



Government of Western Australia  
Department of Training  
and Workforce Development

State  
Training  
Board



## SPONSORSHIP PROSPECTUS


# ABOUT THE WA TRAINING AWARDS


The Department of Training and Workforce Development invites your organisation to sponsor the 2023 WA Training Awards (the Awards).

The Awards celebrate excellence across WA's vocational education and training (VET) sector, and are hosted annually by the Department of Training and Workforce Development, recognising the outstanding achievements of apprentices, trainees and vocational students and the contribution to training made by trainers, training organisations and employers across the State.

With an extensive distribution network of over 10,000 individuals and organisations, the Awards attract numerous applications each year. This year, the Awards will feature 13 categories.

The Awards culminate in a presentation ceremony, honouring the accomplishments of finalists and winners, and attended by key industry stakeholders from around the State. Winners of the Awards gain statewide recognition from industry experts, peers and the WA community. Winners of selected categories will also have the opportunity to represent the State and be acknowledged nationally at the Australian Training Awards.

 **25%** of 2022 applicants were from regional areas

 **100%** of finalists would recommend the program

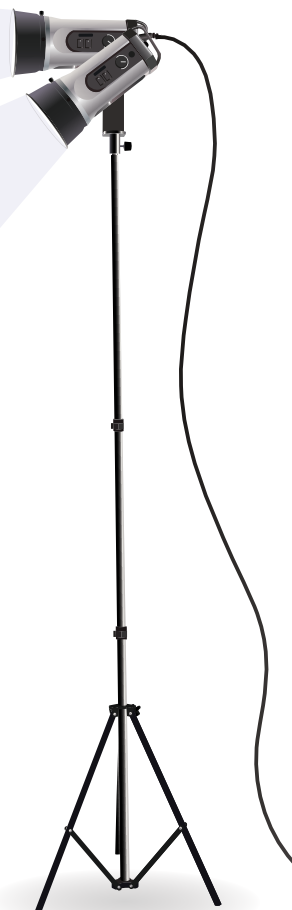
**SPOTLIGHT ON 2022**

 **3270** followers

Nomination increase  
2021=96  
2022=**118**

Digital reach of   
**60,000+**  
59% increase in 2021

 **490** guests attended the awards ceremony



# YOUR CONTRIBUTION

Sponsorship of the WA Training Awards offers a unique opportunity to profile your organisation and commitment to the VET sector and local business community.

## Your partnership will contribute to:

- promotion and delivery of the WA Training Awards program;
- student involvement in the presentation ceremony;
- travel and accommodation costs for regional finalists;
- prize monies for individual category winners;
- mentoring, training and professional development of winners in preparation of the Australian Training Awards and their ongoing VET Ambassadorial role; and
- encouraging the continuous improvement and innovation of the design and delivery of VET across the State.

## The following sponsorship opportunities are available in 2023:



**Principal sponsor**  
\$20,000 (ex GST)



**13 category sponsors**  
\$10,000 (ex GST)

## 2023 Award Categories



### Individual categories

WA Apprentice of the Year  
WA School-based Apprentice of the Year  
WA Trainee of the Year  
WA Vocational Student of the Year  
WA Trainer of the Year  
WA International Student of the Year  
WA Aboriginal and Torres Strait Islander Student of the Year  
WA Cultural Diversity Training Award



### Organisation categories

WA Large Employer of the Year  
WA Small Employer of the Year  
WA Industry Collaboration Award  
WA Large Training Provider of the Year  
WA Small Training Provider of the Year

## ✦ ✦ **PRINCIPAL SPONSOR \$20,000 (ex GST)**

Your organisation will be exclusively recognised as the WA Training Awards Ceremony partner, with your contribution supporting the opportunity for our finalists and winners to be celebrated as WA's VET sector elite.

### ✦ ✦ **Campaign promotions**

- Organisation spotlight on the "Sponsor page" of the Awards website.
- Extensive brand exposure across:
  - 10,000+ distribution network;
  - stakeholders and applicant notifications;
  - marketing collateral;
  - online application portal; and
  - relevant media statements.
- At least ten dedicated social media posts across the Awards social media channels.
- A news article on the DTWD news hub.
- Provision of digital assets, including a promotional email signature and recommended schedule of relevant social media posts.

### ✦ ✦ **Stakeholder engagement**

- Opportunity to be involved in the judging process.
- Opportunity to display promotional banners and materials at the judging day.
- A framed certificate and letter of appreciation signed by the Director General, DTWD, acknowledging your organisation's contribution as principal sponsor.
- Opportunities to engage with previous awards winners as part of the Awards ambassador training program.



