



HIA Opportunities 2025

Making positive connections



Welcome



Jocelyn Martin
Managing Director

I'm thrilled that you're considering a partnership with us here at HIA. As the cornerstone of Australia's residential building and construction industry, we're proud of the role we play in supporting and empowering those who build the homes that shape our community.

Partnering with HIA means gaining exclusive access to the people, insights and opportunities that are driving Australia's home building sector forward. As Australia's only national industry association dedicated to residential building and construction, we bring together the best of local knowledge and national influence—giving you a unique advantage.

Why partner with HIA?

Boost your credibility: Align your brand with the trusted voice of our region's leading industry body

Direct access to decision-makers: Connect with the key players shaping Australia's construction landscape

Showcase your expertise: Position your products and solutions as the answer to the industry's most pressing challenges.

Forge powerful connections: Create lasting relationships that fuel business success

Our members rely on us for knowledge, advocacy and growth. I'm proud to say that we've been able to help countless businesses reach their goals. For our partners, we offer a unique opportunity to connect directly with the innovators and leaders who are building the future of residential construction.

By partnering with HIA, you're not just collaborating with an association—you're becoming part of a community committed to building a thriving future. Whether you're looking to enhance your visibility, demonstrate your solutions, or connect with industry leaders, we have the platform and support you need.

Let's build success together

I invite you to join us as a partner and position your business at the centre of Australia's residential building and construction industry. Together, we can create opportunities, drive growth and build a better future for our industry.

Who we are

HIA stands as Australia's only national industry association dedicated to representing the interests of all involved in the residential building industry. With a diverse membership we are committed to our vision to be the go-to hub for all industry resources, support and news.

We're here to champion our industry's key place in Australia's economy, to advocate for meaningful change and to provide products and services that help build the business of the people that build our homes.

During 2023/24



80%
of new homes were
built by HIA members



The top 100 largest
builders in 2022 were
HIA members



HIA membership:
23,000
member businesses

Events & Experiences



AWARDS



ECONOMIC



SEMINARS



NETWORKING



PRINT ADS



DIGITAL ADS



VIRTUAL

Industry Outlook Events

HIA Industry Outlook events provide a trusted source of insights into the factors shaping the Australian housing industry.

Through various reports and face-to-face briefing events featuring key-note speakers from senior government and leading industry practitioners, our members get an in-depth view of the housing landscape. Moreover, representatives from HIA's National Economics team are always on hand to provide context and analysis.

Support for these events provides the opportunity to boost a partner's brand and reputation while also helping to strengthen the industry's overall understanding of the factors influencing it.

HIA Economic team has the skills and capacity to undertake tailored research that can address industry questions helping your business to better understand market conditions, regulatory impacts and more.



Audience

- Decision-makers, business owners & senior managers
- Builders – new home & renovation
- Volume builders
- Manufacturers & suppliers
- Industry professionals – designers, building surveyors, engineers & planners



Partnership opportunities

- HIA Regional Industry Outlook Events
- HIA Construction Outlook Breakfast Series (Housing 100)
- HIA State of the Nation Industry Event Series
- HIA Economic reports; exclusive partnership
- Bespoke research



Investment scale

Event partnership

Headline – from \$5,000

Major – from \$3,000

Supporting – from \$900

Report partnership

\$15,000

Trade Events

HIA Trade Events offer attendees the latest in product and industry information, while networking with their peers.

Partners have the opportunity to engage directly with industry practitioners, facilitating brand awareness and education on your business offering.

Through participation in these events, partners can send a clear message about their brand's commitment to the industry's growth and innovation.



Audience

- All members
- Trade contractors
- Small business operators
- Industry professionals



Partnership opportunities

- Trade events (in person)
- Virtual events
- Webinars
- President's Lunches



Investment scale

Trade events & Virtual events

Headline partnership - from \$1,200

Major partnership - from \$600

Supporting partnership - from \$200

Webinars

POA

President Lunches

From \$5,000

Awards

HIA Awards serve as a platform to recognise excellence in the residential building industry.

Celebrated with great anticipation, these esteemed awards spotlight the innovation and excellence demonstrated by our members every year across the nation.

Partners can leverage the awards to enable their brand to forge meaningful connections with industry decision-makers, amplifying your brand's influence and reach.

