

2020 South Australian Training Awards

# Partnership & Sponsorship Prospectus

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#SATrainingsAwards

 @TSCommission



# Michael Boyce OAM

## Chair – Training and Skills Commission



As we approach the 25th anniversary of the South Australian Training Awards, we not only celebrate our silver jubilee, but also the undeniable and positive impact of the Vocational Education and Training (VET) sector on our state.

In South Australia, it is evident that industry is increasingly creating opportunities for people who hold non-school qualifications – in particular, those who have undertaken VET. Recognising this, the State Government has made a significant investment to boost apprenticeships and traineeships, and its \$200 million Skilling South Australia program has a goal of creating more than 20,000 additional apprenticeships and traineeships across the four years from 2018.

Last year, as part of the Government's reform agenda, the Training and Skills Commission formed eight Industry Skills Councils (ISCs) to strengthen industry's voice in skills and workforce development, and those ISCs have since prepared a series of sector-specific analytical reports - Workforce Insights - supporting the Commission's development of a state-wide Training Priorities Plan.

Never before has the interconnection between industry, government and the VET sector been as strong, nor the demand for a skilled workforce so high. Individually and collectively the people, businesses and training providers in our state are partnering with government to drive South Australia's growth, and it is their personal and collaborative achievements we will celebrate right throughout the 25th year of the South Australian Training Awards.

Across 2020, the Commission will deliver a range of activities and initiatives designed to highlight the increasing opportunities available to trainees and apprentices in South Australia, showcasing VET as a pathway of choice for the state's current and future workforce.

On 4 September, we will host the 25th anniversary presentation dinner at the Adelaide Entertainment Centre - an event that will recognise and celebrate quality, innovation and excellence in training.

I encourage businesses, industry associations and all training and education related organisations from across South Australia to explore the many opportunities available to support the VET sector by investing in sponsorship of the year-long Awards program. Your commitment will directly benefit the growth of our state and showcase your organisation's involvement in the development of our skilled workforce.

I look forward to connecting with you across 2020 and to celebrating the 25th year of the South Australian Training Awards.

### Key Dates

10 December 2019	Applications open
10 February 2020	Information sessions – Individual and Organisation
9 April 2020	Applications close
May-June 2020	Judging
13 July 2020	Bookings open for 2020 South Australian Training Awards presentation dinner
4 September 2020	2020 South Australian Training Awards presentation dinner (Adelaide Entertainment Centre)
November 2020	Australian Training Awards presentation dinner (Melbourne)

# Principal Partnership

In 2020, the opportunity has been created for a single organisation to become the Principal Partner for the 25th year of South Australian Training Awards. The partnership will be built around a mutually agreed and exclusive range of benefits that are both measurable and of value to the South Australian Training Awards and its partner.

An investment of \$22,500 +GST will secure Principal Partnership rights, with key benefits to include:

