

## About AiMCO

*Australian Influencer Marketing Council*

Industry Leadership Through Trust and Transparency



### What is AiMCO?

AiMCO is the collective voice for the growing market sector of influencer marketing. It is an alliance of individuals and companies engaged in social media influencer marketing working together to elevate marketer trust in this evolving channel. A key focus is on elevating best practice and transparency in this innovative and growing marketing practice.

### AiMCO Principles

The aims of the organisation are to:

- Build marketer confidence and trust through transparency and accountability
- Advance the development, education and application of industry agreed best practice
- Foster a community of industry experts committed to the advocacy and advancement of influencer marketing

### AiMCO's Mission Statement

Building confidence and trust in influencer marketing through best-practice, education and transparency.

### AiMCO is facilitated by the AMAA

AiMCO operates as a brand under the umbrella of the Audited Media Association of Australia (AMAA), a not-for-profit industry body which is registered with ASIC as a 'Company Limited by Guarantee'. The AMAA has a history of supporting the media industry by facilitating industry consultation, developing self-regulatory frameworks, industry standards and compliance processes across buy and sell sides over the last 80 years.

### AiMCO Leadership

AiMCO is led by a Guiding Council comprised of balanced representation between the buy and sell sides of the industry to ensure a forum that represents the industry without bias.

The Guiding Council, which is elected bi-annually, guides the ongoing development of the Code of Practice and other best practice guides along with the evolution of the body's work. In addition, AiMCO Working Groups are established as needed to address specific topics or actions.

### Industry Engagement

AiMCO is an industry body is open to any influencer, creator, marketer, media or pragency or any type of business that is engaged in influencer marketing.:

## Our work

AiMCO launched the Influencer Marketing Code of Practice on July 1, 2020 covering a range of areas including:

- Influencer qualification, vetting and marketer brand safety considerations;
- Advertising disclosure requirements under Australian Consumer Law;
- Ensuring appropriate briefs and contracts, including Intellectual Property rights; and
- Metric transparency and reporting.



Ongoing work includes additional supporting guides on metrics, contracts and brand safety.

## AiMCO Membership

If you are involved in the influencer marketing community this is your industry body. Through membership you can engage with peers through webinars, events, working groups and our Guiding Council. You can access member only content, guides and industry experts and be recognised as an AiMCO supporter on our website.

AiMCO membership benefits include helping shape the Australian influencer marketer industry through the:

- Opportunity to join AiMCO Guiding Council and Working Groups Advertising disclosure requirements under Australian Consumer Law;
- Company recognition on the AiMCO website and an AiMCO badge to use in promotion/ website etc
- Networking opportunities with peers from all segments of the market
- Webinars and training events for the Code and other pertinent topics
- Involvement in ongoing evolution of industry standards, training and events
- Inspirational webinars and discussion groups

## It's your industry – get involved!

If you would like to know more about the Code of Practice, membership or getting involved please call **Heather Craven on 0400 604 820** or email us at **[info@aimco.org.au](mailto:info@aimco.org.au)**.