



Annual Report

FY2018 and FY2019



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Our Vision

The AWIA Vision is that:

- web industry professionals see AWIA as intrinsic to their professional development and membership as a statement of credibility,
- AWIA is the top-of-mind web industry information resource for members, clients and government,
- clients see AWIA as the home of ethical, professional web development and work with members to drive innovation, growth and efficiency, and
- careers are well-paid and prestigious, and entrepreneurship flourishes.

our vision





about us

About Us

The Australian Web Industry Association (AWIA) wants to represent every person in our industry who is ethical and professional – developers, designers, hosts, managers, consultants, SEOs, marketers, sys admins, content providers and social media experts.

We want members to meet each other, develop friendships, learn stuff, start businesses, be profitable, make a difference, debate issues, be influential in the world and, like it says in our constitution, have fun.

We know that well-run professional associations can do things individuals cannot. They can run programs and campaigns. They can influence how business, government, students and the general public view an industry. Even influence profitability. But none of these things are going to happen unless you help us get our ducks in line.

We can turn this into something you're proud to belong to. And something that gives you real benefits. But we need to improve our financial viability and we need a larger member base.

Join today, turn up, talk about our evolving industry. Complain about things then help us fix them.

Our People

Board of Directors

James Deck, Chair

Mr Deck has been a Director of AWIA since August 2016. He is an Executive Director of **Clevvi**, a Queensland based agency specialising in web design, digital marketing, software engineering and IT strategy. He has participated in a number of startups, most recently the “FridgeBrain” remotely monitored vaccine refrigerator. In addition to his board role with AWIA, Mr Deck has served as a Non Executive Director of auDA, the industry self-regulator and operator of the .au domain name space, from November 2017 to November 2019. He holds an MBA from the University of Southern Queensland and is a Graduate member of the Australian Institute of Company Directors.

Adam Stead, Secretary

Adam Stead is the co-founder and director of Gold Coast digital agency, **Stead Lane**. As previous vice president of the Web Industry Professionals Association (WIPA) and with over 18 years in the web industry, Adam’s knowledge and experience is a core asset to Stead Lane. Adam made the key decisions to partner with SilverStripe in 2008 and Shopify in 2013 and recently the agency has been awarded the position of Shopify Plus partner. Adam has since deployed many solutions for a wide range of clients with the team at Stead Lane. Adam’s extensive knowledge expands across many areas of the web industry including eCommerce, accessibility, design and security.

Susan Cowan

Susan came from a writing and information management background, through a computer science degree to post-grad qualifications in multi-media design. When the internet became a thing she realised this was an amazing evolution in communication and knew she must be part of it. In 2009 she started **Weave Web Communications** – now an award-winning Drupal agency. By 2010 Weave moved focus from simply building websites towards her first love – great communication. She introduced content strategy to the mix of Weave’s services and they became a content-first Drupal agency.

our people

Kim Skilton

Founder and director of What Matters Marketing, Kim had over 12 years experience in senior marketing roles with large national organisations such as Accor, Virgin, Flight Centre and Ignite Travel Group before starting her own agency in 2015. Kim was the marketing lead on the launch of Virgin Australia's frequent flyer program, Velocity and during her time at Flight Centre was awarded Global Marketer of the Year. Today, Kim leads the What Matters Marketing team as they aspire to deliver insightful marketing strategies that result in revenue growth for their clients.

Harry Sanders

Harry Sanders is the founder and director of **StudioHawk**, the largest dedicated SEO provider in Australia, specialising in providing quality SEO services to businesses. Starting by himself, Harry has grown StudioHawk to a team of 11 in 4 years, winning SEMRush's 2018 search awards as well as the B2B rising star awards in 2019. Harry lives and breathes SEO.

Charles Schaefer

Charles is copywriter and advertising creative with two decades' experience. He was part of the team that developed the award winning E100K registration checker campaign and the "What's your relationship with alcohol?" self-assessment tool. He is an expert in strategic message planning and in generating creative ideas that bring brands and messages to life in today's channels. Charles has extensive expertise in creating behaviour change campaigns in the health and government spaces.

Marion Piper

Dr Marion Piper is a digital copywriter and educator. Her background in fine arts and advertising powers the rich and high-performing content she's delivered for brands such as Suncorp and Virgin Active, and government agencies, such as the Working with Children Check, Victoria. With extensive experience both in Australia and internationally in the UK and USA, Marion brings a global perspective to her work and regularly teaches writing to industry professionals.