## Brand alignment & profiling

- Brand alignment with the 2020 South Australian Training Awards across the full year of the program
- Sponsorship rights to a premier award category – Apprentice of the Year or Training Provider of the Year - or another category of relevance to the Principal Partner
- Prominent placement of a corporate banner at all events associated with the 2020 South Australian Training Awards across the full year of the program, including the sole opportunity to place a corporate banner on stage during the presentation dinner and VIP Reception
- Prominent logo placement on all promotional materials (print, digital etc) associated with the 2020 South Australian Training Awards across the full year of the program\*
- Sole opportunity to provide a 300-word corporate profile, with a logo and one supporting image, or a one-page advertisement (dimensions to be advised), for inclusion in the 2020 South Australian Training Awards presentation dinner program
- Opportunity to provide a 100-word corporate overview with a logo for inclusion on the aligned award category page in the 2020 South Australian Training Awards presentation dinner program
- Opportunity to provide a 400-word corporate profile, with supporting imagery (maximum of two images), for display on the 2020 South Australian Training Awards web page – [www.satraininawards.sa.gov.au](http://www.satraininawards.sa.gov.au) – and linked to the Principal Partner's web page
- Opportunity to provide a 200-word corporate overview, for inclusion in a campaign of direct e-marketing undertaken in support of the 2020 South Australian Training Awards – targeting a database of 5000+ stakeholders from the VET sector, industry and government
- Prominent display of corporate logo on the 2020 South Australian Training Awards web page – [www.satraininawards.sa.gov.au](http://www.satraininawards.sa.gov.au) – and linked to the Principal Partner's web page
- Profiling in social media posts associated with the 2020 South Australian Training Awards
- 2020 South Australian Training Awards 'Principal Partner' graphic, supplied for use by the Principal Partner in its digital communications (e.g. website or email signature)
- Use of Principal Partner's social media handle across the Training and Skills Commission's social media platforms on at least five occasions when promoting the 2020 South Australian Training Awards
- Wherever possible, acknowledgement of the Principal Partnership in media releases addressing the 2020 South Australian Training Awards
- Wherever possible, and upon request from the Principal Partner, provision of comments from the Training and Skills Commission for inclusion in media releases issued by the Principal Partner to promote the partnership
- Sole opportunity to address attendees at the 2020 Winners' Reception - including 2020 South Australian Training Awards winners and representatives of the Training and Skills Commission, partners, sponsors, government, industry and the VET sector
- Opportunity for four representatives to attend the 2020 Winners' Reception
- Two tickets to the 2020 Australian Training Awards presentation dinner, to be held in Melbourne in November (travel and accommodation not included)

*\*Except in the case of those materials produced prior to signing of the partnership agreement*

## Presentation dinner

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- Opportunity to announce and present the sponsored award category
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- VIP table of 10 at the 2020 South Australian Training Awards presentation dinner, to be held in Adelaide on 4 September
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- Two seats (for senior executives) at the head table at the 2020 South Australian Training Awards presentation dinner
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- Twelve invitations to attend the VIP Reception, to be held on the evening of the 2020 South Australian Training Awards presentation dinner
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- Acknowledgement as Principal Partner (minimum of four occasions) by the Minister for Innovation and Skills, Chair of the Training and Skills Commission and/or Master of Ceremonies during the 2020 South Australian Training Awards presentation dinner
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- Acknowledgement as Principal Partner (minimum of two occasions) by the Minister for Innovation and Skills and/or Chair of the Training and Skills Commission during the VIP Reception
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- Sole opportunity for a senior executive to provide a three-minute address to the 650+ attendees at the 2020 South Australian Training Awards presentation dinner
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- Sole opportunity to provide an item of marketing collateral/corporate gift to attendees at the 2020 South Australian Training Awards presentation dinner
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- Opportunity to provide two 30-second commercials to be aired during the 2020 South Australian Training Awards presentation dinner (or one commercial, to be aired twice)
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- Corporate logo prominently displayed on screens throughout the venue during the 2020 South Australian Training Awards presentation dinner and VIP Reception
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- Framed certificate of appreciation presented on stage to a senior executive during the 2020 South Australian Training Awards presentation dinner
- 
- Opportunity to network with 650+ attendees, including representatives of government, industry and the VET sector, at a nationally recognised event
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## Judging

- 
- Opportunity to participate in the judging panel for the sponsored award category
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*\*Please note the Principal Partner will be required to forego the opportunity to participate in judging of any categories entered by the organisation, its representatives or employees.*

A broader and/or alternative range of benefits associated with the Principal Partnership will be explored with, and tailored to the specific requirements of, the partner organisation.

# Award Sponsorship

As part of the 25th anniversary of the South Australian Training Awards, 12 award categories will be offered for sponsorship to organisations seeking to play a key role in contributing to the ongoing development of South Australia's world-class VET system.

