



INSTITUTE OF PLUMBING AUSTRALIA

Ambassador Package 2025



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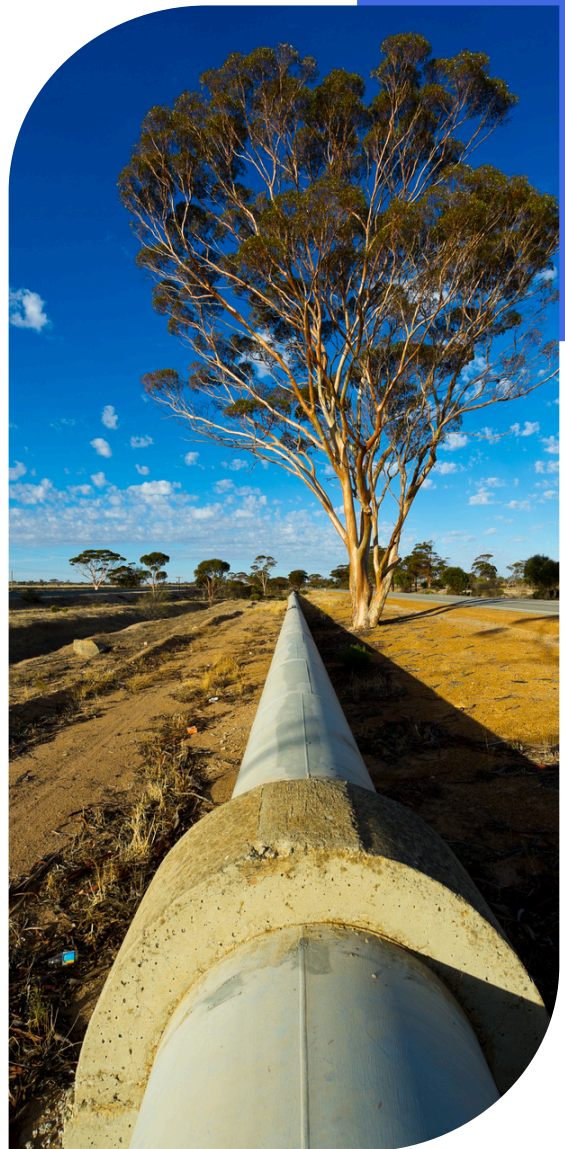
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Join now

About us

Established in 1954, the Institute of Plumbing Australia Inc (IPA) is the national professional association representing individuals and organisations across the plumbing industry.

Our purpose is to promote the art, science, technology, profession, and practice of plumbing and its associated callings for the benefit of the public.



Vision

To be the leading voice in plumbing and associated fields - driving industry standards, education, and professional integrity.



Mission

Advancing education, promoting industry standards, and fostering professional excellence for the benefit of the community.