Moreover, by aligning your brand with the awards program, partners can demonstrate your commitment to fostering the highest standards in the industry, enhancing your reputation as a supporter of excellence and innovation in housing.



Audience

- Decision-makers, business owners & senior managers
- Builders – new home & renovation
- Volume builders
- Manufacturers & suppliers
- Industry professionals – designers, building surveyors, engineers & planners



Partnership opportunities

- HIA Housing Awards
- HIA Kitchen & Bathroom Awards
- HIA Apprentice Awards
- HIA Building Women Awards



Investment scale

Headline partnership

POA

Major award category partnership

From \$5,000

Minor award category partnership

From \$2,500

Event table partnership

From \$2,000

Social Networking

HIA's golf days and networking events are designed to provide a relaxed environment for builders, contractors, manufacturers, and suppliers to connect and engage in face-to-face conversations.

Beyond having fun, these events serve as a platform for business interactions and discussions, fostering stronger relationships across the industry.

Partners will gain valuable company exposure and enjoy the unique opportunity to network, build brand awareness and speak directly with attendees.



Audience

- Builders – new home and renovation
- Volume builders
- Manufacturers and suppliers
- Trade contractors



Partnership opportunities

- Golf Days
- Networking drinks
- Bowls days



Investment scale

Headline partnership

From \$3,000

Drinks partnership

From \$2,200

Hole partnership

From \$950

National Conference

Melbourne, 15-17 May 2025

The annual HIA National Conference is a fantastic opportunity for members and industry to come together over three dynamic days and nights. It's a chance to share innovative ideas, create strategic alliances, upskill knowledge, and celebrate successes.

Becoming involved as a HIA National Conference partner will bring your brand to the forefront, increasing your exposure among industry decision-makers. The Conference, and the pinnacle 2025 HIA Australian Housing Awards evening, is attended by builders, designers, suppliers, government representatives and industry leaders.

In 2025, HIA takes the National Conference to Melbourne with events held at exciting venues in the city. Signing up for a partnership lets you be part of an unforgettable experience.



Audience

- Decision-makers, business owners & senior managers
- Builders – new home & renovation
- Volume builders
- Manufacturers & suppliers
- Industry professionals – designers, building surveyors, engineers & planners



Partnership opportunities

- Social event partnership
- Award category partnership
- Exhibition stands
- Supporting partnership



Investment scale

Social event partnership

From \$55,000

Award category partnership

From \$22,000

Expo booth

\$10,000

Other opportunities

From \$7,000

Building Women Program

The HIA Building Women initiative is designed to empower and support women working in every aspect of the residential building industry.

Building Women provides a vital platform for women seeking to build their career, to meet their peers and to learn, grow and take best advantage of the amazing opportunities available in our industry.

Networking events, professional development, mentoring and awards make up a program that varies across Australia.

By participating in HIA Building Women activities, partners will have the opportunity to build brand awareness, and show their support for women in the industry.



Audience

- Decision-makers, business owners & senior managers
- Building business staff – sale consultants, contract admin, designers, project managers and more
- Builders – new home & renovation
- Volume builders
- Manufacturers & suppliers
- Industry professionals – designers, building surveyors, engineers & planners
- Trade contractors



Partnership opportunities

- HIA Building Women events
- HIA Building Women Awards



Investment scale

Event partnership

Headline – from \$6,500

Major – from \$2,000

Supporting – from \$1,000

Professional development & Mentoring

POA

Future Homes Forum

Future Homes Forum brings together industry leaders across the spectrum of building, design and manufacturing who are at the forefront of sustainable housing delivery.

This event offers an exclusive opportunity for partners to showcase their commitment to sustainability, innovation and modernity while being part of a transformative movement that is reshaping the housing industry. By aligning your brand with our event, you'll be able to facilitate high-level discussions around sustainability, regulation, and innovation, while also becoming an integral part of the larger mission to create a more environmentally responsible and resilient future for generations to come.

The HIA Australian GreenSmart Awards are part of this event and celebrate the latest sustainable homes, showcasing the incredible advancements in design and construction.



Audience

- Sustainability thought-leaders & innovators
- Decision-makers, business owners & senior managers
- Builders – new home & renovation
- Volume builders
- Manufacturers & suppliers
- Industry professionals – designers, building surveyors, engineers & planners



Partnership opportunities

- HIA Future Homes Forum
- HIA Australian GreenSmart Awards
- HIA GreenSmart eNewsletter



Investment scale

Event partnership

Major – from \$12,000

Silver – \$8,000

Supporting – \$2,000

eNews advertising

Story tile advertising – \$1,200

Logo advertising – \$900

Kitchen, bathroom & design

HIA helps professionals and specialists in the kitchen, bathroom, design and renovation sectors, to run, grow, protect and promote their business.

