



SPONSORSHIP GUIDE



ABOUT US

Tradeswomen Australia are committed to providing great outcomes for our sponsors and members. We want to help your business connect to our audience in a way that is mutually beneficial, conveying a positive message that speaks directly to them and taps into their interests.

OUR VISION

To achieve gender equality and empowerment for all girls and women to access, participate and succeed in trades.

OUR MISSION

To increase the representation of women working in skilled trade roles.

OUR GOALS

- To increase community awareness of trade as career options for girls and women
- To reduce barriers for women to access trade careers
- To support employers to create more inclusive workplace environments
- To enable women to thrive in sustainable careers after their apprenticeship or traineeship
- To engage the community in support of change
- To enhance TWA operational efficiency, effectiveness and sustainability.

WHO WE ARE

OUR PATRON



Susan Alberti AC

Tradeswomen Australia Patron

Susan is co-founder and Managing Director of the DANSU Group and Chairman of the Susan Alberti Medical Research Foundation.

OUR BOARD



Jane Sydenham-Clarke

Chair & Non-Executive Director

CEO of Skyline Education Foundation Australia, former CEO at Freemasons Victoria, Jane has held leadership roles at Fed Square, Kidney Health, Australia and Southgate Arts and Leisure Precinct.



Fiona McDonald

Executive Director

Identifying a lack of opportunities for women in trade industries during her light vehicle apprenticeship, Fiona started a networking group for women in trades. Building relationships and partnerships, Fiona established strategies to increase participation of women in trades.



Tony Noble

Non-Executive Director

Tony has over 35 years' experience in the electrical and communications industries and was one of the five owners of a National Electrical Communications company, DESA Australia, prior to moving into a global role with an international company with headquarters based in Chicago.



Katie Gardiner

Non-Executive Director

An experienced lawyer and former senior associate, Katie has acted for Australian and multinational companies across a wide range of complicated disputes involving energy regulation, construction, tax, employment and general commercial litigation in a variety of jurisdictions.



Sarah Palmer

Non-Executive Director

Sarah works as the Project Manager of Capital Projects at Boral. Sarah holds a Bachelor of Laws (Hons.)/Bachelor of Science with a diverse leadership experience developed through roles in Australia, UK, Europe and New Zealand.



Rachna D'mella

Non-Executive Director

Rachna D'Mello is a Senior Manager at Fordham Group's Melbourne Office since June 2015 and prior to that was at PKF Melbourne for nearly 11 years. She is an expert in business services and tax with a specialisation in family-owned businesses, taking her expertise into the world of not-for-profit.

OUR AUDIENCE

Tradeswomen Australia have a strong online presence, with loyal audiences committed to our cause.

FACEBOOK

- 81% of our followers are women
- 30% are aged 25-34, 21% aged 35-44
- 88% of our followers are based in Australia
- Audience members are highly engaged with:
 - Tradeswomen Profiles
 - Tradeswomen Events, and
 - Media Stories.
- Generally, our members are establishing themselves within their chosen careers, or have established themselves. They are highly interested in sharing their experiences, goals and presence within the workplace. They enjoy:
 - Following or seeing stories of strong tradeswomen advocates
 - Seeing advocates or tradeswomen models wearing apparel designed just for them
 - Tool talk and recommendations on what's the best
 - Work methods and
 - Support networks (face to face and online).

INSTAGRAM

- 71% of our followers are women
- 42% are aged 25-34, 28% aged 35-44
- 67% of our followers are based in Australia
- Audience members are highly engaged with:
 - Tradeswomen Profiles
 - Tradeswomen Events
 - Tradeswomen Advocate Promotions, and
 - Media Stories.
- Our Instagram followers display the same work-based interests as our Facebook followers
- Outside of work, they are interested in ways to look after themselves physically and mentally, as well as spending quality time with their friends and family:
 - Exercise (gym, hiking, bushwalks, running)
 - Mental wellness (particularly quick, positive messages or reminders via Instagram Story to take care of themselves)
 - Sharing photos of their families, young children or babies and particularly their dogs with their tradeswomen networks.

