



Government of Western Australia
Department of Training
and Workforce Development

A white geometric graphic consisting of a complex, multi-faceted shape resembling a crystal or a stylized letter 'A', with a bright light source at its top vertex.

WA TRAINING AWARDS 2024

SPONSORSHIP PROSPECTUS

ABOUT THE WA TRAINING AWARDS

The Department of Training and Workforce Development invites your organisation to sponsor the 2024 WA Training Awards (the Awards).

This year, the WA Training Awards is celebrating its 30th Year! An important milestone that celebrates excellence across WA's vocational education and training (VET) sector. The awards 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.



3418 followers across our social media platforms



100% of finalists would recommend the program

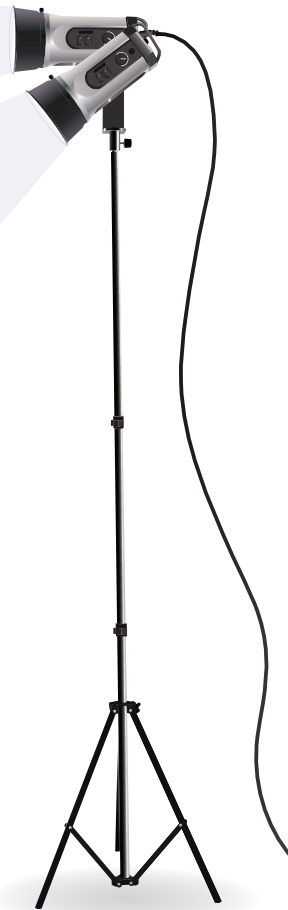
SPOTLIGHT ON 2023

Application increase
2022=118
2023=**184**

Digital reach of 
114,000+
91% increase from 2022



488 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 2024:



Principal sponsor
\$20,000 (ex GST)



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

2024 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 digital promotional assets 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, 2023 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 digital assets 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 digital promotional assets 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: Apprenticeship Support Australia Representative; Amy Hunt, Winner 2023 WA Apprentice of the Year.

★ **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 digital promotional assets at the ceremony.

SPONSORSHIP TESTIMONIALS

MEGT has always believed that investing in the WA Training Awards is a great way to 'give back' to the sector and promote the value of Vocational Education and Training.

"One of the reasons we became principal sponsor of the awards in 2021 was to highlight that support during an incredibly difficult period, as the pandemic caused such disruption across so many workplaces and businesses.

"Showing future candidates the value and benefits of undertaking VET, by showcasing the best of the best in their fields, is a great way for us to contribute towards the future strength of the great West Australian workforce".

MEGT
2023 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
2023 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

Alternatively, please complete the attached registration of interest form and return to us via email 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:

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2024 Principal sponsor - \$20,000 + GST

2024 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 2023/24 financial year

Invoice in 2024/25 financial year

Invoice split across 2023/24 and 2024/25

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:

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Postal address:

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