

One Login, Three Associations

Think Brick Australia modernises member training and drives certification uptake with TopClass

OVERVIEW

Think Brick Australia is the united brand of three industry associations, the Concrete Masonry Association of Australia (CMAA), the Australian Roofing Tile Association (ARTA), and Think Brick Australia itself, representing manufacturers and suppliers across the clay brick, concrete masonry, and roof tile sectors. The organisation advocates to regulatory bodies and delivers education and training to the sales representatives, business development managers, and account managers who connect manufacturers with builders, architects, and homeowners.

PROBLEM

Think Brick Australia relied on a fragmented learning system that had been in place for 10 to 15 years. Each association's training sat behind a separate portal with its own login, so members working across multiple associations had no single point of access.

Course content was similarly outdated, having stretched well past its intended lifespan, which left manufacturers reluctant to promote the training to their staff. As a result, uptake was minimal, with as few as one or two staff members from member companies accessing the system across all three associations in a typical month. These challenges led the organisation to seek a modern platform that could unify access across its three associations while still allowing content to be segmented for each.

AT A GLANCE



INDUSTRY

Manufacturing Industry Association

SOLUTIONS

TopClass

MEMBER SIZE

300+ Company Members

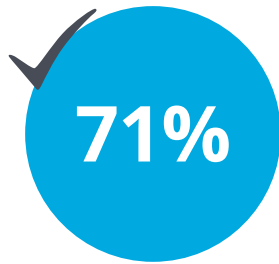
WEBSITES

thinkbrick.com.au
rtaa.com.au
cmaa.com.au

“ Any question we had, [TopClass] support was always able to find a response quickly, which was really great. ”

- General Manager at Think Brick Australia

THE IMPACT



**Membership Growth
Year-On-Year**



**Single Sign-On Across
the Full Member
Ecosystem**



**Flexible Workflows
Configured to Industry-
Specific Needs**

SOLUTION

Think Brick Australia has unified access across its three associations through a partitioned platform, allowing each association's content to retain distinct branding while sitting within a single login. Members now progress through certifications in smaller, structured modules rather than large, undifferentiated batches, with bronze and silver certifications live and gold certification in development. The platform's flexibility also allows Think Brick Australia to grant individual members access to content outside their primary association where relevant, a level of customisation the previous system could not support.

- ✓ **Unified** access across three associations under a single login, replacing the fragmented, portal-by-portal system members previously navigated.
- ✓ **Structured** certifications into smaller module groupings, reducing fatigue and giving members clear, achievable progress markers.
- ✓ **Empowered** partitioned branding so each association's training retains its own look and feel within one platform.
- ✓ **Supported** a significant rise in engagement, with more than 50 staff logging in and starting modules within the platform's first few months.
- ✓ **Delivered** flexible, case-by-case access adjustments, so individual members can reach content most relevant to their work/association.

“It was very easy to set up, and it gave us the flexibility to customise the system for people on a case-by-case basis — something the previous LMS would not have been possible.”

- General Manager at Think Brick Australia