LINKEDIN

- Page visitors are in Business Development (23%), Operations (17%), and Human Resources (12%)
- 38% of our followers are Seniors, 21% in Entry Level, and 22% Directors and/or Managers
- 11% of our followers are in Construction, 11% in Education and 8% in other Industries (Auto, Mining and Manufacturing)
- 18% of our followers come from small businesses, 14% of our followers large/Tier 1 companies and 14% from mid-tier organisations.
- Audience members are highly engaged with:
 - Media Stories
 - TWA promotions and special interest articles
 - Events and advocacy.
- Our audience generally engages, interacts and shares advocacy items, topics that have currency and events that promote and celebrate women in trade.

Tradeswomen Australia Foundation has also created a great presence on Twitter, and will shortly be creating a TikTok presence to connect with a younger audience.

“At TWA, we are committed to creating change in community and industry views to remove barriers for women to enter trades, as well as promoting our Partners who are involved in, and supporting, this cause. Our strategic media engagement allows us to reach the wider Australian community, trade-based industries, skilled tradespeople and apprentices.”

OUR REACH

NATIONAL NEWS

ABC NEWS

Fiona McDonald interviewed by ABC Breakfast to offer support and resources to COVID affected apprentices and tradeswomen through TWA's Operation Protect and Preserve campaign.

A CURRENT AFFAIR

TWA featured in Nine's A Current Affair's story "Tradies Wanted" to shed light on 2% female representation in male dominated trades, skills shortages and how women can get involved.

9 NEWS

TWA's Managing Director, Fiona McDonald, and TWA Tradeswomen Members Stefanie Apostolidis and Teneille Linehan featured in a Nine News feature presentation on the lack of representation of women in trades.



OUR REACH

RADIO

2BS/B-ROCK

Managing Director Fiona McDonald was interviewed by 2BS/B-Rock radio breakfast show host Kerry Peck to discuss TWA's Operation Protect and Preserve Initiative.

<https://tinyurl.com/yybcmfyz>

ABC CENTRAL WEST FM

TWA's Managing Director, Fiona McDonald, was interviewed by ABC Central West FM's Ewan Gilbert to comment on the findings from VERTO/Year 13's report "Females in Trades & Apprenticeships NSW Survey".

<https://tinyurl.com/y5pkvmoh>

ARTICLES

GEELONG ADVERTISER

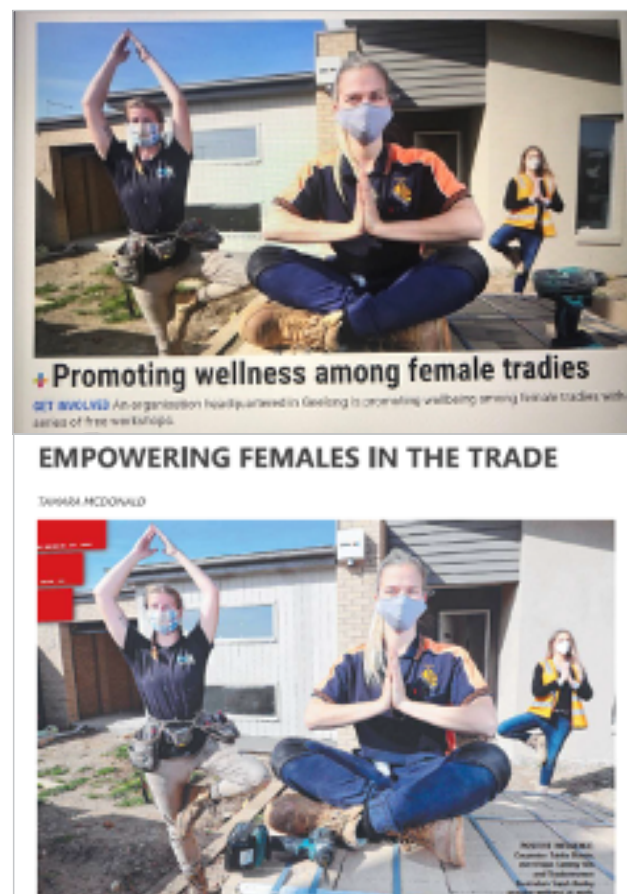
Front Cover and article "Shaping our Community"

Managing Director Fiona McDonald featured in Geelong Advertiser on 2 July 2020 - Winner of Geelong Advertiser's Woman of the Year 2020.

