AILA

Advertising Industry Labour Agreement

Why is the AILA Important for our Industry?

On April 18, 2017, the Australian Government announced the replacement of the 457 visa with a new Temporary Skills Shortages (TSS) visa. The majority of ANZSCO codes used by the advertising industry are now on the Short-Term Skills Occupations List (STSOL) providing 2+2 year visas with no pathway to permanent residency.

The Australian advertising industry competes globally and ranks in the top five for creative excellence and marketing effectiveness. The sophisticated and highly technical nature of the industry has opened up opportunities for growth requiring continual investment into cutting edge skills. The industry strongly supports Australian jobs first, but needs access to overseas talent to maintain its international ranking. The AILA has been designed to address this need.

What is the AILA?

The Advertising Industry Labour Agreement (AILA) has been negotiated between the Media Federation of Australia (MFA), Advertising Council Australia (ACA) and the Department of Home Affairs (DHA) to enable the industry to cover key skill shortages that cannot be filled by local Australian talent.

Advertising Industry Labour Agreement Key Facts	
Key Features	• AILA agreements are for a period of 5 years • An annual industry cap of 300 visas (split across MFA and ACA members) • TSS visas will be up to 4 years with a pathway to Permanent Residency after 3 years
Conditions	• Participating members/entities will maintain at least 75% Australian workforce • Minimum of 3 years of work experience for Temporary Skills Shortage (TSS) visas • Minimum of 6 years of work experience for Employer Nominated Scheme (ENS) visas • Full time employment with a minimum annual salary of $85,000 (guaranteed earnings) • A commitment for overseas workers to contribute to recognised industry training programs
No Further Concessions	• Compulsory Labour market testing • Skills must be consistent with ANZSCO code requirements • English language for both TSS and ENS • Standard fees including the Skilling Australia Fund to be paid
ANZSCO Codes	• Advertising Specialist (225111) • Graphic Designer (232411) • Copywriter (212411) • Multimedia Designer (232413) • Web Developer (261212)

Contact

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ACA - aila@adcouncil.org.au

MFA
media federation of australia

Advertising Council Australia

FAQ

Who is eligible for an AILA?

Only companies can apply for an AILA, as the AILA is a legal agreement between The Commonwealth of Australia (as represented by the Minister for Immigration, Citizenship and Multicultural Affairs) and the Sponsor. Once a company is granted an AILA, they can apply for individual visas to cover key skills shortages as long as all the criteria set by the DHA is satisfied.

What is the MFA/ACA's role?

The MFA/ACA have signed a 'Schedule of Responsibilities' with the Department of Home Affairs (DHA). This obligates the MFA/ACA to play an important pre-vetting role before any company can apply for an AILA, including undertaking an annual Expressions of Interest process to manage the 300 visa cap and maintain all records.

How can a company apply for an AILA?

The MFA/ACA has developed a process to apply for an AILA in conjunction with the DHA. Companies wishing to know more should contact the MFA and/or ACA, depending upon which is the relevant organisation.

How will the AILA affect me if I am already on a visa?

The AILA will have no impact on individuals currently working in Australia on a visa. If you have any questions, you should approach your employer.

Do I need to be a member of the MFA or ACA to apply for an AILA agreement?

Yes. The MFA/ACA have signed a Scheduled of Responsibilities with the Department of Home Affairs. Both organisations have important obligations to fulfill, including a pre-vetting role before any organisation can apply for an AILA. The MFA/ACA are unable to undertake these obligations for non-member organisations/entities.