Fredy Gutierrez

Fredy is a dedicated technologist with over 10 years' experience in managing a wide range of digital projects from complex CMS managed websites to mobile apps and digital solutions. His passion for innovation coupled with his rich skill set has driven success in delivering high-traffic application and platforms for clients including Cross River Rail, Queensland Fire & Emergency Services, Queensland Health and Mitsubishi Motors Australia. Fredy has a passion for everything digital, big part of his experience driving technical innovation and supporting clients into making appropriate technology choices.

Staff

Siane Woods, Member Communications Coordinator

AWIA is fortunate to have a very dedicated team member coordinating the day-to-day business of the organisation. In 2019, Siane took on the additional responsibility of running the Australian Web Awards and Edge of the Web one-day conference. The Web Awards had been run by dedicated contracted resources in the previous two years, and solely by volunteers prior to that. Having our Member Communications Coordinator running the show this year resulted in a more cohesive program.

In addition to taking care of "business as usual" at AWIA, Siane is currently helping the Directors coordinate the 2020 Awards program, which is getting a significant makeover, and will be overseeing the production of AWIA's new website.

Volunteers

Countless volunteers continue to nurture and grow our industry by contributing their time to AWIA. From sharing insights in newsletters to being a set of helping hands at events, volunteers are the lifeblood of AWIA.

our people



.au DOMAIN ADMINISTRATION LTD

.au Domain Administration (auDA) is the policy authority and industry self-regulatory body for the .au domain and recently launched its new and improved free membership program.

As an auDA Associate Member, you'll have your say on important digital issues and access to exclusive member benefits.

Membership perks include:

- Business and industry networking opportunities
- Latest news on industry research, trends and issues in Australia's digital landscape
- Free access to LinkedIn Learning for one year (valued at AU\$425pp)
- A chance to attend international conferences by application

auDA Membership is free and it only takes a minute to apply:
www.joinauda.org.au/apply

Become an auDA member today and help us ensure our namespace stays safe, secure and fair for all Australian internet users.



WP Engine is the WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster.

WP Engine's combination of tech innovation and an award-winning team of WordPress experts are trusted by over 80,000 companies across 135 countries to provide counsel and support, helping brands create world-class digital experiences.

Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland and Brisbane, Australia.



sponsors



Report From The Chair

The last time AWIA held an AGM was in 2017. The board has been very busy restructuring and contemporising AWIA during the past two years. It is a pleasure to be sharing what we have achieved and, more importantly, how well the organisation is now placed to create a positive impact for our members and our industry in 2020.

We had a number of **new Directors** join the board during the past 12 months. The exuberance and fresh ideas brought to each board meeting by these new Directors have directly led to improved outcomes for AWIA and, by extension, members and our industry. You can find the bio of each Director earlier in this report; please consider reaching out to thank them for their significant voluntary contribution and share with them any ideas you have to improve AWIA and, in turn, help you.

The arrival and successful induction of new Directors enabled the **retirement of two longstanding Directors**. Joe Manariti of **SWiM Communications** and John Anderton of **Butterfly** were both on the AWIA board long before me and contributed immeasurably to the strength and growth of AWIA. They remain actively involved in and strong supporters of AWIA.

The **Australian Web Awards** continues to be a highlight in the AWIA calendar and a primary driver of membership. My agency, Clevvi, was lucky enough to win the "Social Media Category" in 2019 and was previously a finalist in the "Commercial Category" in 2016. These achievements feature in every proposal we put into the market and in the footer of every email sent from our office. This independent "trust mark" provides credibility and

helps us win business, as it can for you. Just be sure to enter the 2020 Awards when they open for submissions in February.

This year, we broke with tradition and held the **Web Awards Gala at the Gold Coast** in Queensland. To provide extra value to members that have travelled from interstate, we put on a **one-day Edge of the Web conference**. We were blessed with an impressive lineup of speakers. Interestingly, only a third of attendees came to both the Gala and Edge of the Web. Many people came specifically for the conference and missed out on the party, while others were quite content with confining their visit to Queensland to imbibing, networking and doing some informal benchmarking with fellow agencies and freelancers.

On the back of a successful 2019 Web Awards and Edge of the Web, we have resolved to host the events at the Gold Coast again in 2020. The board has recently conducted a “member pulse survey” to inform the structure and content of the 2020 Edge of the Web program and are now busy recruiting speakers on the topics you flagged as most important to you and your organisations. We hope to increase our interstate contingent this year, so please reach out if there is anything we can do to ensure the events are accessible and worthwhile for you. Be sure to block out **May 22-23, 2020** in your diaries now!

