



# **Australian Institute of Refrigeration, Air-conditioning and Heating**

## **A Digital Transformation Journey**

**Tony Gleeson**  
**Chief Executive AIRAH**



# Australian Institute of Refrigeration, Air-conditioning and Heating

## **AIRAH Vision**

Safe, sustainable, healthy and efficient environments.

## **AIRAH Mission**

To provide leadership, promotion, representation and support to the air-conditioning, refrigeration, heating and related services industry and membership.

## **AIRAH Goals**

- Professional and ethical standards.
- Technical resources
- Professional development
- Communication to members, industry and stakeholders
- Industry leadership, representation & advocacy.
- Local and global peer interaction.



# The HVAC&R Industry

## Australian HVAC&R industry

**173,000** people. **1.7%** of GPD



employed in more than **20,000**  
Australian businesses

## ELECTRICITY usage

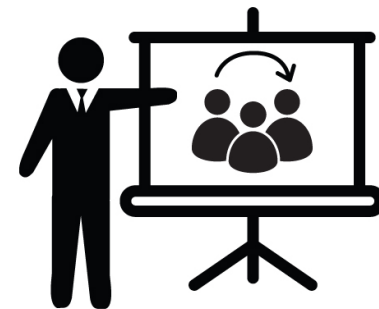


Refrigeration and  
air conditioning  
is responsible for **22%**  
of all electricity used in Australia



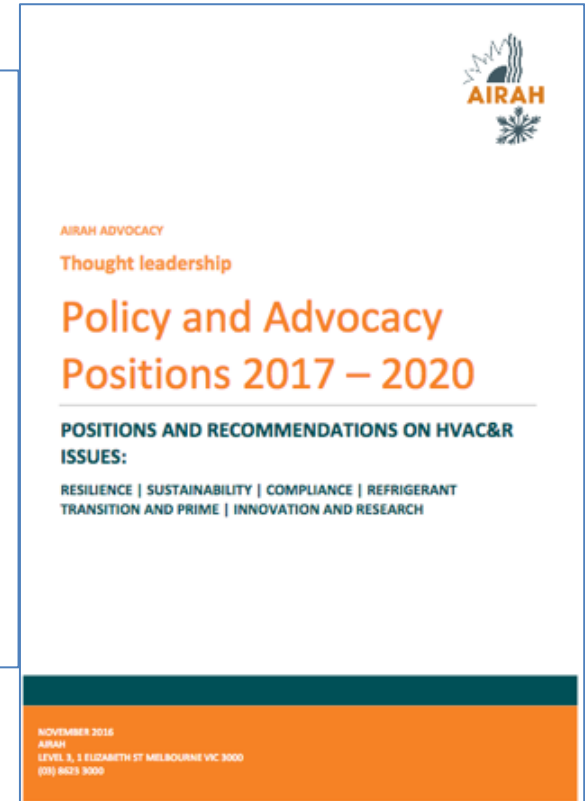
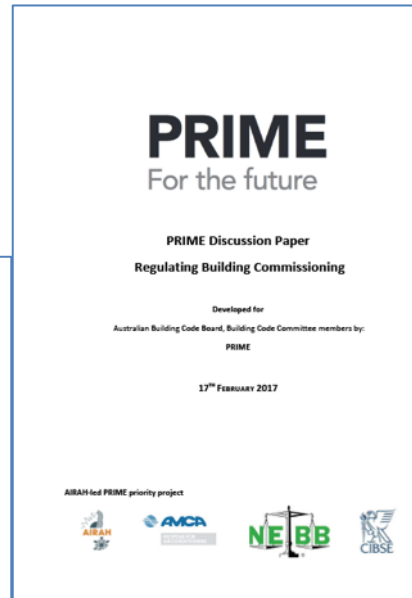
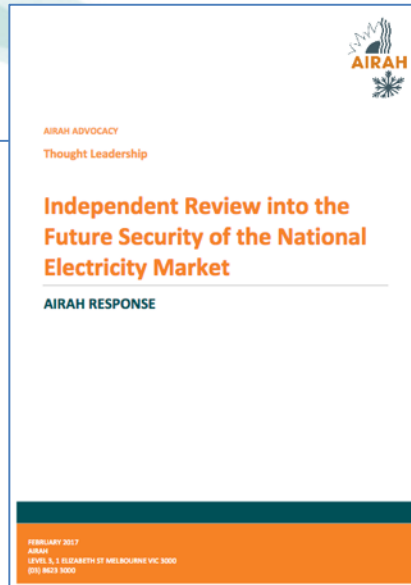
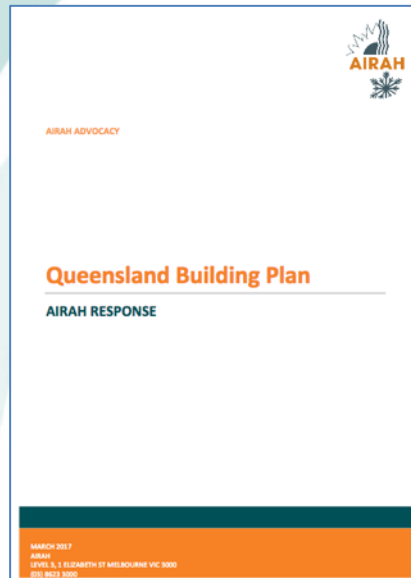
equivalent to the CO<sub>2</sub> emissions of  
**8,564,949** passenger vehicles