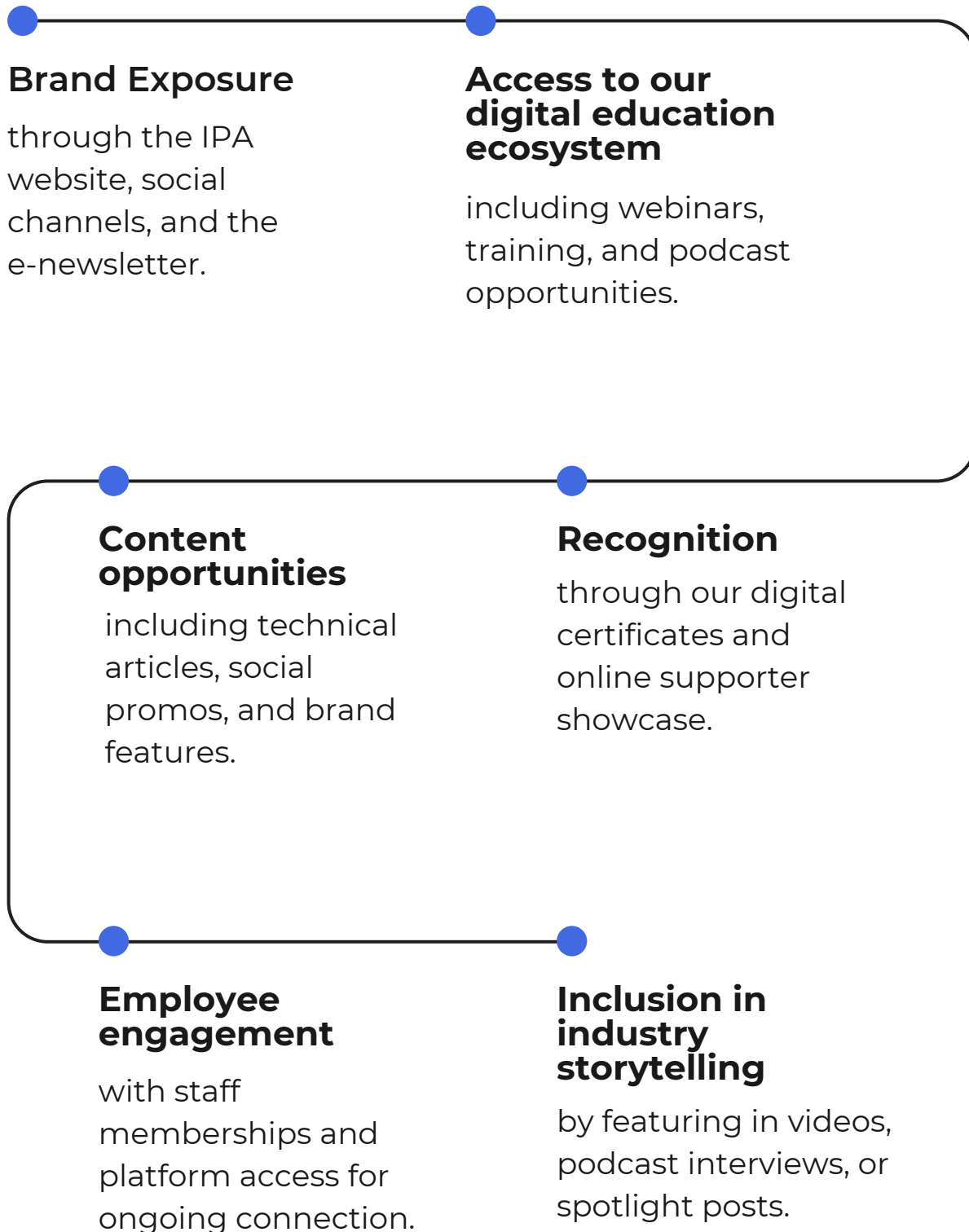


What is the IPA Ambassador Program?

The IPA Ambassador Program invites like-minded organisations to support our work and join us in promoting a stronger, safer, and more professional plumbing industry.

As an Ambassador, your business helps keep plumbers represented in key national discussions, while gaining visibility and recognition across our network.

Why become an IPA Ambassador?



Your message, delivered where it matters

As an IPA Ambassador, your brand will be seen, read and remembered by the right people. These include decision-makers, industry leaders, business owners, apprentices, and the next generation of plumbing professionals.

Being an IPA Ambassador is not just about exposure. It's about being known as a leader, a supporter of best practice, and a voice for quality in Australia's plumbing industry.

 **2000+**

followers across
LinkedIn, Facebook
and Instagram.

 **800+**

subscribers to the
newsletter.

 **48%**

average open rate,
which is above
industry norms.

 **2,500%**

growth in online
engagement, and
increasing rapidly.



Ambassador Packages

The IPA Ambassador Program offers **two tiers** designed to connect your brand with the Australian plumbing industry through digital channels, educational content, and professional engagement.

Ambassadors who commit to a 2-year partnership receive a 10% discount, while those who commit for 3 years enjoy a 15% discount - rewarding long-term support with added value.

The Lead Ambassador package is ideal for businesses looking to maximise their presence and influence. It includes greater brand exposure, more frequent content opportunities, priority placement in digital features like podcasts and videos, and additional benefits such as extended staff access to the Plumbing Hub.

The Supporting Ambassador package offers strong visibility and value for businesses wanting to build their profile in the sector. It includes brand recognition across IPA platforms, a limited number of content placements, and access to the Plumbing Hub.

Ambassador Packages

Lead Ambassador

What do you get as a Lead Ambassador?

**\$5,000
/year**

- Logo on IPA website homepage
- Company profile on IPA website
- Logo in the e-newsletter
- Technical article in up to 3 issues of the Plumbing Hub e-newsletter
- Up to 4 Social media ads (50 words)
- 2 personal IPA memberships for staff
- 15 logins to The Plumbing Hub - IPA's digital newsfeed for member updates, industry news and training
- Printed Ambassador certificate
- Guest speaker opportunities via IPA digital channels (webinars, podcasts)
- Featured in IPA content (videos, interviews, podcasts, etc.)
- Access to IPA-hosted digital training and knowledge events
- Access technical updates, product releases and news via the Plumbing Hub through API or RSS integration



Ambassador Packages

Supporting Ambassador



What do you get as a Supporting Ambassador?

**\$3,000
/year**

- Logo on IPA website homepage
- Logo in the e-newsletter
- Company profile on IPA website
- Technical article in up to 3 issues of the Plumbing Hub e-newsletter
- Up to 4 Social media ads (50 words)
- 2 personal IPA memberships for staff
- 15 logins to the Plumbing Hub - IPA's digital newsfeed for member updates, industry news and training
- Printed Ambassador certificate
- Access technical updates, product releases and news via the Plumbing Hub through API or RSS integration

How Your Support Helps.

Your support as an IPA Ambassador directly contributes to the advancement of the plumbing profession in a digital, modern, and nationally consistent way.

It enables the ongoing development of digital tools and resources, including webinars, online training and the IPA App - that keep plumbing professionals informed, skilled and connected.

By supporting IPA, you're helping to future-proof the trade: creating space for innovation, improving access to up-to-date information, and empowering the next generation of plumbers with the knowledge and tools they need to lead the industry forward.



Lead the Future

Back the development of modern, accessible platforms like the IPA App that make plumbing knowledge easy to access.



Advance the Trade

Support the creation of digital tools, resources and training that keep plumbers skilled, safe and up to date.



Give Plumbers a voice

Ensure the perspective of plumbers is represented in national policy and public conversations.

Ready to join?

If your business shares our values and vision for a stronger plumbing industry, we'd love to work with you.



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