The categories include:

## Individual

- Aboriginal and Torres Strait Islander Student of the Year
- Apprentice of the Year
- School-based Apprentice of the Year
- Trainee of the Year
- Vocational Student of the Year
- VET Teacher/Trainer of the Year

## Organisation

- Industry Collaboration
- Small Employer of the Year
- Medium Employer of the Year
- Large Employer of the Year
- Training Provider of the Year
- VET Innovation for Schools

An investment of \$9500 +GST will secure Award Sponsorship rights to 10 of the 12 award categories. Sponsorship of either the Apprentice of the Year award or the Training Provider of the Year award will be included in the Principal Partnership package or separately valued at \$11,000 +GST.

Key benefits of Award Sponsorship include:

### Brand alignment & profiling

- Brand alignment to an award category of relevance to the sponsor organisation
- Logo placement on key promotional materials (print, digital etc) associated with the 2020 South Australian Training Awards presentation dinner\*
- Opportunity to provide a 100-word corporate overview with a logo for inclusion on the aligned award category page in the 2020 South Australian Training Awards presentation dinner program
- Opportunity to provide a 100-word corporate overview, accompanied by a corporate logo, for display on the 2020 South Australian Training Awards web page – [www.satrainingsawards.sa.gov.au](http://www.satrainingsawards.sa.gov.au) – and linked to the sponsor organisation’s web page
- Profiling of the sponsor organisation in social media posts associated with the 2020 South Australian Training Awards
- Placement of a corporate banner at the 2020 South Australian Training Awards presentation dinner
- 2020 South Australian Training Awards ‘Award Sponsor’ graphic, supplied for use by the sponsor organisation in its digital communications (e.g. website or email signature)
- Opportunity for two representatives to attend the 2020 Winners’ Reception to network with 2020 South Australian Training Awards winners and representatives of the Training and Skills Commission, partners, sponsors, government, industry and the VET sector
- One ticket to the 2020 Australian Training Awards presentation dinner, to be held in Melbourne in November (travel and accommodation not included)
- Framed certificate of appreciation

*\*Except in the case of those materials produced prior to signing of the sponsorship agreement*

### Presentation dinner

- Opportunity to announce the sponsored award category
- Four seats at VIP tables at the 2020 South Australian Training Awards presentation dinner, to be held in Adelaide on 4 September
- Four invitations to attend the VIP Reception, to be held on the evening of the 2020 South Australian Training Awards presentation dinner
- Acknowledgement as Award Sponsor by Master of Ceremonies during the 2020 South Australian Training Awards presentation dinner
- Acknowledgement as Award Sponsor by the Minister for Innovation and Skills and/or Chair of the Training and Skills Commission during the VIP Reception
- Opportunity to provide a 30-second commercial to be aired during the 2020 South Australian Training Awards presentation dinner
- Corporate logo projected onto screens displayed throughout the venue during the 2020 South Australian Training Awards presentation dinner and VIP Reception
- Opportunity to network with 650+ attendees, including representatives of government, industry and the VET sector, at a nationally recognised event

### Judging

- Opportunity to participate in the judging panel for the sponsored award category
- Placement of a corporate banner in the judging room of relevance to your award category

*\*Please note Award Sponsors will be required to forego the opportunity to participate in judging of any categories entered by the organisation, its representatives or employees*

# Award Categories

## Individual

### Aboriginal and Torres Strait Islander Student of the Year

The Aboriginal and Torres Strait Islander Student of the Year award recognises the achievement of an Aboriginal or Torres Strait Islander student who is undertaking an apprenticeship, traineeship or a course of study leading to a national qualification, and who has been outstanding in aspects of their training and demonstrates the relevance of lifelong learning.

### Apprentice of the Year

The Apprentice of the Year award is presented to an individual who is undertaking an apprenticeship and has been outstanding in all aspects of their training and demonstrates the relevance of lifelong learning.

### School-based Apprentice of the Year

The School-based Apprentice of the Year award is presented to a student who is undertaking a Certificate II or above qualification as a part time school-based apprentice. The award recognises the student's commitment to their formal studies at school, and in the workplace.