# AIRAH's IP



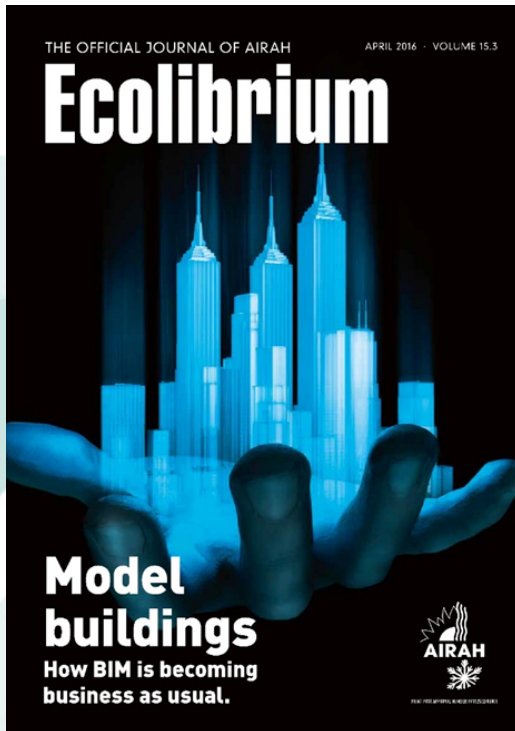


# Independent Voice of the HVAC&R Industry





# What's AIRAH Doing For The Industry?

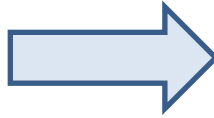


**HVAC & R Nation**  
AN AIRAH PUBLICATION

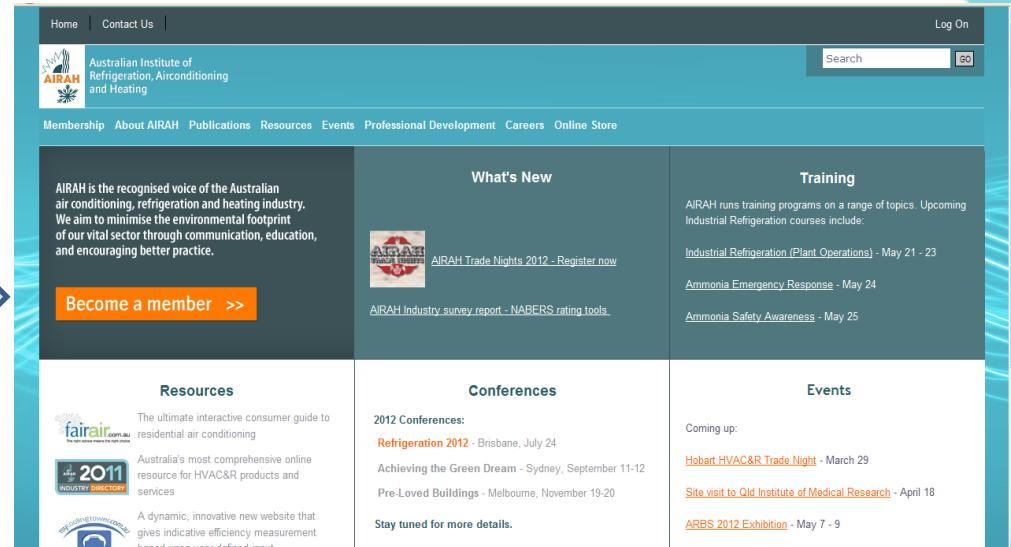




From This



To This



Safe, sustainable, healthy and effective environments

Sign In



Create Account



Cart



Contact Us



Keyword Search

ABOUT AIRAH MEMBERSHIP INDUSTRY LEADERSHIP RESOURCES EVENTS EDUCATION CAREERS ONLINE STORE

AUSTRALASIAN  
BUILDING  
SIMULATION



Australasian Building  
Simulation Conference

In Melbourne from November 15-16

Read more >



#### Become a Member

AIRAH represents over 10,000 air conditioning, refrigeration, heating and ventilation professionals across Australia.



#### Education

AIRAH provides a number of in-house training courses to improve and complement the knowledge of HVAC&R personnel.



#### Latest news

AIRAH's 'can't miss' industry event >>  
Changing the culture of safety in HVAC&R >>  
The future of HVAC in a net-zero world >>

“It more than  
just looks – it  
about providing  
value.”



