together and aligning industry stakeholders in key industry segments through AIMIA's unique Industry Development Programmes
- Tailoring and conducting surveys on consumer behaviour, industry economics and new business opportunities
- Organising internship schemes and contributing to skills and training programmes
- Representing the interests of AIMIA members to government and the broader business community
- Setting Codes of Conduct to increase confidence and accountability in the industry
- Advising governments on policy development
- Forming alliances and conducting joint industry development activities with related industry bodies within Australia and overseas
- Supplying export services and assistance in partnership with Austrade through the 'Tradestart' program
- Promoting international trade opportunities within the sector to overseas investment agencies and trade delegations
- Celebrating industry innovation and excellence through the annual AIMIA Awards programme

AIMIA's strength is based on its national outlook combined with its energetic State-based structure which provides the ability to operate effectively at a national and international level, whilst continuously maintaining and working on behalf of the interests of AIMIA's members on a state and regional basis.

AIMIA Members

At June 30 2006, AIMIA had a membership base of 550, up 65% since July 2004 (reaching more than 4,400 individuals) that reflects both the diversity of the Interactive Media Industry and its influence on business, government, and the general public (this has now grown to 600 members as of the end of February 2007).

The main area of growth has been in business, corporate, and associate membership.

AIMIA's membership is drawn from the full spectrum of Digital Content in Australia. Our members range from Australia's top Digital Content powerhouses, including the ABC, Google, Sensis, Yahoo7, BigPond, Foxtel, Disney, ninemsn and Fairfax Digital, to the country's best known interactive advertising, mobile content, web development, games design, and special effects companies. Members include developers, creators, producers, investors, owners, service providers, educational institutions and students.

AIMIA - 2005/2006 Fact Sheet

Building on the success of 04/05, the 05/06 financial year has been an exceptional year in AIMIA's history. In step with the rapid evolution of the industry as a whole, AIMIA continues to launch and manage an array of initiatives designed to promote the growth and sustainability of all things digital, ensuring AIMIA's voice as the peak industry body for Digital Content and Interactive Media resonates into the future.

In the 2005/2006 financial year AIMIA has:

- Continued to play the leading role on behalf of industry on the implementation of the Digital Content Industry Action Agenda (DCIAA) recommendations.
- Held private briefings with ministerial advisers and policy-makers from DCITA, DFAT, DEST, Department of Prime Minister and Cabinet.
- Provided advice and industry insight to various State government departments.
- Worked with the National ICT Industry Alliance to set a 10 year strategic plan for the ICT industry.
- Conducted the first cross-industry digital marketing forum with the Australian Financial Markets Association to promote interactive advertising in the financial services sector.
- Participated in the organisation of the Korea-Australia-New Zealand Broadband Summit 2006 at the invitation of DCITA.
- Conducted over 30 events and forums around Australia covering the full spectrum of the Digital Content industry - Mobile Advertising, Interactive Advertising, Mobile Content, Blogging, Brand Management, the Digital Home, Entertainment Technology, and many others.
- Staged the 2nd annual AIMIA Summit featuring international guest speakers from the BBC and GCap Media, as well as senior executives from ABC, Fairfax Digital, News Interactive, Telstra, Optus and Hutchison
- Launched and managed the Interactive Advertising Bureau (IAB) as an industry development group and a unifying voice for the interactive advertising industry. The IAB's mission is to remove barriers to industry opportunities and to grow the market for interactive marketing and advertising.
- Launched an events and forums operation to cater for the growing demand for industry focused events
- Significantly increased the number of patron supporters who now include iconic brands such as Google, Microsoft, BRW Magazine, BigPond, and KPMG.
- Continued to grow the AIMIA Mobile Content Industry Development Group as Australia's pre-eminent advocate for the mobile content industry.
- Conducted the 2nd "Australian Mobile Phone Lifestyle Index", Australia's first ongoing mobile content research survey providing insight into the profile, behaviour and preferences of the Australian mobile phone user.
- Participated as a consortium member in the "Export Navigator Project", a research initiative established in partnerships with Seven Network, mNET and Kukan Studio to assist Australian companies developing portable content for distribution to mobile phones and other handheld media devices internationally.
- Continued with the development and delivery of Australia's first mobile content internship scheme, a joint initiative between tertiary institutions and industry to provide students and recent graduates with training and experience in the mobile content sector.
- Expanded the AIMIA digital media internship programme in partnership with industry and the education sector.
- Provided conceptual development and assistance with Digital Content curriculum institutions.
- Collaborated with the Insurance Industry to prepare and finalise a specialised Digital Content Industry Professional Indemnity insurance scheme.
- Assisted more than 80 companies on the TradeStart path towards export success through our partnership with Austrade, bringing the total to almost 200 Australian companies expanding offshore through dedicated export coaching and assistance.
- Continued on as an ongoing member on the Austrade Export Advisory Panel.
- Led trade missions and conducted market visits to Hong Kong, Singapore, Malaysia, India, Korea, USA and Germany.
- Hosted trade delegations from Canada, Taiwan and Malaysia.

- Successfully staged the 12th Annual AIMIA Awards in Adelaide.

AIMIA Operations

Excluding our TradeStart staff who are funded by the Federal Government through Austrade, AIMIA's full time staff expanded in 05/06 from two at the beginning of the financial year to four by the end of it.

In August 2005 the AIMIA office relocated from shared offices in Castlereagh Street, Sydney, to dedicated AIMIA offices at 66 King Street, Sydney.

AIMIA Finances

The 2005-2006 financial year accounts have been audited by Ross Ellice-Flint of Ellice-Flint and Co, in accordance with Australian Auditing Standards. No major anomalies were discovered. Ellice-Flint and Co have made recommendations regarding improved record keeping in some areas. They also have recommended improved reporting procedures and these standards will be adhered to in the 2006-2007 financial year.

Prepared by:

John Butterworth
Chief Executive Officer
AIMIA
February 2007