Pictured: Matthew Hick, A/CEO MEGT, 2022 Principal Sponsor

### ✦ ✦ **Awards ceremony**

- Brand promotion, including on:
  - ceremony invitations;
  - online ticketing portal;
  - full page program advert;
  - finalist and winners certificates;
  - audio visual sponsor loop; and
  - 20 second sponsor video.
- Ten complimentary tickets.
- Acknowledgement as principal sponsor during the ceremony.
- Opportunity to deliver a two minute address at the ceremony.
- Opportunity to display promotional banners and materials at the ceremony.



## ★ ★ ★ CATEGORY SPONSOR \$10,000 (ex GST)

Your organisation will enjoy exclusive association with your chosen award category, with your contribution supporting the attendance (travel and accommodation) of regional applicants, prize monies and mentoring of the Award winners. You may choose to sponsor more than one category.

### ★ ★ ★ Campaign promotions

- Organisation profile featured in conjunction with your chosen category/s on the “Sponsor page” of our dedicated website.
- Extensive brand exposure across:
  - 10,000+ distribution network;
  - stakeholders and applicant notifications;
  - marketing collateral;
  - online application portal; and
  - relevant media statements.
- At least six dedicated social media posts across the WA Training Awards social media channels.
- Provision of digital assets, including a promotional email signature and recommended schedule of relevant social media posts.

### ★ ★ ★ Stakeholder engagement

- Opportunity to be involved in the judging process.
- Opportunity to display promotional banners and materials at the judging day.
- A framed certificate and letter of appreciation signed by the Director General, DTWD, acknowledging your organisation’s contribution as a category sponsor.
- Opportunities to engage with previous awards winners as part of the WA Training Awards ambassador training program.



Pictured L - R: Wayne Ryder, Winner 2022 Aboriginal and Torres Strait Islander Student of the Year; Alisha Roberts, Indigenous Employment Consultant, Maxima.

### ★ ★ ★ Awards ceremony

- Brand promotion, including on:
  - ceremony invitations;
  - online ticketing portal;
  - sponsor profile in the program;
  - finalist and winners certificates; and
  - on-screen sponsor recognition.
- Four complimentary tickets (per category).
- Acknowledgement as the category sponsor during the ceremony.
- Opportunity to present finalists of your sponsored category on stage.
- Opportunity to display promotional banners and materials at the ceremony.

# SPONSORSHIP TESTIMONIALS

*"Sponsorship of the WA Training Awards is a great return on investment. It provides a unique opportunity to show your support for training and for networking between Sponsors and finalists."*

**MEGT**

**2022 Principal program sponsor**



*"The WA Training Awards are an exceptional demonstration of the training sector. Sponsorship provides our organisation with an opportunity to showcase our support for the industry."*

**Apprenticeship Support Australia powered by CCI WA  
2022 Category sponsor - WA Apprentice of the Year**

If you would like to discuss how your organisation can be involved with this prestigious program and event, please contact us:

Kirstie Swan

PR and Events Officer, Events

Department of Training and Workforce Development

T: 6551 5155 | E: [watrainingawards@dtwd.wa.gov.au](mailto:watrainingawards@dtwd.wa.gov.au)

Alternatively, please complete the attached registration of interest form and return to us via email [watrainingawards@dtwd.wa.gov.au](mailto:watrainingawards@dtwd.wa.gov.au) to secure your preferred sponsor package.



## REGISTRATION OF INTEREST

Sponsorship packages will be secured on a first-come first-served basis, with the exception of culturally specific sponsors. Please complete and return this registration of interest form to secure your preferred category.

On behalf of: .....

I am interested in sponsoring the WA Training Awards for the below amount and sponsorship package:

.....

☐ 2023 Principal sponsor - \$20,000 + GST

☐ 2023 Category sponsor - \$10,000 + GST

Preferred category one: .....

Preferred category two: .....

Preferred category three: .....

Preferred length of sponsorship agreement: ☐ 1 year ☐ 2 years

☐ Invoice in 2022/23 financial year

☐ Invoice in 2023/24 financial year

☐ Invoice split across 2022/23 and 2023/24

Other comments: .....

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Name: .....

Signature: ..... Date: .....



# REGISTRATION OF INTEREST

## Organisation details

Name of organisation: .....

Legal name: .....

Trading name: .....

ABN: .....

Is your organisation registered for GST? ☐ YES ☐ NO

Brief description of the nature of your business: .....

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Primary contact: .....

Position: .....

Telephone: .....

Email: .....

Administration contact (if required): .....

Position: .....

Telephone: .....

Email: .....

Physical address: .....

Postal address: .....

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