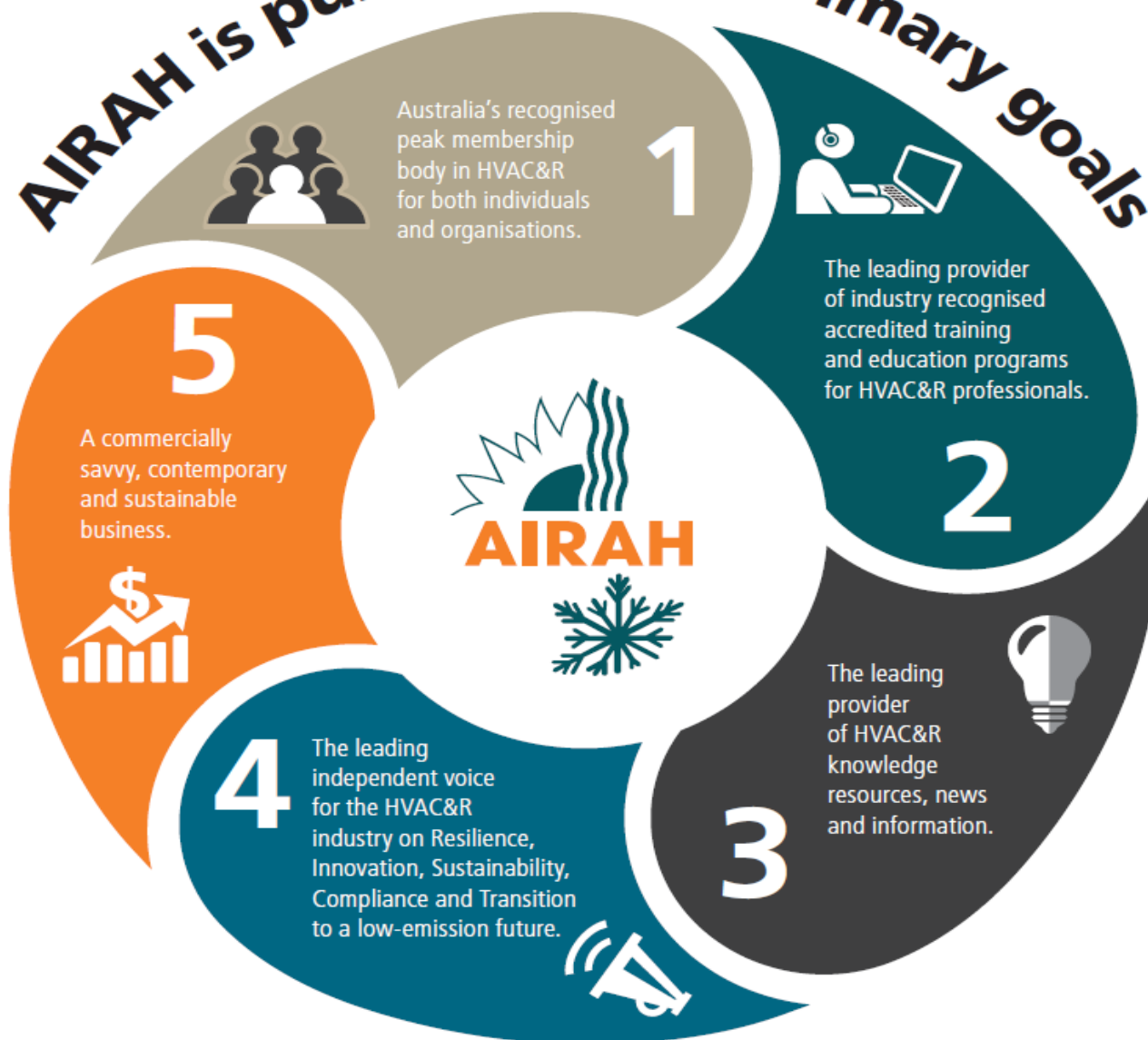
# Digital Transformation

- Step 1
  - Listen to members and customers
  - “Static bulletin board = A disincentive / impediment for business”
- Step 2
  - Selection and Support
  - Put foundations and building blocks in place
- Step 3
  - Switch on Functionality – Just do it !
- Step 4
  - Leverage for business returns - ongoing

# Finding Member Value



# AIRAH is pursuing five primary goals





# Insights...





# Insights

- Have a plan – solve your problems
