

ACTU's Union Innovation Hub is ASI's Newest Authorised iMIS Solution Provider (AiSP)

The "Hub" — a stand-alone entity of the Australian Council of Trade Unions — brings unions together to share best practices and ways to leverage the iMIS for Unions software.

Advanced Solutions International (ASI), a leading global provider of software and services for associations and non-profits, and the company behind the iMIS Cloud Engagement Management System (EMS)[™], announced today that the Australian Council of Trade Unions' (ACTU) newly launched Union Innovation Hub is ASI's latest Authorised iMIS Solution Provider (AiSP). Learn more at: www.advsol.com/prUnions.

The Union Innovation Hub is a standalone entity supported by the ACTU — the peak body for unions in Australia. It will allow all ACTU-affiliated unions and their 1.6 million members to take advantage of the most modern member platform in the world: iMIS for Unions.

To date, many unions have been forced to develop their own customised system or modify existing CRM systems to work for the union environment. Customisations were expensive, time-consuming, and inefficient. Complex integrations with events, marketing, campaigning, finance systems and other third-party solutions resulted in data siloes that made decision making difficult.

iMIS for Unions Software — cloud based and powered by Microsoft Azure — is specifically designed for unions and fuses database management and web publishing into one single engagement management system (EMS)[™]. It provides a single record of truth for all union members and constituents.

The "Hub" will help unions achieve growth, efficiency and impact by fast tracking progress and reducing the cost of digital and other innovation. It will also serve as a "user group" for unions already using or moving to iMIS and ensure that its learnings and best practices related to member engagement, onboarding, scoring, member journeys and more are shared across the movement.

The iMIS for Unions template has been built by union people for Unions. The staff, organisers portals and modern, engaging and dynamic website, will change the way unions can engage with their members.

"We are excited to work with ASI and iMIS to bring the benefits of the Hub to union members across Australia," said Chris Walton, Chief Executive Officer, of the Union Innovation Hub. "Through the Hub, unions and their members will benefit from a system that's specifically designed for unions, supported by central expertise and fast-tracked implementations based on proven, effective union templates."

"The Union Innovation Hub is a game-changer that will be a huge advantage to ACTU's members," added Paul Ramsbottom, Managing Director of ASI Asia-Pacific. "Unions will no longer have to do everything on their own — they can collaborate with their peers, leverage the strength of their collective knowledge, and learn from the best practices of those who have gone before them. ASI is proud to be an integral part of this initiative which brings best of breed software iMIS to the union community in Australia."

About ACTU and the Union Innovation Hub

The Australian Council of Trade Unions is the peak body for Australian unions, made up of 38 affiliated unions that together represent about 1.6 million workers and their families. Created in 1927, the ACTU coordinates union campaigns, represents workers at a range of government and non-government forums in Australia and overseas, and provides industrial, policy and other support to affiliates. Its head office is in Melbourne, with smaller offices in other state capitals. Learn more at www.actu.org.au.

The Union Innovation Hub is a stand-alone entity supported by the ACTU. It helps unions retain members, achieve efficiency, improve organising, campaigning, and growth through the use of new technology and other innovation. The Hub wants to see growing, innovative unions positively impacting workers and society. Learn more at www.uhub.org.au.

About ASI

Advanced Solutions International (ASI) is a leading global provider of cloud-based software to associations and non-profits. We're the company behind iMIS Cloud, the Engagement Management System (EMS)[™] that empowers you to engage your members anytime, anywhere, from any device. Since 1991 we've helped thousands of clients grow revenue, reduce expenses, and improve performance by providing best practices, pragmatic client advice, and proven solutions. Learn more at www.advsol.com.

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