GEELONG ADVERTISER

"Promoting wellness among female tradies" & "Empowering Females in Trade"

TWA featured in the Geelong Advertiser to promote Operation Protect and Preserve initiative to promote wellbeing to tradeswomen and apprentices during COVID-19.



ABC SUNSHINE COAST MORNINGS

Managing Director Fiona McDonald was interviewed this morning by on Radio with Anne Gaffney ABC sunshine Coast Mornings to encourage women to take up a trade.

<https://tinyurl.com/yxach2st>

ABC'S "SUNDAY CELEBRATIONS"

TWA Patron Susan Alberti AC was interviewed by ABC's Grant Johnstone to discuss her incredible journey within the construction industry as well as current tradeswomen statistics and barriers in entering male dominated sectors.

<https://tinyurl.com/y6xijjhz>

ABC ARTICLE

"Lone Female Boilermaker MacKenzie Gulland hoping more women will join her"

TWA's Managing Director, Fiona McDonald, featured in ABC Kimberley's article, commenting on current tradeswomen statistics, and encouraged more female apprentices to join MacKenzie.



THE AUSTRALIAN

"It's jobs, not gender wars: female tradies"

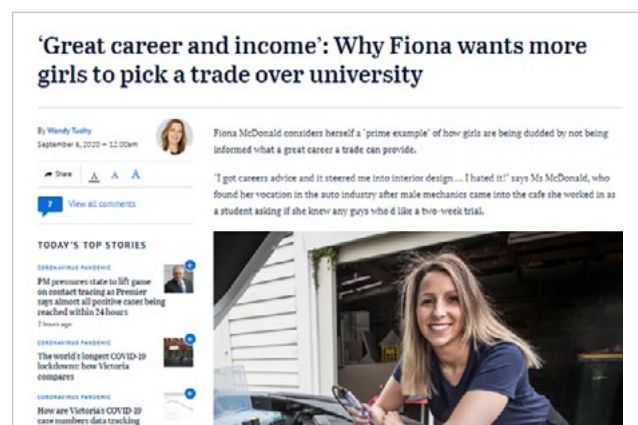
TWA's patron, Susan Alberti AC, featured in The Australian to comment on encouraging women to enter male dominated trades. TWA member and advocate, Rachael Keiley, pictured and quoted.



THE AGE

"Great Career and Income", why Fiona wants more girls to pick up a trade over university

TWA's Managing Director, Fiona McDonald, provided insights into the range of benefits available to women through undertaking a trade career.



HOW CAN WE HELP YOU?

SPONSORSHIP

It costs us \$3,500 to support a tradeswomen for one year. **Our goal is to actively support 200 women in trades by 2022.**

Providing \$700,000 of value to women in trades and boosting our Australian economy by retaining women in industry.

At TWA, we want to create a sponsorship package just for your business, designed to achieve your goals. Some features of your tailored package could include - Naming Opportunities, Brand Recognition, Onsite Activations, VIP Opportunities, Advertising and Product Giveaways. Let's get in touch and talk about ways we can work together to help you achieve your goals.

WOMEN IN TRADE

TWA's membership program is free for tradeswomen.

We provide female apprentices and women working in trades a triage of services:

- Access to psychological support
- Counselling services
- Career counselling services
- Access to Bullying and Harassment services
- One on one mentoring
- Access to work wear
- Access to PPE
- Support for apprentices – essential tools for the trade
- Cover additional training costs for short courses
- Scholarship opportunities.

SPONSOR OUR WOMEN IN TRADE SUPPORT SERVICES:

BRONZE	SILVER
\$1000	\$2,500
1 article in our newsletter about your organisation.	Your logo on our website.
1 social media post about your organisation and our partnership.	3 articles in our newsletter about your organisation.
Presentation and branding of one award and prizes to a female apprentice at the Annual Tradeswomen Summit.	3 social media posts profiling one of our women in trade members supported by your organisation.
	Presentation and branding of one award and prizes to a female apprentice at the Annual Tradeswomen Summit.
	Your logo on 1 social media video featuring a woman in trade.

It costs us \$60 to educate a highschool student about career paths in trade. **Our goal is to actively engage 10,000 students by 2022.**

Providing \$600,000 of value to schools across Australia.