- Business Case
- Find a “partner” not an implementation
- Reduce Content
- Get Responsive
- Test, Adjust, Repeat
- Educate Everyone
- Future Cast



# Even More Insights...



CREATE  
DON'T COMPETE



Social Media and Content Marketing





# Even More Insights

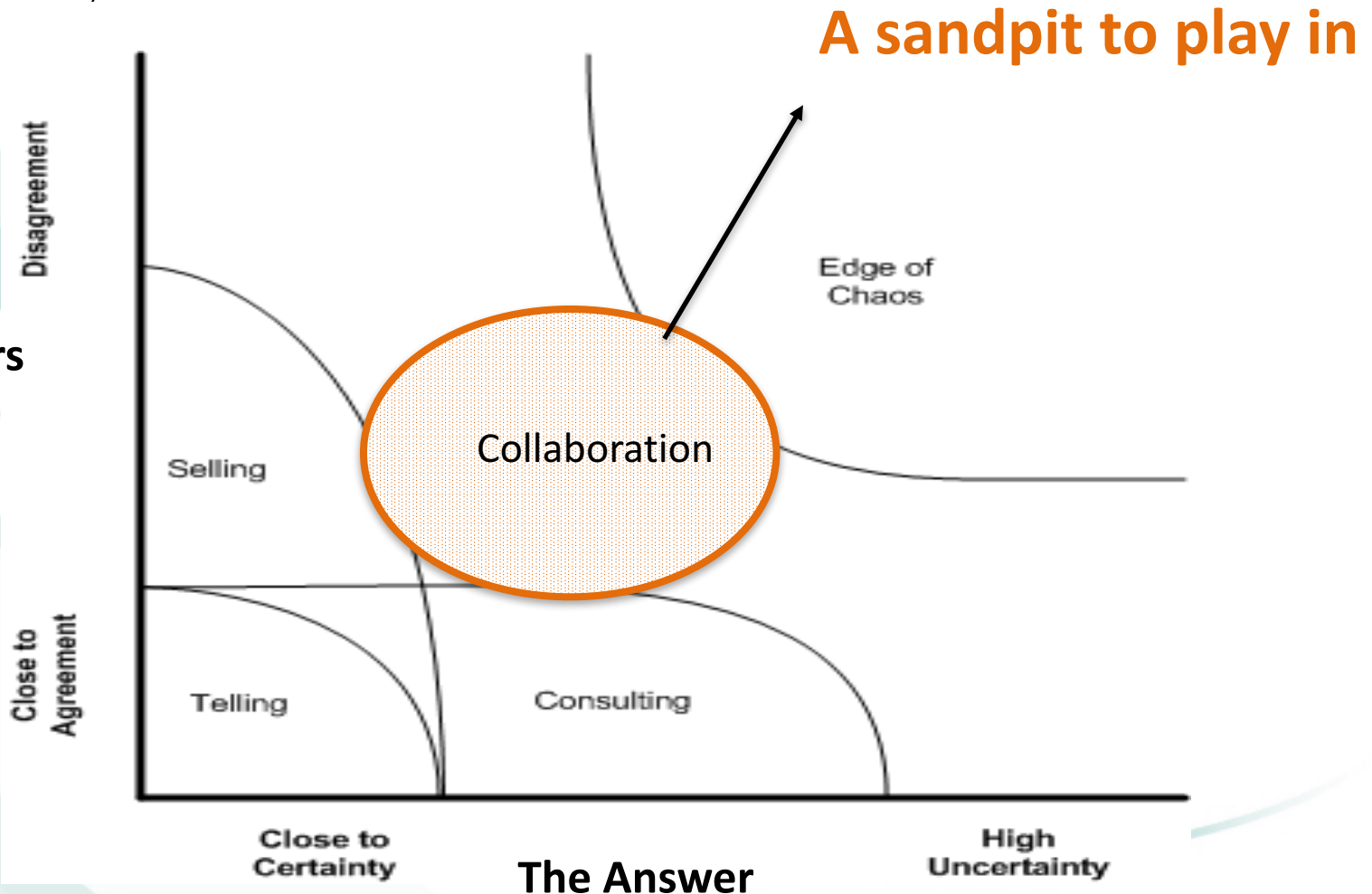
- **Showcase one main call to action**
- **Optimize your existing content**
- **Consolidate your navigation**
- **Upgrade your hosting**
- **Clean up your code**



