



THE AFRICAN
INSTITUTE OF THE
INTERIOR DESIGN
PROFESSIONS

Membership Benefits

2019 | 2020

Getting involved with The African Institute of the interior design professions is probably the most significant contribution you can make to your own career.

WHY?

- It tells people that you're serious about interior design, Interior decorating or interior architecture.
- It indicates your status as a business professional with valuable industry skills.
- Being affiliated with a professional body gives you or your company credibility
- We have the recourses, knowledge and experience to assist with industry related queries
- The IID is active on Social Media and issues various weekly and monthly marketing material, event information, and advertising opportunities, exposing you and your company to what is happening in the industry
- You have Full access to our website and membership directory page
- You have access to our best practices guide, recommended professional fee structure breakdown as well other informative industry related material
- You will be advised early on for any up-and-coming events, workshops and CPD accredited functions
- The IID is the only registered professional body representing the interior design industry in South Africa



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The IID Mission Statement

The African Institute of the Interior Design Professions (IID) promotes excellence in the practice of interior design across the African continent. We help our members develop the skills required to provide the best possible design solutions to their clients, we educate the public about the contribution interior designers make to society, and we protect interior designers' right to practice.

Key Objectives

- *Support our members in their pursuit of a sustainable livelihood by elevating their individual voices and collectively shaping the future of our industry.*
- *Create professional recognition within the design industry for the three distinct sectors of interior decorating, interior design and interior architecture.*
- *Raise the standards of education and practice for interior decorating, interior design and interior architecture.*
- *Foster community between members and industry both locally and internationally, in order to share best practices, support one another's businesses, and compete on a global scale.*
- *Promote the economic and health benefits of good interior design to the public.*



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Benefits of being an IID Professions member

We are here to represent you

The IID represents the Interior Designers, Decorators and Interior Architects by providing support in the way of advice, legal services, arbitration and mediation, advertising, networking and education.

Professional Recognition and Status

Membership gives you credibility by belonging to the Interior Design professional body, identifying that you are serious about what you do.

Professional Contracts and Fees

The IID offers investigation and mediation services between full members, suppliers and the public in the event of product, service or contractual issues. IID members are given discounted rates with Warren Tangney Attorneys in such cases. Contract templates are available for clients and designers/decorators for compliance and initial meetings as well as employment contracts (estimated cost of R 30 000).

It also offers Guidelines on fee structures for projects to keep up to date with changing industry fees.

This information is created by our very own industry members.

IID and SACAP

The IID is recognized as a Voluntary Association Member of SACAP, the South African Council for the Architectural Profession.

IID and SAQA

The IID Professional Titles are recognized by the South African Qualifications Authority, which means that as a registered member of the IID you will be listed on the SAQA database under your Professional title.

Free Marketing

IID Members are listed on the IID website as preferred suppliers, educational institutes and interior designers, decorators and architects. Members can share their news/projects/advertisements on the IID social media platforms, please contact national@iidprofessions.org.za for more information.



IID Events and Networking

The IID has set up a yearly calendar of networking events and workshops. These networking events are designed to educate you on business and inspire you in design. IID Events are a great opportunity for you to stay visible, exchange ideas, discuss individual viewpoints, identify co-operative opportunities and rub shoulders with some of the leaders in the profession.

Regional support

The IID has appointed Ambassadors in each of the regions; Gauteng, Western Cape, Port Elizabeth, East London, Kwa-Zulu Natal and Mauritius. A dynamic team that are advocates for the interior Design Industry. Their role is To share with more people (Public, students, suppliers, other designers, decorators, interior architects, educators, people have design minds and want to see design grow) in & around this industry, what the Interior Design Field is all about, what we need to know, what we need to improve and grow, how we can grow together and support each other, what are our needs to develop the industry in Africa?

Discounted Rates for Design Events and shows

The IID has negotiated discounted rates for Design Shows, CPD Events and Workshops across the country. IID workshops have been set up to assist in your business growth, both in design and in business practice.

Building Relationships

The IID has the following partnerships to benefit our IID Members

Publications

Architective: IID Members are informed when the latest issue is out as well as exposure from our marketing in the book

Designing Ways: IID Brand Exposure, a platform that we share the latest IID News, Ambassador feature each month, you receive a digital and physical copy monthly.

Media In Africa: IID Brand Exposure

SA Décor & Design: IID Brand Exposure and IID Professional and Design Agency members listing in the book, discounts offered to members on a bigger spread.



Exhibitions

Decorex (Nationally): Discounted exhibition rates for IID members, IID Brand Exposure at the event and Validated CPD talks at the show in Gauteng, Cape Town and Kwa-Zulu Natal

Design Joburg (Gauteng): IID Brand Exposure at the show and a competition for an IID member to win a stand at the show

The Hotel Show (Gauteng) : Discounted exhibition and Conference rates for IID members, IID Brand Exposure at the event and Validated CPD talks at the show in Gauteng and an opportunity for IID members to network with the Hospitality industry

House and Garden Show (KZN) : IID Brand Exposure, Competition for members to win a stand

Dubai, Africa & Arabia Property Awards and IPAX Property Expo: IID Brand Exposure, IID Member opportunity to enter the awards and network with other designers from around the world and IID Directors to be involved in regional judging panel.