HIA offers this all-important \$11+ billion sector of the residential building industry:

- An extensive kitchen and bathroom awards program – regional & national
- Networking with the kitchen, bathroom and design industry at events
- Committee involvement
- HIA Kitchen, Bathroom & Design eNews offers members offers up-to-date information on market trends and innovations, highlighting great new ideas, both local and international, to help members stay relevant in a competitive market
- A wide range of practical workshops and webinars to help members hone their skills, maintain professional development opportunities, and grow their business to the next level



Audience

- Designers of kitchens, bathrooms & interior spaces
- Cabinetmakers & kitchen manufacturers
- Bathroom renovation specialists
- Renovation builders & associated trades
- Product suppliers & manufacturers
- Showroom staff, sales consultants & display home advisors
- Stakeholders with a specific interest in kitchens, bathrooms, residential design & renovations



Partnership opportunities

- HIA Kitchen & Bathroom Awards
- Kitchen & Bathroom print & digital advertising features



Investment scale

Major award category partnership

From \$5,000

Minor award category partnership

From \$2,500

Event table partnership

From \$2,000

Advertising

From \$5,000

Apprentices

HIA's Apprentice program is a cornerstone of the HIA's efforts to build the workforce of the future, employing over 900 apprentices in 2023.

Through this initiative, HIA provides valuable experience and skills to young people seeking to start their trade career or take up traineeships in business and administration roles.

Each year the HIA Apprentice Awards celebrate the industry's commitment to fostering the next generation in regional and national awards programs.

As a partner of HIA's Apprentice program, brands can demonstrate their support for the industry's future. Not only does association with this program offer a unique opportunity to directly engage with apprentice members and build relationships with upcoming industry leaders, but by endorsing this initiative, partners reinforce their commitment to the industry's development and growth.



Audience

- Apprentices
- Builders – new home & renovation
- Volume builders



Partnership opportunities

- HIA Apprentice Awards
- HIA Apprentice digital advertising



Investment scale

Apprentice Awards Partnership

Major award category partnership
– from \$4,000

Minor award category partnership
– from \$2,500

Digital Advertising

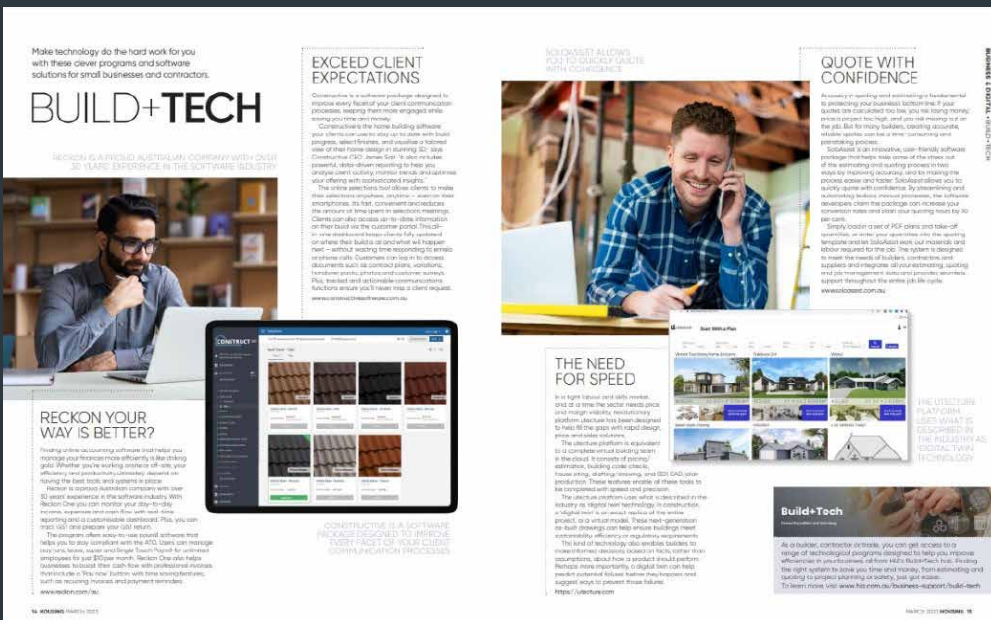
From \$2,200

Build+Tech

As the industry moves to adopt new technology, HIA members are seeking guidance on creditable software solutions to improve operational efficiency.