# Creating A Sandpit

Stacey agreement/ certainty matrix

Stakeholders



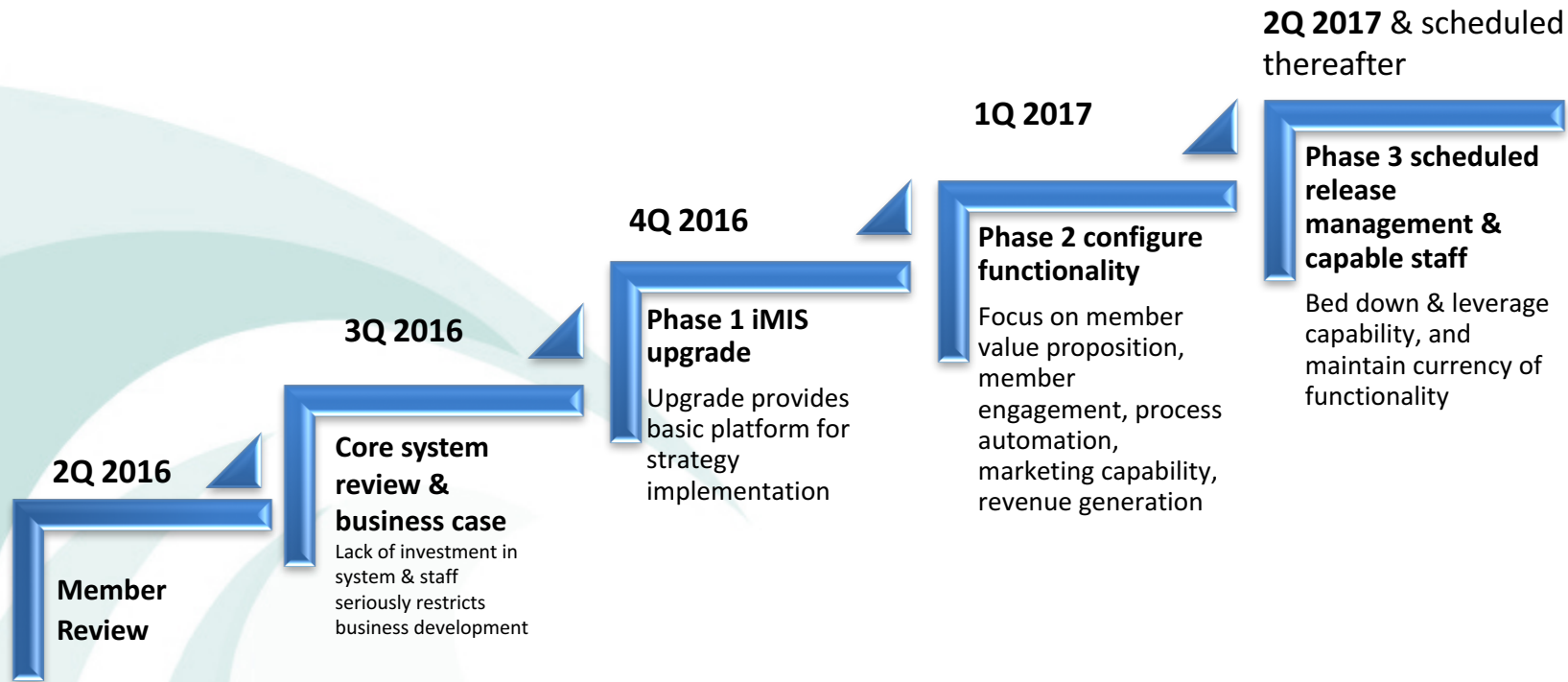


# Finally

**JUST DO IT**

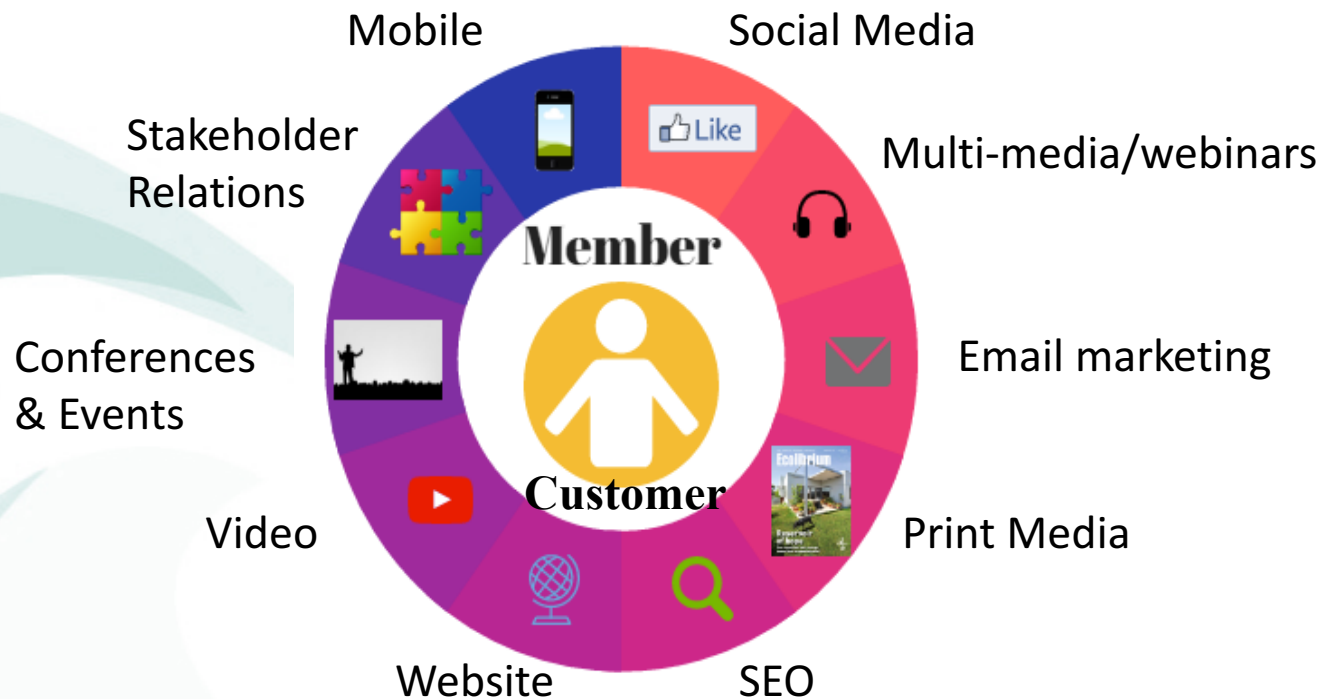


# Approach & Timeframe



**Phase approach = create wins and visible success**

# Integrated Solution





# Hootsuite

## <https://hootsuite.com>

### Scheduled Posts



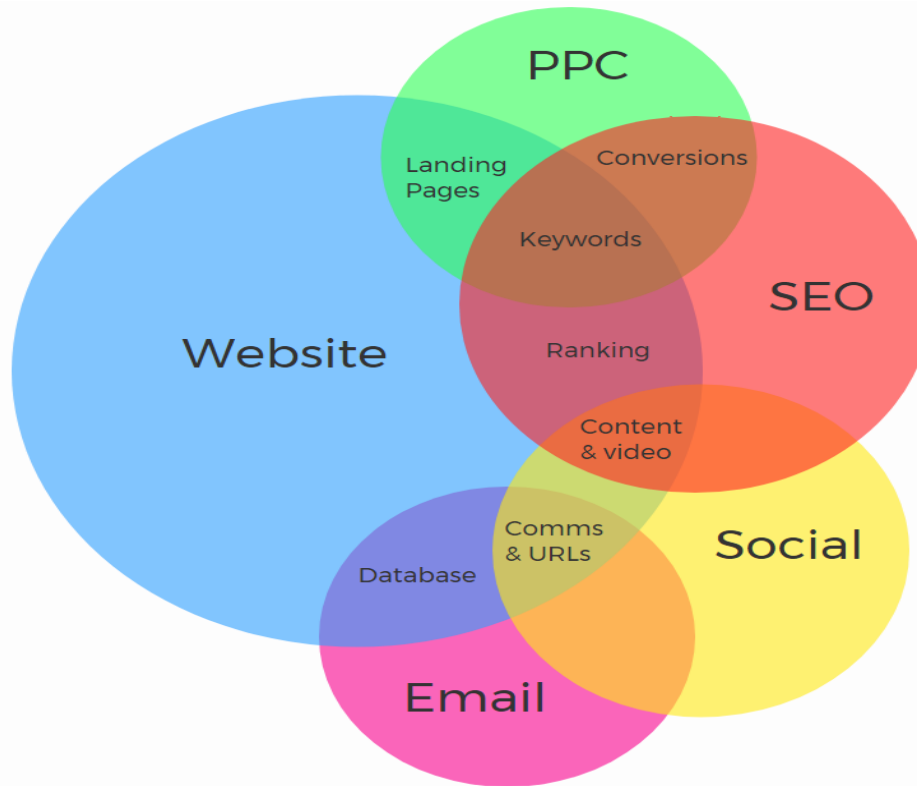
facebook

LinkedIn

The screenshot displays the Hootsuite interface with a top navigation bar including a search bar, a 'Compose message...' button, and an 'Upgrade my plan' button. Below the navigation bar, there are tabs for 'New Tab', 'Add Stream', and 'Add Social Network'. The main content area is divided into four columns, each representing a different social media platform: Twitter, Facebook, LinkedIn, and a 'Partners' section. Each column shows a list of scheduled posts. The Twitter column shows a post from @AIRAHnews about the Building Physics Forum. The Facebook column shows a post from AIRAH Admin about the same forum. The LinkedIn column shows a post from AIRAH Admin about the forum. The Partners section shows a list of new messages from various partners, including CleanTechnica and ATMOSphere. Red arrows point from the 'Scheduled Posts' header to the respective social media post cards in each column.

Allows multiple social updates to be posted, scheduled and managed from one platform, rather than running three simultaneously. Analytical information is also available.

