STRATEGIES: Marketing
Marketing activities aim to improve the marketing and promotion skills of individual businesses or the broader industry and to coordinate or undertake marketing campaigns for the industry. These activities may include providing training in marketing and promotion skills, organising trade shows, exhibitions, or conferences, attending trade shows elsewhere and developing and promoting an industry ‘brand’.

Fifty eight percent of participants responded that their industry associations implement marketing strategies.

Participants from those associations were asked how important marketing activities are for achieving each of the association’s industry development goals. The results indicate that most of those industry associations regard marketing activities as moderately to very important for achieving all industrial development goals.

**Firm improvement:** Most participants regarded marketing activities to be moderately important for developing a firm’s capabilities to improve its current activities.

**Firm value adding:** Most participants regarded marketing activities to be moderately important for developing a firm’s capabilities to undertake new, higher value activities.

**Firm diversification:** Most participants regarded marketing activities to be moderately important for developing a firm’s capabilities to enter new industry sectors.

**Industry development:** Most participants regarded marketing activities to be very important for developing the industry’s collective capabilities to improve its current activities.

**Industry value adding:** Most participants regarded marketing activities to be moderately or for developing the industry’s collective capabilities to undertake new higher value activities.
Institutional development: Most participants regarded marketing activities to be moderately important for improving or establishing a more favourable economic, political and/or social operating environment for individual firms and the industry.

Participants were asked which of six marketing activities the industry association undertakes:

![Graph showing percentages of industry associations conducting marketing activities]

**Summary of marketing**

Australian studies focusing on the seafood and wine industries highlight the role industry associations can play in promoting their industries and creating a ‘brand’ nationally and internationally. Industries in which industry associations are proactive in marketing the industry and assisting their members to market their businesses are more likely to result in more a more coordinated marketing approach resulting in greater productivity and industry growth and success.

Marketing was regarded as a moderately important strategy for achieving industrial development goals. Between 20% and 50% of industry associations did not conduct each of the specific marketing activities. There are several factors that could explain why some industry associations do not conduct specific marketing activities:

- **Type of industry**: In some industries, individual companies may control their own marketing activities, preferring to promote their own company over competitors who are also members of the association.
- **Type of market**: Industry associations that represent industries that import rather than export and only service domestic markets will not prioritise promoting the industry internationally.
- **Level of representation – peak, national, state, regional**: Some small industry associations that are run by volunteers may rely on peak industry associations of which they are members to conduct marketing activities on their behalf.