Build+Tech serves as a dynamic hub where builders and trade contractors can access and adopt the latest technology and innovation, streamlining their operations, reducing costs and accelerating project timelines.

This platform serves the evolving needs of the construction sector where the integration of digital workflows and emerging technologies is unlocking new avenues for builders to construct a brighter and more efficient future.



Audience

- Builders – new home & renovation
- Emerging builder business owners



Partnership opportunities

- Build+Tech events
- Build+Tech webpage
- Build+Tech print & digital advertising features
- HIA National Conference – Build+Tech Workshop & Expo



Investment scale

Event partnership

From \$4,000

Advertising

From \$5,000

HIA National Conference partnership

From \$7,000

Advertising & Content

HIA provides information, support and advice to our member businesses in an industry known for its challenges and changes.

We communicate and engage with our members across Australia, offering brands the opportunity to reach these audiences via multiple platforms.

Additionally, HIA-created solutions help brands grow and reach new customers with audience targeting and contouring brand messages into content that will resonate with our members.



HOUSING magazine is distributed quarterly to over **23,000** member businesses nationally



HOUSING eDM is distributed monthly to over **53,000** verified subscribers with an ave. unique open rate of **44%**



Opportunities

- Monthly digital feature package
- HOUSING eDM
- Print & Digital package
- Digital Content package
- Print opportunities



Investment scale

HOUSING eDM Story Tile

\$4,000

Print & Digital Package

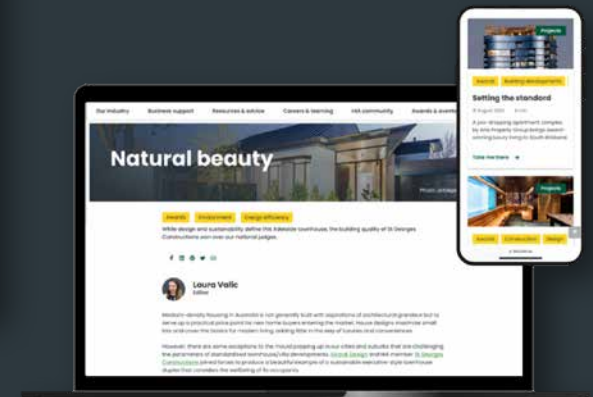
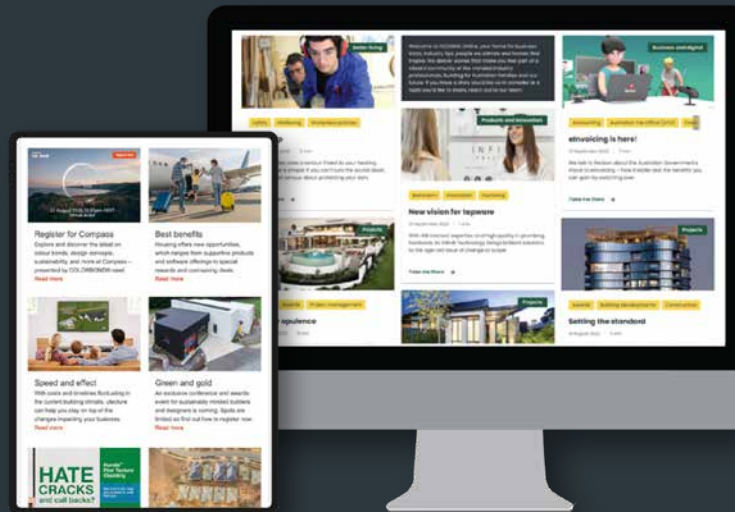
\$5,000

Digital Content

\$6,300

Full-page ad (Print)

\$5,000



HIA Learning

HIA, as a Registered Training Organisation, offers tailored training for the residential building industry, from Certificate I to Diploma level qualifications.

Our courses enhance careers and provide essential knowledge for those starting their career in our industry.

HIA also offers professional development short courses, in-person and virtually, to help people stay updated on industry changes and best practice.