Other

Interior Placements (Nationally): IID Brand Exposure, Job Opportunities for the industry and discounted advertising rates for IID Members

KSA (Nationally) : IID Brand Exposure, collaborative events in all regions and an opportunity for the Kitchen industry to network with the Interior Design and Décor Industry

eThekwini (KZN) Furniture Cluster: Collaborative Events to build the furniture industry and educate our members

The Building Centre (Cape Town): IID Brand Exposure, collaborative events and IID event space host

International presence.

The IID is a member of Ico-D (The International Council of Design) this enables the IID to act as a formal contact point between the South African Interior Design Professions and the international design community. We are working on building this relationship.



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CPD Points

All IID professional members must engage in professional development (CPD).

The purpose of CPD is to ensure professional members maintain the highest possible standards of practice through member's commitment to continued learning.



Individual membership benefits

Students

Any person who is currently engaged in obtaining a full-time 3-year diploma or a minimum full time 3-year degree from an accredited educational institution. The applicant must have successfully completed a minimum of two years on the program and must be engaged in the 3rd. year of the Interior Design or Architecture program at the accredited educational institute.

- Listed on the website, visibility for our professional members
- Job Shadow connections
- Building your knowledge of the industry from your 3rd year of study
- Networking

Candidate

Any person who has obtained the minimum qualification required from an accredited educational institution and is employed within the field and who intends applying for professional membership.

- Listed on the website, visibility for our professional members
- Building your knowledge of the industry
- Networking
- Opportunity to communicate on our website platform with other members

Professional Member

Any person who has obtained a qualification required from an accredited educational institution and gained experience in the industry (See Application form for more details)

- Webpage on the IID website, visibility for public
- Improving your knowledge of the industry
- Networking
- Opportunity to communicate on our website platform with other members and suppliers
- Opportunity to share your knowledge with other as a speaker/ newsletter
- Listed as a professional on the SAQA database/ website



Design Agency

Any large design consultancy or design department that has been practicing interior decoration, interior design or interior architecture.

- Get all your designers on a membership under your company
- Webpage on the IID website, visibility for public
- Improving your knowledge of the industry
- Networking
- Opportunity to communicate on our website platform with other members and suppliers
- Opportunity to share your knowledge with other as a speaker/ newsletter
- Host events for the IID

Affiliate

Any company, institution or person who practices a trade or enterprise allied to, but not practicing as, an interior decorator, interior designer or interior architect. Providing a service such as plumbing, tiling, electrical, painting etc.

- Webpage on the IID website, visibility for public and designers to make use of your services
- Exposure to the industry and Networking
- Opportunity to communicate on our website platform with other members and suppliers
- Opportunity to share your knowledge with others as a speaker/ newsletter
- Host events for the IID
- Advertising opportunities via sponsorship opportunities, space in the IID newsletter, social media posts and branding

Corporate

Any company who practices a trade or enterprise aligned to the Interior Design industry. A company that supplies the industry

Level 1

- A minimum of five years' trading experience is required.
- National footprint (a minimum of one store in each region being Cape Town, Eastern and or Western Cape and KwaZulu-Natal)



Level 1 Membership Benefits

- *Logo featured on the home page as a Corporate Member of the IID linked to your webpage*
- *Webpage on IID website*
- *All branches to be listed*
- *Hosting of events for CPD points*
- *Four free mailshots per year*
- *Unlimited social media posts on the IID Facebook and Instagram platforms (Please share content with IID or to National@iidprofessions.org.za)*
- *Full page in our newsletter once a year*
- *IID branding for all your stationery*
- *Accreditation certificate for public display*
- *Distribution of promotion materials at events*
- *Promoting of workshops or training on our website banner*
- *Opportunities to reach out to tertiary institutions for talks*
- *Free digital designing ways magazine and posted copy*

Level 2

- A minimum of five years' trading experience is required.
- 1-2 branches

Level 2 Membership Benefits

- *Two free mailshots per year*
- *Half page in our newsletter once a year*
- *Webpage on the IID website that links to your website*
- *Unlimited social media posts on the IID Facebook and Instagram platforms (Please share content with IID or to National@iidprofessions.org.za)*
- *IID branding for all your stationery*
- *Accreditation certificate for public display*
- *Distribution of materials at events*
- *Free digital designing ways magazine and posted copy*



Level 3

- A minimum of five year' trading experience is required
- One place of business

Level 3 Membership Benefits

- *One free mailshots per year*
- *Quarter page in our newsletter once a year*
- *Webpage on the IID website that links to your website*
- *Unlimited social media posts on the IID Facebook and Instagram platforms (Please share with National@iidprofessions.org.za)*
- *IID branding for all your stationery*
- *Accreditation certificate for public display*
- *Distribution of promotional materials at events*
- *Free digital designing ways magazine and posted copy*

Educational Institute

Any educational institution approved and accredited by the South African Department of Education and offering a minimum of a three-year full-time tertiary program in interior design or interior architecture.

- Included in the supplier/ designer drive/ workshop
- Opportunity to host events and allow your students to be connected with the IID