### Trainee of the Year

The Trainee of the Year award is presented to an individual who is undertaking a traineeship and has been outstanding in all aspects of their training and demonstrates the relevance of lifelong learning.

### Vocational Student of the Year

The Vocational Student of the Year award recognises an outstanding student's achievement in a course of study leading to a nationally recognised qualification and demonstrates the relevance of lifelong learning.

### VET Teacher/Trainer of the Year

The VET Teacher/Trainer of the Year award recognises innovation and excellence by a trainer or teacher providing nationally recognised training to students at a Registered Training Organisation (RTO), or in partnership with an RTO.

# Award Categories

# Organisation

## Industry Collaboration

The Industry Collaboration award recognises collaborations driving exemplary skills development between at least one employer/industry body and at least one organisation delivering nationally recognised training.

## Small Employer of the Year

The Small Employer of the Year award recognises a small enterprise that has achieved excellence in the provision of nationally recognised training to its employees.

Nationally recognised training refers to training based on a national training package or accredited course which results in a person receiving a formal qualification or Statement of Attainment issued by an RTO. This includes Australian apprenticeships.

## Medium Employer of the Year

The Medium Employer of the Year award recognises a medium-sized enterprise that has achieved excellence in the provision of nationally recognised training to its employees.

Nationally recognised training refers to training based on a national training package or accredited course which results in a person receiving a formal qualification or Statement of Attainment issued by an RTO. This includes Australian apprenticeships.

## Large Employer of the Year

The Large Employer of the Year award recognises a large enterprise that has achieved excellence in the provision of nationally recognised training to its employees.

Nationally recognised training refers to training based on a national training package or accredited course which results in a person receiving a formal qualification or Statement of Attainment issued by an RTO. This includes Australian apprenticeships.

## VET Innovation for Schools

The VET Innovation for Schools award recognises excellence in schools that are developing innovative and new mechanisms for encouraging VET pathways in their schools so that their models and programs can be publicised and shared with schools across the state.

## Training Provider of the Year

The Training Provider of the Year award recognises an RTO that offers a specific range of training products and services and demonstrates excellence and high-level performance in all aspects of VET.



# Supporting Sponsorship

A range of Supporting Sponsorship packages aligned to the 2020 South Australian Training Awards program have been created. These include both paid and in-kind sponsorships. Among the remunerated packages available are:

## VIP Reception Sponsor

A pre-dinner reception is held for VIP guests attending the South Australian Training Awards presentation dinner.

**Investment - \$2500 +GST (or \$4000 +GST for sponsorship of both the VIP and Welcome Receptions)**

## Welcome Reception Sponsor

A pre-dinner reception is held for all general attendees at the South Australian Training Awards presentation dinner.

**Investment - \$2500 +GST (or \$4000 +GST for sponsorship of both the Welcome and VIP Receptions)**

## Entertainment Sponsor

Pre-dinner and/or post-dinner entertainment (live music, instrumentalists, DJs etc) is provided for guests attending the South Australian Training Awards presentation dinner.

**Investment - \$2500 +GST**

## Voters' Choice Sponsor

Online voting is undertaken prior to the South Australian Training Awards presentation dinner to nominate the public's favourite individual finalist, with the winner presented with the Voters' Choice award during the event.

**Investment - \$1500 +GST**

## Judging Day Sponsor

The Training and Skills Commission and senior representatives of government and industry come together on Judging Day to interview finalists in each of the 12 South Australian Training Awards categories.

**Investment - \$1500 +GST (or \$2500 +GST for sponsorship of both the Judging and Professional Development Days)**

## Professional Development Day Sponsor

Individual award category winners of the South Australian Training Awards are engaged in a day of professional development in advance of attending judging for the Australian Training Awards. Members of the Training and Skills Commission, government representatives and mentors support the winners to prepare for national judging.

