COORDINATION: Representing the industry

Representing the industry refers to activities that promote the industry’s priorities, successes and reputation and present a collective voice when responding to issues of relevance to the industry. These activities may include responding to media requests for comments, inviting the media to industry events, promoting the industry’s reputation, and representing the industry in government enquiries.

Ninety five percent of participants responded that their industry associations implement activities to represent the industry.

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

**Firm improvement**: Most participants regarded activities to represent the industry to be moderately or very important for developing a firm’s capabilities to improve its current activities.

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

**Firm diversification**: Most participants regarded activities to represent the industry to be moderately important for developing a firm’s capabilities to enter new industry sectors.
Industry development: Most participants regarded activities to represent the industry to be very important for developing the industry’s collective capabilities to improve its current activities.

Industry value-adding: Most participants regarded activities to represent the industry to be very important for developing the industry’s collective capabilities to undertake new higher value activities.

Institutional development: Most participants regarded activities to represent the industry to be very 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 three activities to represent the industry the industry association undertakes:

**Summary representing the industry**

A key reason why businesses join industry associations is to act collectively with other firms to achieve economic, social, commercial, and technical goals that are difficult or impossible to achieve at an individual level. In this way, industry associations represent their members to promote the industry to the general public, responding in the media and participating in government and industry enquiries. Representing the collective interests of members leads to the development of a beneficial economic, political, and social operation environment.

In this survey, representing the industry was regarded as a moderately or very important strategy for achieving industrial development goals. This is reflected in the high percentages of industry associations that implement representing the industry activities. Industry associations that do not undertake these activities may be smaller associations that rely on peak bodies to represent them.