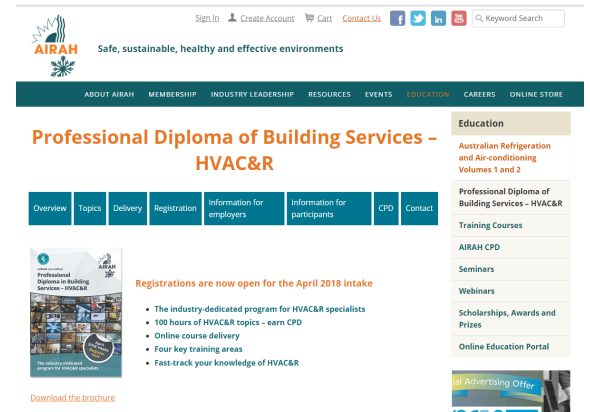
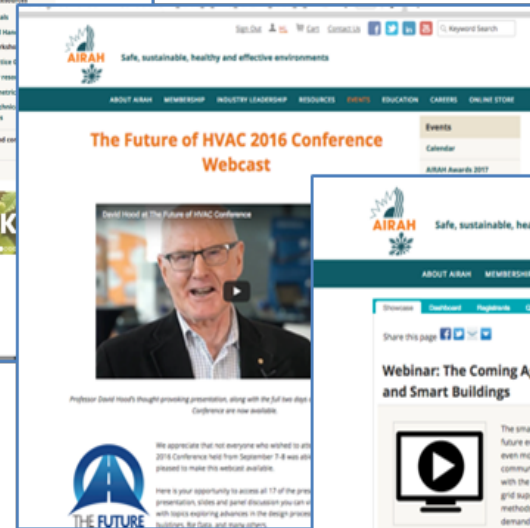
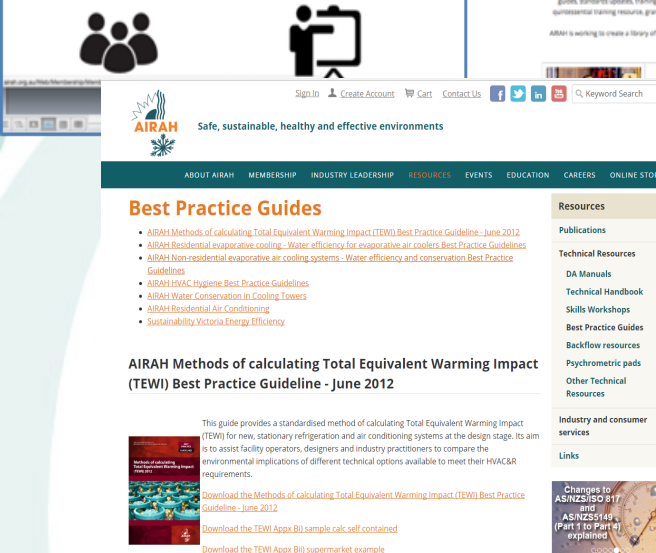
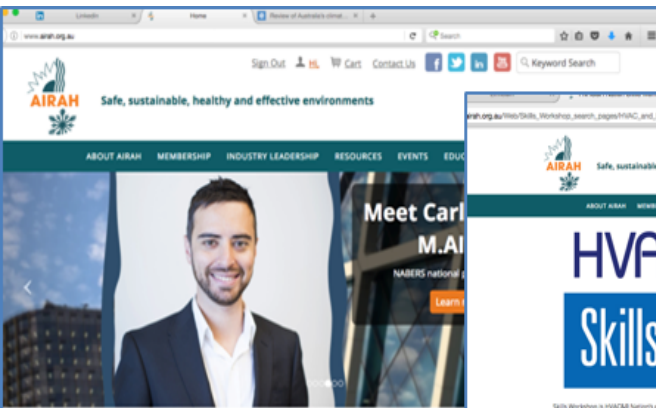
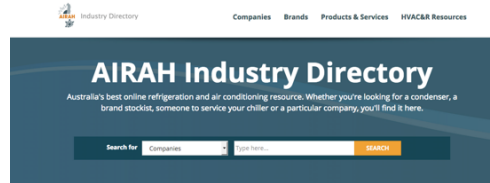
# Digital Marketing Approach



- Digital audit
- Configure
- Plan
- Implement
- Measure



# AIRAH Digital Footprint Members Value





# Providing Member Value



Safe, sustainable, healthy and effective environments

[Sign Out](#)

[Hi, Gary](#)

[Cart](#)

[Contact Us](#)



[ABOUT AIRAH](#)

[MEMBERSHIP](#)

[INDUSTRY LEADERSHIP](#)

[RESOURCES](#)

[EVENTS](#)

[EDUCATION](#)

[CAREERS](#)

[ONLINE STORE](#)

[MANAGE](#)

On Behalf Of: [\(select\)](#)



To start using your reference material/s, simply:

[Watch a tutorial on how to install Adobe Digital Editions \(ADE\) and access your publications](#)

1. [Download Adobe Digital Editions \(ADE\)](#)
2. Install and [authorise with an Adobe ID](#)
3. Add the reference material/s below to your library.

For iPads, please download Bluefire Reader from the App store and authorise with your Adobe ID.

| <a href="#">Product Code</a> | <a href="#">Title</a>   | <a href="#">Link</a>     |
|------------------------------|-------------------------|--------------------------|
| DRMTEST                      | DRM Test Subscription   | <a href="#">Download</a> |
| DRMTEST2                     | DRM Test Subscription 2 | <a href="#">Download</a> |

| Events                             |
|------------------------------------|
| <a href="#">Calendar</a>           |
| <a href="#">AIRAH Awards 2017</a>  |
| <a href="#">AIRAH Conferences</a>  |
| <a href="#">Melbourne Forum</a>    |
| <a href="#">Sydney Forum 2017</a>  |
| <a href="#">AIRAH Trade Nights</a> |
| <a href="#">AIRAH Golf Days</a>    |





# Impact

- Investment in software, support and IT
  - \$150,000 over 2 years
- Investment in people
  - \$125,000 over 2 year
- Growth
  - Increase revenue 15%
  - Social media increase
    - Twitter – 1,005
    - Facebook - 590
    - Linked In Company – 1,743
    - Linked In Groups – 3,475





# Remember What You Have !





# Questions & Thank You