At TWA, we want to create a sponsorship package just for your business, designed to achieve your goals. Some features of your tailored package could include - Naming Opportunities, Brand Recognition, Onsite Activations, VIP Opportunities, Advertising and Product Giveaways. Let's get in touch and talk about ways we can work together to help you achieve your goals.

HIGH SCHOOL STUDENTS

Tradeswomen Australia delivers virtual and face to face career presentations to highschools across Australia.

Our presentations:

- Engage women in trade role models to present
- Share videos and bio's of women working in trades nationally
- Provide access to career counsellors skilled in trade pathways for women
- Deliver a career educator program to skill up teachers and career advisors about opportunities for girls in trade
- Organise work experience opportunities for high school students
- Provide PPE and workwear to disadvantaged students
- Provide essential tools for the trade for students transitioning to trade related VET studies
- Additional training and support for students entering SBAT or VET opportunities.

SPONSOR OUR WOMEN INTO SCHOOLS PROGRAM:

GOLD	PLATINUM
\$5,000	\$10,000
Your logo on our website.	Your logo on our website.
3 articles in our newsletter about your organisation.	3 articles in our newsletter about your organisation.
3 social media posts profiling one of our women in trade members supported by your organisation.	3 social media posts about your organisation and our partnership.
Your logo on 1 social media video featuring a woman in trade.	Your logo on 1 social media video featuring a woman in trade.
Naming rights to 3 school presentations.	Naming rights to 3 school presentations.
Presentation and branding of one award and prizes to a female apprentice at the Annual Tradeswomen Summit.	Presentation and branding of one award and prizes to a female apprentice at the Annual Tradeswomen Summit.
	Naming rights to a scholarship for one woman entering trade. Announced at the Annual Tradeswomen Summit.
	Access to upload unlimited job opportunities into the Tradeswomen Australia Online Job portal.

CASE STUDY

MEET PENNY LIU



Penny Liu is an apprentice who needed and received support.

Penny Liu is a mature aged apprentice undertaking her Pre-Apprenticeship in Plumbing with a plumbing contractor in Melbourne.

Penny was initially having problems in finding an employer to take her on, so TWA were able to tap into our existing network and find the right employer for her.

She started her pre-apprenticeship with her new employer in May and is thoroughly enjoying the work, the team as well as the support provided in building her knowledge.

Her new employer is delighted and impressed with her commitment, talent and problem-solving skills.

MEET EMMA GODSELL



Emma Godsell is an apprentice who didn't get career advice.

Emma Godsell is a talented and passionate Metal Fabricator. Her story, however, is a familiar one of school-based females not receiving adequate support or career advice at a young age.

Emma took the initiative in attending a metalwork class at her school, but received no support being the only female in the class. She was ready to give up after two weeks.

It was only through sheer personal determination and support from her mother that she not only completed the course but also fell in love with it.

Emma also received no support or assistance in finding her first apprenticeship and had to work incredibly hard to prove her worth with a sceptical employer.

HOW YOU CAN HELP

DONATE

THE TRADESWOMEN AUSTRALIA GROUP



TWA comprises two separate entities **Tradeswomen Australia (TWA)** which works with industry and employers to recruit and retain women in trades; and **Tradeswomen Australia Community Foundation (TWACF)** which engages women into trades' industries and supports vulnerable and at-risk women. The entities' strategic plans synergise in order to maximise mission impact and operational efficiency. TWACF builds on the strategic relationships of TWA with employers and others and draws on the people and processes within TWA. TWA engages closely with TWACF to maximise the TWA mission.

Support the critical work of the Tradeswomen Australia Community Foundation with a tax-deductible donation by the website.

www.twacf.org

SUPPORT THE CRITICAL WORK OF THE TRADESWOMEN AUSTRALIA COMMUNITY FOUNDATION

Supporting Women

Donate \$5,000 +

Make a **tax-deductible donation** to the Tradeswomen Australia Community Foundation.

A charity foundation which supports vulnerable and at-risk women to transition to financial and life security through career and other pathways.

Donate now and support us to create career pathways into trade for women in vulnerable demographics, including:

- relatively recently arrived in Australia
- in lower-income households
- recovering from traumatic experiences
- experiencing or having experienced other hardship or adverse circumstances.

You will be recognised as a donor on the website. **www.twacf.org**



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🌐 www.tradeswomenustralia.com.au