We have also commenced a **Web Awards category and criteria evaluation process** to ensure that our categories and criteria reflect the state of play in our industry. Once the category evaluation is complete, we will modernise our judging practices in time for the 2020 Awards. These enhancements will position us to redesign our sponsorship opportunities for the lead up to the Edge of the Web Seminar and the Australian Web Awards in May 2020, increasing value to both our sponsors and our members.

Finally, a **new website for AWIA** is underway and will be available by the end of 2019. The new website will feature an enhanced member directory, member-only content, will be home to our own ‘Widelines’ industry guidelines and will ensure we are leading by example. More detail on the website project follows later in this Annual Report.

On behalf of the board, thank you for entrusting us with the web industry’s peak body. We look forward to continuing to share exciting enhancements to AWIA throughout 2020 and welcome your feedback and contributions along the way.

James Deck
Chair

Structural Transition Update

Background

The Australian Web Industry Association was originally founded in Western Australia as an incorporated association called **Port80 Inc** way back in July 2004. Being WA-based, it naturally had a strong contingent of WA members. Subsequently, a competing industry body, predominantly representing east coast agencies, called **Web Industry Professionals Association (WIPA)** was merged into our organisation and a single, national industry body was formed. The name became **Australian Web Industry Association** and featured a more diverse membership. In terms of a legal entity, however, AWIA remained a WA-based incorporated association.

Proposed Transition

At the FY17 AGM, the board asked members to consider a special resolution that would see the WA-based incorporated entity dissolved in favour of a not-for-profit public Company limited by guarantee, the latter being a more appropriate structure for a national body such as AWIA. The motion was worded as follows:

That the Australian Web Industry Association Inc be transitioned from a WA incorporated association to a not-for-profit company limited by guarantee, named Australian Web Industry Association Ltd, with the old association's members appointed as the new company's members and with the old association's committee appointed as the new company's directors.

A modernised Constitution was tabled, which included features such as holding electronic AGM's (as we are doing for the first time today). Members passed the motion unanimously.

updates

Post Implementation

The AWIA board has executed the transition. A new company limited by guarantee, Australian Web Industry Association Ltd (ACN: 622 271 710) was registered with ASIC. Members and assets of AWIA were transitioned from the old incorporated association to the new company. The final step - winding up or cancelling the old entity - is presently being considered by the WA Department of Mines, Industry Regulation and Safety and should be actioned soon.

As mentioned, the transition brought a number of positive side effects. We have taken the opportunity to realign all memberships to run from July 1 to June 30, greatly simplifying administration.

Although the structure has changed, AWIA remains not-for-profit and exists to pursue the same objects and mission.



2019 Website Redesign Project

Charles Schaefer, Director

AWIA's website should exemplify best practice and be a showpiece for our industry. This ideal has always been a challenge to implement, given the association's resources. We have typically relied on the generosity of sponsors and volunteers to maintain our web presence. The board has always been reluctant to "lean on" the generosity of busy volunteers and members, at the risk of pushing the friendship of pro bono contributions. The board's expectation of the value of redesign to our specifications has been in the vicinity of \$40-50k, which you will agree is a big donation of time to ask of a small to medium sized studio.

With an increasing risk of a dated site alienating members and sponsors, the time came to act. In August 2019, the AWIA board approved a budget that represented what the association could responsibly afford to invest. We then formed a dedicated Website Committee comprised of two Directors and two independent members to approve an RFP and conduct an open tender process. The formal evaluation process would ensure the best value for money and the committee structure of a blend of Directors and independent members would provide an appropriately high standard of probity.

The new site will bring together the current functionalities of **webindustry.org.au** and the **webawards.com.au**. The aim of combining the two sites is to bring the Awards and its winning work to the fore to showcase the best talent in our industry. The Australian Web Awards is our most visible activity as an organisation. Also, we are keen to make the work of our members more visible and easier to find, while increasing the strength of the association between AWIA and the Australian Web Awards brands.

The RFP was issued and the Website Committee received six viable submissions. The assessment process was as follows.

- 1) All submissions were reviewed independently against the RFP criteria by four committee members.
- 2) All committee members agreed on the weighting of the judging criteria which included an allocation for value offered

website

beyond the deliverables stipulated by the RFP.

3) Committee members independently scored the criteria. The scores were then aggregated with a clear winner being a consortium of Clevvi, Stead Lane and Marion Piper freelance copywriter and creative. In the interests of transparency, the principals of the selected consortia are current AWIA Directors. They were “blind” to the RFP process and did not participate in the Website Committee. 4) The final step was ratification of the selection by the AWIA board. Again, the consortia Directors excused themselves from these discussions and voting.

