Be a part of IAPA, the nation's pre-eminent body for analytics & data science – fuelling your analytics team to power data-driven business decisions across your organisation.

IAPA (Institute of Analytics Professionals of Australia) was established in 2004 to meet the professional, educational and networking needs of those in, what was then, a small niche area called analytics.

Today, while leading organisations increasingly see analytics as a vital part of modern business; others are yet to fully understand and embrace the role of analytics in better business decision-making.

Being an active part of the analytics community as an **IAPA corporate member** will boost your organisation's reputation & talent attraction, develop your industry connections and recognise & enhance your team's skills while building their network of like-minds.

Our mission is to enable analytics professionals to make a greater impact with the work they do – enhancing their skills and building the c-suite's engagement with data & analytics so Australian organisations make richer data-driven decisions.
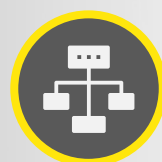
IAPA corporate membership benefits overview:

Professional standards
Credentials for data analytics and data science based on our industry-built framework

Recognition of excellence
Be an "employer of choice" with membership trustmark and online profile plus skills assessment for the team.

Career connections
Join invite-only CAO networking and publish articles on IAPA channels. Place job vacancies with IAPA

Community of like-minds
Quarterly events to network and make connections, plus discounted IAPA conference tickets

Relevant learning
Complimentary Data Viz Workshop with David McCandless, access to O'Reilly Learning platform, attend webinars & enrol in OneinTenTalk at IAPA Conference
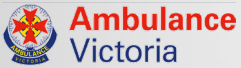
Organisational upskilling
Join an IAPA working group to focus on (1) diversity, (2) skills & talent, (3) ethics & governance, and (4) value of analytics. Be part of industry issue think tanks

For further information on corporate memberships and how IAPA can support you and your team,
please contact Annette Slunjski - Managing Director, IAPA on 0408 460 711 or annette.slunjski@iapa.org.au

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Develop your analytics leadership with specific industry support and team boosting know-how

SUPPORT FOR THE ANALYTICS LEADER

Build your reputation:
Be known in the industry as one of the leaders from your involvement in think tanks and discussion groups where you help shape industry discussion and future business thinking

Gain knowledge:
Have access to the latest thinking, cutting-edge research and thought leadership to ensure you stay ahead of trends and best practice

Boost prominence:
Access to tools, information and global experts to help you extend the case for analytics and data-driven business in your organisation

Build your connections:
Build your professional networks with thought-leaders, peers and industry professionals

Be seen in the c-suite:
Participate in the Top 25 Analytics Leaders program and be recognized for the value you bring to the business

Develop credentials:
Play a part in the development of analytics credentials via feedback and working groups

Participate in CAO / Head of Analytics events:
Be involved with Chatham House discussions with peers to solve critical analytics and business issues

Boost your organisation's reputation as an employer of choice for analytics & data science talent

SUPPORT FOR THE ORGANISATION

Highly visible analytics support:
Demonstrate your industry commitment to analytics to attract and retain talent via an online employer showcase, team inclusive benefits and membership trustmark

Create organisation wide understanding:
Leverage real-life industry case studies explaining the benefit of analytics for your marketing, HR, operations, customer service & strategy departments

Shape the future:
Help to set the agenda for the future of data-driven Australian business

Recruit better:
Use industry-endorsed skills assessments and credentials to focus on the best-fit candidates, adding an independent measure to the process

Build better teams:
Using best-practice guides, global experts and case studies to build better data and analytics teams

Be represented:
Have your organisation interests represented at the highest level of federal and state government on all matters data, digital, analytics and privacy

Recognise talent for industry endorsed skills, supported by education and knowledge development

SUPPORT FOR THE ANALYTICS TEAM

Have skills recognised:
With an analytics or data science credential to attest to the team member's skills and competencies

Be educated:
Educate your teams with included data viz workshops and free access to O'Reilly Learning. Extend to in-house education programs on soft skills & data storytelling plus access to a wide range of online courses

Be recognised:
Your team can use the IAPA corporate team member logo to publicly demonstrate their commitment to the industry

Know skill levels:
Via an independent skills assessment to establish benchmarks, strengths, skills gaps and a first step towards their industry recognised analytics credential

Gain knowledge:
Keep your teams ahead of trends and developments in analytics through newsletters, research, white papers, thought leadership and events.

Build a network:
Build their professional networks with thought-leaders, peers and industry professionals throughout the year

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