**Investment - \$1500 +GST (or \$2500 +GST for sponsorship of both the Professional Development and Judging Days)**

## Information Session Sponsor

Two information sessions (held on the same day) are facilitated to support potential applicants to prepare their submissions for individual and organisation award categories in the South Australian Training Awards.

**Investment - \$1500 +GST**

## Winners' Reception Sponsor

A reception is held to celebrate the success of individual and organisation award category winners of the South Australian Training Awards. Attendees also include representatives of the Training and Skills Commission, partners, sponsors, government and industry.

**Investment - \$1500 +GST**

Key benefits of Supporting Sponsorship (paid) include:

### Brand alignment & profiling

- Brand alignment to the 2020 South Australian Training Awards presentation dinner
- Logo placement on the 2020 South Australian Training Awards presentation dinner program (except in the case of the program being produced prior to signing of the sponsorship agreement)
- Logo placement on the 2020 South Australian Training Awards web page – [www.satraininawards.sa.gov.au](http://www.satraininawards.sa.gov.au) – and linked to the sponsor organisation’s web page
- 2020 South Australian Training Awards ‘Supporting Sponsor’ graphic, supplied for use by the sponsor organisation in its digital communications (e.g. website or email signature)
- Certificate of appreciation
- Profiling of the sponsor organisation in one social media post associated with the 2020 South Australian Training Awards or the sponsored activity\*
- Placement of a corporate banner at the 2020 South Australian Training Awards presentation dinner\*
- Placement of a corporate banner at reception/day/ session aligned to sponsorship (where applicable – e.g. Judging Day Sponsor)

### Presentation dinner

- Two seats\*/one seat at the 2020 South Australian Training Awards presentation dinner, to be held in Adelaide on 4 September
- Two invitations\*/one invitation to attend the VIP Reception, to be held on the evening of the 2020 South Australian Training Awards presentation dinner
- Acknowledgement as Supporting Sponsor by Master of Ceremonies during the 2020 South Australian Training Awards presentation dinner
- Acknowledgement as Supporting Sponsor by the Minister for Innovation and Skills and/or Chair of the Training and Skills Commission during the VIP Reception\*
- Corporate logo projected onto screens displayed throughout the venue during the 2020 South Australian Training Awards presentation dinner and VIP Reception
- Opportunity to network with 650+ attendees, including representatives of government, industry and the VET sector, at a nationally recognised event

*\* For Supporting Sponsorships valued at \$2500 +GST or above*

### In-kind Support

A range of in-kind Supporting Sponsorships are also available, with benefits to be negotiated between the Training and Skills Commission and the sponsor organisation. Examples of products and services sought include:

- Advertising and media placement
- Digital solutions
- Printing
- Graphic design
- Photography
- Media, marketing and communications
- Event management and logistics
- Audio visual solutions
- Wine
- Travel
- Accommodation
- Gifts/prizes

To secure a partnership or sponsorship for the 2020 South Australian Training Awards, please contact Nicole Maley-Randall, Communications & Marketing Specialist, Office of the Training and Skills Commission | M: 0403 423 765 | E: [nicole.maley-randall@sa.gov.au](mailto:nicole.maley-randall@sa.gov.au)

# Australian Training Awards

The Australian Training Awards are the peak national awards for the VET sector, recognising individuals, businesses and RTOs for their contribution to skilling Australia.

The majority of the awards are the culmination of state and territory award programs, with winners from each state and territory eligible to compete at the national level in aligned categories.

Winners of the national awards will be announced at the 2020 Australian Training Awards presentation dinner, to be held in Melbourne in November.

In addition to the categories showcased through the South Australian Training Awards, the Australian Government presents five further categories. Applications for these categories are submitted via direct entry to the Australian Training Awards through the South Australian Training Awards website – [www.satrainigawards.sa.gov.au](http://www.satrainigawards.sa.gov.au).

In 2020, the categories are:

- National Achievement
- Excellence in Language, Literacy and Numeracy Practice
- Australian Apprenticeships – Employer
- School Pathways to VET
- International Training Provider of the Year



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