

AiMCO Working Groups

AiMCO's Members come together to collaborate on projects designed to share knowledge and drive awareness of local and international best practice and trends in influencer marketing.

The working groups are the beating heart of AiMCO as they utilise the knowledge and expertise of the collective membership to support the work of the organisation for the betterment of the industry as a whole.

Each Working Group establishes its own Terms of Reference and working timeframe and is open to any member to participate. The Working Groups also engage the wider Australian marketplace for engagement and contribution.

The output of each working group is ratified by AiMCO's Guiding Council.

AiMCO's current working groups include:

- **Best Practice Working Group:** The scope of the Best Practice Group is managing the evolution of the AiMCO Code of Practice to ensure it meets current Australian market conditions.

The AiMCO Code of Practice is the overall manual for influencer marketing good practice covering:

- Transparency regarding influencer vetting practices;
- Brand safety considerations;
- Advertising disclosure requirements under Australian Consumer Law;
- Ensuring appropriate briefs and contracts including content and IP rights; and
- Metrics and reporting transparency.

- **Metrics Working Group:** The scope of the Metrics Working Group is to create a guideline to increase understanding and knowledge of influencer marketing metrics:

Primary Goal: Through industry consultation and discussion develop a guideline on influencer marketing metrics to support the transparency and accountability of this channel to build marketer confidence. The guideline will support the AiMCO Code of Practice.

Secondary Goal: Increase the knowledge and understanding of influencer marketing metrics through the guideline and a supporting education programme to increase industry knowledge and build marketer confidence when engaging influencers.

If you'd like to get involved or join one of our working groups, email Josanne or Heather at info@aimco.org.au