The calibre of responses was extremely high and greatly exceeded the board’s and Website Committee’s expectations. Members that bid were typically including a generous pro bono/sponsorship component to their bid. That is, the value being delivered would greatly exceed the budget if not for the members’ generosity. We were very pleased that these proposals represented a “win/win” balancing the requirement for a “commercial level” of quality and delivery with the reality of our limited resources. We are extremely grateful to members that took the time to submit proposals and are humbled by your response to our call to action.

The winning factor in this consortium’s bid is the fact that it offered a project management, content and copywriting solution within the budget in addition to a clear ability to deliver an outstanding technical and creative result. Further, the consortium offers exceptional value for the \$15K budget.

We look forward to delivering the new AWIA site to members before the end of 2019!

website

Financial Report

The following pages comprise the financial reports.

The WA incorporated association is known as “AWIA **Inc**” and appears first. These reports represent the winding up of the old entity and are generally not “business as usual.” In fact, there is no Profit and Loss statement for FY19, as the entity did not trade.

The new public company is known as “AWIA **Ltd**” and appears second. These reports represent the establishment and transition to the new entity. “Business as usual” is generally represented in these reports.

Report	Purpose
AWIA Inc - FY18 Balance Sheet	Assets and liabilities of the “old entity” as at June 30, 2018
AWIA Inc - FY18 Profit & Loss	Income and expenses of the “old entity” for the period July 1, 2017 to June 30, 2018
AWIA Inc - FY19 Balance Sheet	Assets and liabilities of the “old entity” as at June 30, 2019
AWIA Ltd - FY18 Balance Sheet	Assets and liabilities of the “new entity” as at June 30, 2018
AWIA Ltd - FY18 Profit & Loss	Income and expenses of the “new entity” for the period July 1, 2017 to June 30, 2018
AWIA Ltd - FY19 Balance Sheet	Assets and liabilities of the “new entity” as at June 30, 2019
AWIA Ltd - FY19 Profit & Loss	Income and expenses of the “new entity” for the period July 1, 2018 to June 30, 2019

AWIA Inc - FY18 Balance Sheet

Balance Sheet

Australian Web Industry Association Inc As at 30 June 2018

30 Jun 2018

Assets

Bank	
Theft Account	450
Trading Account	44,248
Total Bank	44,698
Current Assets	
Accounts Receivable	595
Total Current Assets	595
Total Assets	45,293

Liabilities

Current Liabilities	
Accounts Payable	2,462
GST	(598)
PAYG Withholdings Payable	420
Total Current Liabilities	2,284
Non-Current Liabilities	
Accrued Expenses	(748)
Total Non-Current Liabilities	(748)
Total Liabilities	1,536
Net Assets	43,757

Equity

Current Year Earnings	(21,176)
Distribution to AWIA LTD	1,436
Retained Earnings	63,496
Total Equity	43,757

AWIA Inc - FY18 Profit & Loss

Profit and Loss

Australian Web Industry Association Inc 1 July 2017 to 30 June 2018

	30 Jun 18
Income	
Event Income	28,151
Membership Fees	19,879
Total Income	48,030
Gross Profit	48,030
Plus Other Income	
Miscellaneous Income	1,170
Total Other Income	1,170
Less Operating Expenses	
Accounting & Bookkeeping	267
Bank Fees	2,018
Consulting & Accounting	560
Event Expenses	28,121
Freight & Courier	103
General Expenses	2,467
Insurance	3,895
Legal expenses	480
Marketing	262
Meeting Expenses	496
Miscellaneous Expenses	6,467
Office Expenses	10
Subscriptions	1,121
Superannuation	1,988
Telephone & Internet	310
Travel - National	482
Wages and Salaries	21,328
Total Operating Expenses	70,376
Net Profit	(21,176)

AWIA Inc - FY19 Balance Sheet

Balance Sheet

Australian Web Industry Association Inc As at 30 June 2019

30 Jun 2019

Assets

Bank	
Theft Account	450
Total Bank	450
Current Assets	
Accounts Receivable	595
Total Current Assets	595
Total Assets	1,045

Liabilities

Current Liabilities	
GST	(200)
Total Current Liabilities	(200)
Total Liabilities	(200)
Net Assets	1,245

Equity

Current Year Earnings	(1,261)
Distribution to AWIA LTD	(39,815)
Retained Earnings	42,320
Total Equity	1,245

