

Festival of Business Analysis

21–25 March 2022
Online and In-Person
bapd.iiba.com.au/



Responsive. Resilient. Reskilled.



IIBA® Australia Chapter Demographics

Branches

IIBA® Australia Chapter comprises 7 branches located in Adelaide, Brisbane, Canberra, Hobart, Melbourne, Perth, and Sydney. They have over 2679 actual members.

Members Location

Locations	
ACT	7%
NSW	33%
NT	0%
QLD	16%

Locations	
SA	7%
TAS	2%
VIC	28%
WA	6%

Member Certifications

Certificates	
AGILE Analysis	3%
CBDA	1%
CCA	1%
ECBA	16%
CCBA	5%
CBAP	28%

Professional Level

Level	% of Members
Business Analysis Professional	9%
C-Level	1%
Director/Senior Management	1%
Entry Level Business Analysis Professional	6%
Executive Management	1%
Executive/Senior Vice President	0%
Instructor	0%
Intermediate	10%
Junior	2%

Level	% of Members
Management	6%
Manager	2%
Other	4%
Senior	22%
Senior Business Analysis Professional	10%
Senior Management	1%
Student	2%
Team Lead	2%



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Roles Represented

Job Title	% of Members
Business Analyst	57%
Business Process Analyst	2%
Business System Analyst	4%
Business/Enterprise Architect	1%
CIO/CTO/CEO/President /VP/Director/Principal	2%
Education & Training Professional	1%
Lead Business Analyst	1%
Manager Business Intelligence and Reporting	1%
Manager of Business Analyst	3%
Manager of Business Analysts	1%
Principal Business Analyst	1%

Job Title	% of Members
Programmer/Analyst	1%
Project Manager	2%
Quality Assurance Analyst	1%
Senior Business Analyst	1%
Software Developer/Engineer	1%
Solution Architect	1%
Student	1%
System Analyst	2%
System Specialist	1%
Other	13%

Subscriber Company Sample

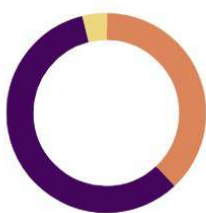


Our Reach

Mailchimp Subscriber List

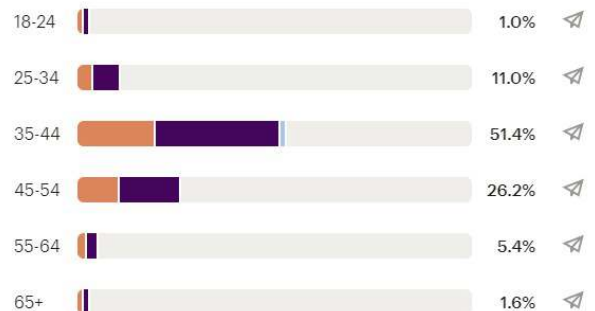
14,216 Opt-In Subscriber Database

Gender



38.2%	Female	↔
58.2%	Male	↔
<0.1%	Another Identity	↔
3.5%	Unknown	↔



Age Range





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Social Media

Platform	Followers
 Facebook	410
 LinkedIn	2969

IIBA® Australia Chapter Website

Views per location in March 2021	
Australia	74%
United States	23%
India	1%
United Kingdom	1%
Canada	1%

Festival of Business Analysis Reach

Business Analysis Professional Day in 2019 (the last time an in person event was held) attracted 1055 delegates across six states,

The online Business Analysis Professional Week in 2020 attracted 458 online delegates.

By combining the in-person and online components for 2022 we expect our reach to exceed these totals.