

Best Practice Working Group

Australian Influencer Marketing Council

Increasing confidence and trust in influencer marketing through best practice, education and transparency

What is AiMCO

An alliance of companies engaged in social media influencer marketing working together to support the industry by elevating best practice addressing trust and transparency issues.

Working Group Focus and Responsibility

This group is responsible for the maintenance and development of AiMCO's best practice initiatives including the Code of Practice and its activation across our community.

In 2021 the group oversaw the update to the Code of Practice, creation of the guide to Gifting and Cheat Sheet and are working on initiatives to take the Code from passive to active, including industry training.

5 smaller action groups are now developing guides for members across alcohol advertising, therapeutic goods advertising, financial services advertising and a guide to metrics and measurement as well.

The group currently meets as initiatives require with a usual framework of meetings every 6 weeks.

AiMCO Best Practice Working Group Members

Chair

Detch Singh Hypetap

Members

Chris Morfis Morf'd Connections
Chris Parker Tagger Media
Genevieve Day Day Management
Teagan West Free Folk Agency
Jamie Taylor Havas Media
David Malina IMG Engage

Grace Newman Ivy Talent Co
Lauren Kelly-Bowers Ivy Talent Co
Allira Lignos Leapfrogger
Conor Rua Leapfrogger
Kacey Baruday Leapfrogger
Julia Ruess Mediacom
Lauren Verbaro Mediacom

Steph Pearson Omnicom Media Group

Mia Kyrikos PHD Media
Filip Sarna Publicis Media
Tegan Boorman Social Law Co
Sharyn Smith Social Soup
Liz Bolton The Lottery Corp
Jemma Kay Talentpay Australia
Orlena Steel-Prior Talentpay Australia

Kate O'Hara TIA, Perth

Maree Sortino Amanda Carn Kelly Kim Stephen von Muenster

Stephen von Muenster

Josanne Ryan, CEO, Heather Craven, AiMCO AiMCO

The Social Secret

Totally Awesome

Von Muenster Legal

Von Muenster Legal



Alcohol Advertising Action Group

Jemma Kay Talentpay Aust Orlena Steele-Prior Talentpay Aust

Steph Pearson Omnicom Media Group

Tegan Boorman Social Law Co

Financial Services Action Group

Chris Parker Tagger Media
Detch Singh Hypetap

Kelly Kim von Muenster Legal

Shannon Tarbotton Elevate Tax

Stephen von Muenster von Muenster Legal

Tegan Boorman Social Law Co

2022 Metrics Action Group

This group was formed to take over from the amazing work of the 2021 Metrics Working Group to deliver the final paper

Anthony Richardson Q83

Detch Singh Hypetap

Jamie Taylor Havas Media
Sharyn Smith Social Coup

Steph Pearson Omnicom Media Group

Therapeutic Goods Action Group

Detch Singh Hypetap

Kelly Kim von Muenster Legal

Shivani Maharaj Wavemaker

Stephen von Muenster von Muenster Legal

Tegan Boorman Social Law Co

Training/Capability Action Group

Amanda Carn Totally Awesome
Jac Capel Squad by Mamamia
Simone Landes The Lifestyle Suite

Sharyn Smith Social Soup

Steph Pearson Omnicom Media Group