For our partners, aligning with HIA Learning provides visibility among a diverse audience, from industry newcomers to seasoned professionals. You'll be supporting individual in their career progression, fostering goodwill and positive brand association as people build their career in construction.



Careers and learning

Discover how you can get started with our apprenticeship or develop your career through our diverse industry-related training courses



Audience

- Apprentices
- Builders – new home & renovation
- Volume builders
- Industry professionals – designers, building surveyors, engineers & planners



Partnership opportunities

- Sponsored short courses



Investment scale

Sponsored short course

POA

Membership

Join the HIA community and tap into the collective strength of Australia's largest residential building industry, serving members for over seven decades.

As a member, you'll be part of an influential voice for the industry, gain access to unparalleled industry expertise and support when you need it most. You'll also have access to a wealth of resources, including all HIA products and services at member pricing.



Industry Expertise



A voice in the industry



Support when you need it



Access to resources

Benefits

In addition to partnership benefits you may choose, your HIA membership will provide your business with access to:

- HIA Economics Insights Reports
- Access to HIA Senior Executive team for insights and assistance when needed
- Access to HIA's professional services teams, including workplace, technical, and planning experts
- Eligibility to participate in HIA's regional service committees that inform HIA's advocacy
- Member-only rates for all HIA events, training, and other activities,
- All HIA communications, including member alerts, media releases, and publications
- HIA's Associate program for all relevant staff, ensuring easy access to all these services

HIA's National Manufacturers' Council (NMC)

HIA's dedicated forum for national building product manufacturers and suppliers supports HIA to advocate on your behalf with all levels of government to foster a dynamic and innovative building supply chain for residential building.

- NMC offers a high-level executive forum through which companies can work together on public policy and industry issues of common concern impacting your business and the supply chain.
- Participation is by invitation and members must be a national manufacturing or supply businesses. The NMC representative is preferred to be at CEO or COO level.

Community & Advocacy

Industry Advocacy



HIA's expansive membership base provides us with political influence, enabling us to advocate for the interests of the housing industry and the benefit of all Australians.



HIA has a dedicated team across Australia that engage with governments every day to steer regulatory changes in a way that will support the delivery of new housing in an affordable and effective way.

Industry Leadership



As an industry partner with HIA, we can provide your company with a way to be recognised as a business that strives to make our industry a better place to work, be a stronger voice to governments and to lead the debate for change.



Building the future of our industry takes a long-term commitment to skills, training and workforce development. We know many businesses want to support the future of the industry and supporting HIA is one way you can do this.

Involvement

At the heart of our association lie our committees who:

- serve as a platform for members to exchange ideas
- formulate HIA's position on key issues
- steer HIA's efforts to enhance the business climate for the builders, contractors, manufacturers and suppliers
- provide a valuable opportunity for you to connect with your peers and grow your network.

We can do more when you're involved

- Thought leadership – members can contribute to our industry research on issues that matter to your business and our industry as a whole.
- Industry campaigns – you can support HIA when the big issues emerge. HIA knows how to make our voice heard and having your support can help us to increase our reach.

Why partner with us?

We believe partnerships are a reflection of shared values, aligned goals and a united vision for the future of the residential building and construction industry. Our partnerships are built on trust and collaboration. We are committed to fostering growth, innovation and success for both our partners and the industry.

Partner with us to

Elevate your industry credibility

Align with Australia's most trusted industry body. Our partnership signifies your commitment to best practices and quality, enhancing your reputation among clients and peers. This increased credibility can open new business opportunities and give you a competitive edge in the market.

Access key decision-makers

Gain direct connections to influential industry leaders. Our network provides unique opportunities to engage with builders, developers and suppliers. These relationships can lead to collaborative projects, exclusive contracts and insights into emerging market trends, positioning your business for sustainable growth.

Showcase your expertise

Position your solutions at the forefront of industry challenges. Our events, publications and digital platforms offer targeted exposure to professionals actively seeking innovative products and services. This visibility can accelerate your market penetration and establish your brand as an industry innovator.

Forge powerful connections

Create lasting relationships that fuel business success. Through our conferences, workshops and exclusive partner events, you'll connect with like-minded professionals and potential collaborators. These connections often lead to knowledge sharing, joint ventures and mutual support that can help your business navigate challenges and take hold of new opportunities.

Let's build success together

Join us as a partner and position your business at the heart of Australia's dynamic residential building and construction industry.

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