AWIA Ltd - FY18 Balance Sheet

Balance Sheet

Australian Web Industry Association Ltd As at 30 June 2018

30 Jun 2018

Assets

Bank	
Operating Account	4,649
Total Bank	4,649
Current Assets	
Accounts Receivable	1,250
Total Current Assets	1,250
Total Assets	5,899

Liabilities

Current Liabilities	
Accounts Payable	5,500
GST	490
Total Current Liabilities	5,990
Non-Current Liabilities	
Loan - James Deck personally paid	686
Total Non-Current Liabilities	686
Total Liabilities	6,676
Net Assets	(777)

Equity

Current Year Earnings	659
Distribution from AWIA INC	(1,436)
Total Equity	(777)

AWIA Ltd - FY18 Profit & Loss

Profit and Loss

Australian Web Industry Association Ltd
1 July 2017 to 30 June 2018

	30 Jun 18
Income	
Membership Fees	6,075
Total Income	6,075
Gross Profit	6,075
Less Operating Expenses	
Bank Fees	31
Entertainment	4,238
Meeting Expense	226
Travel - National	921
Total Operating Expenses	5,416
Net Profit	659

AWIA Ltd - FY19 Balance Sheet

Balance Sheet

Australian Web Industry Association Ltd As at 30 June 2019

30 Jun 2019

Assets

Bank	
AWIA Ltd Savings Account	34,845
Operating Account	9,375
Total Bank	44,220
Current Assets	
Accounts Receivable	10,258
Tax withheld on Interest Income	37
Total Current Assets	10,295
Total Assets	54,514

Liabilities

Current Liabilities	
Accounts Payable	144
ATO Integrated Client Account	(819)
GST	4,535
Superannuation Payable	388
Total Current Liabilities	4,248
Non-Current Liabilities	
Loan - James Deck personally paid	1,458
Total Non-Current Liabilities	1,458
Total Liabilities	5,706

Net Assets **48,808**

Equity

Current Year Earnings	8,334
Distribution from AWIA INC	39,815
Retained Earnings	659
Total Equity	48,808

AWIA Ltd - FY19 Profit & Loss

Profit and Loss

Australian Web Industry Association Ltd 1 July 2018 to 30 June 2019

	30 Jun 19
Income	
Function Income	1,109
Function Sponsorship Income	4,500
Interest Income	132
Membership Fees	37,469
Other Revenue	91
Sponsorship	11,000
Web Awards Entry	8,809
Web Awards Ticket Sales	2,268
Total Income	65,379
Less Cost of Sales	
Function Expense	2,818
Total Cost of Sales	2,818
Gross Profit	62,560
Less Operating Expenses	
Advertising	476
ASIC Filing Fees	146
Bank Fees	946
Board Meeting Expenses	3,890
Bookkeeping Expenses	1,321
Consulting & Accounting	1,170
General Expenses	17
Insurance	1,813
Rounding	(160)
Sponsorships	500
Subscriptions	1,167
Superannuation	1,387
Telephone & Internet	389
Wages and Salaries	14,600
Web Awards Expenses	25,703
Website Expenses	860
Total Operating Expenses	54,226
Net Profit	8,334

Theft by former Treasurer

In June 2018, the board published the following disclosure to members:

AWIA's committee, in December 2017, became aware that an officer of the incorporation, misappropriated a significant amount of funds. Fortunately, funds have been repatriated and AWIA's financial operations have not been affected. This individual who appropriated funds and transferred them out of the AWIA account and into their own accounts, once questioned, made significant and rapid efforts to repatriate the funds and assisted with investigations. These investigations have taken time to confirm details and AWIA has not been able to provide an earlier statement whilst the process was being undertaken. The officer has been removed from the role and we are confident that neither the association nor the members' interests have been harmed through this occurrence. As a result, we have taken several steps to improve our governance as a committee. AWIA has remained solvent at all times.

The board has taken comprehensive action to mitigate the risk of future financial loss - be it from fraud, theft, honest mistake or otherwise. We are now using commercial banking facilities with strict segregation of duties, which require multiple persons' tokens to conduct any form of debit transaction. We have also outsourced the bookkeeping function to a specialist firm, rather than relying on volunteers. The books are being prepared to the highest professional standard and, in doing so, a high level of independent scrutiny is being applied.

With the funds returned, the offender having plead guilty and the board having strengthened processes to reduce the risk of future recurrence, this matter can be considered closed.



awia 
australian web industry association

www.webindustry.org.au