



SPONSORSHIP GUIDE



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.

THE CHALLENGES

The three major barriers to increasing participation in the trades include:

- Lack of information and engagement about the trades with career advisors and high school girls.
- Poor workplace culture and social misconception make trades unattractive as a career path.
- Lack of structural support systems for women working in male-dominated trade industries.

“
...the core trades of construction, automotive and electrical, where (women's) representation has remained at less than 2% and has changed little over the last 25 years.

”

Jane Sydenham-Clarke,
Chair, Tradeswomen Australia

WHAT WE DO

We offer support to tradeswomen who are facing social barriers and challenging work environments every day - for free.

We offer :

- Workplace Culture Continuum Assessment
- Delivery of Diversity and Inclusion Workshops
- Delivery of Bystander Action Workshops
- Delivery of Unconscious Bias Workshops
- Delivery of Mental Health and Wellbeing Workshops
- Mentoring

We want to engage 10,000 women school students in the potential of a career in trades.

We offer:

- Presentations to school students
- Career counselling
- A career educator program
- Create work experience opportunities
- Provide PPE, workwear and tools for disadvantaged students
- Additional training and support for students in SBAT or VET

OUR DELIVERY



XXXXX school
leavers engaged



XXX attendees of
virtual and F2F
training



XXX
employers engaged

WHO WORKS WITH US

[List of partners to go here](#)

TRADESWOMEN AUSTRALIA COMMUNITY FOUNDATION



Tradeswomen Australia Community Foundation supports vulnerable and at-risk women to transition to financial and life security through career and other pathways.



By giving a tax-deductible donation you can support us to create career pathways into trades 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



Tradeswomen Australia Group is a certified social enterprise . We operate as a business generating revenue but have a social purpose at the core of every activity.

PARTNER WITH US BY SPONSORING

	Ruby (Unlimited)	Sapphire (5 only)	Emerald (3 only)	Diamond (1 only)
As of January 2022	\$10 000	\$25 000	\$50 000	\$100 000
Exclusivity of Industry				X
Logo on our website.	X	X	X	X
Number of articles in monthly newsletter	1	2	3	4
Social media posts per platform*	1	3	6	12
Naming rights to a school presentation		1	2	4
Naming rights of one award	X	X	X	X
Seats at award (if not virtual)	2	4	4	10
Exclusive branding at Summit				X
Naming rights to one apprentice scholarship			X	
Naming rights for major inaugural Award				X
Listing on Job portal.	3	5	8	Unlimited
Group Training	1 x 10pp session	1 x 15pp session	2 x 10pp sessions	2 x 15pp sessions
Access to LMS Training platform**	3 months	3 months	6 months	9 months
Executive Training			1 session for 5pp	2 sessions for 5pp
One-on-one mentoring				3 sessions x 2 pp

*Social Media platforms are Facebook, Instagram, LinkedIn. Reels are to be supplied by sponsor.

**Access commences on the date of training for a set 12 month period to encourage completion of the program. Extension to access of the LMS training platform will be charged at \$500 per month.

SUPPORT US BY DONATING



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CASE STUDIES

Emma Godsell is a talented and passionate Metal Fabricator who received no support from her school in choosing her career in trades. Emma did metalwork at school and chose it as a career.. But she had no help identifying the best course or finding an employer. When she did find an employer, they were sceptical of her as an employee.

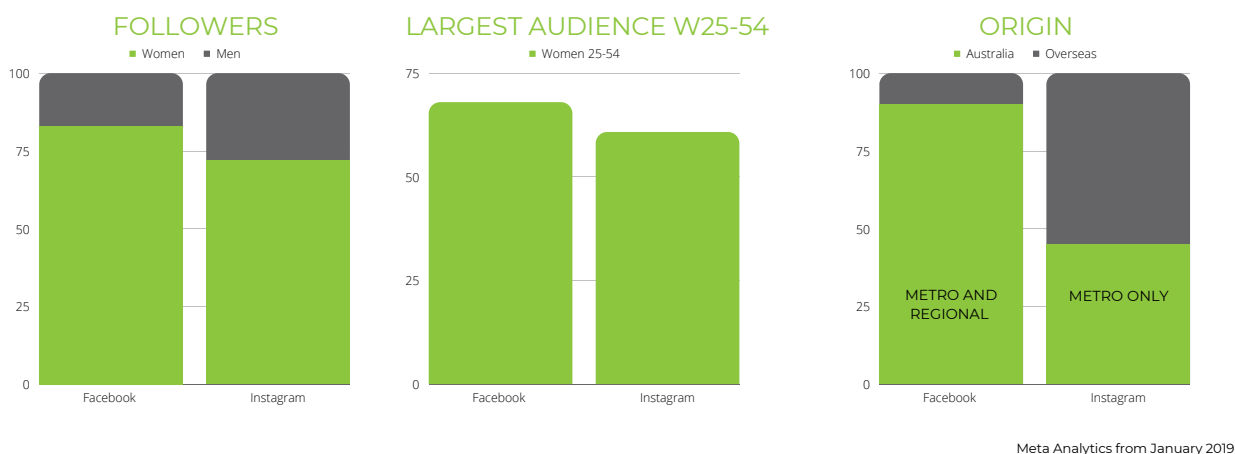


When searching for an employer, **Penny Liu** faced the challenge of being a mature age career changer. TWA were able to tap into our unique network and match her with the right employer. Her pre-apprenticeship began in 2021 and TWA offered her support during these first important months. Penny is enjoying her new career and is happy with her employer.

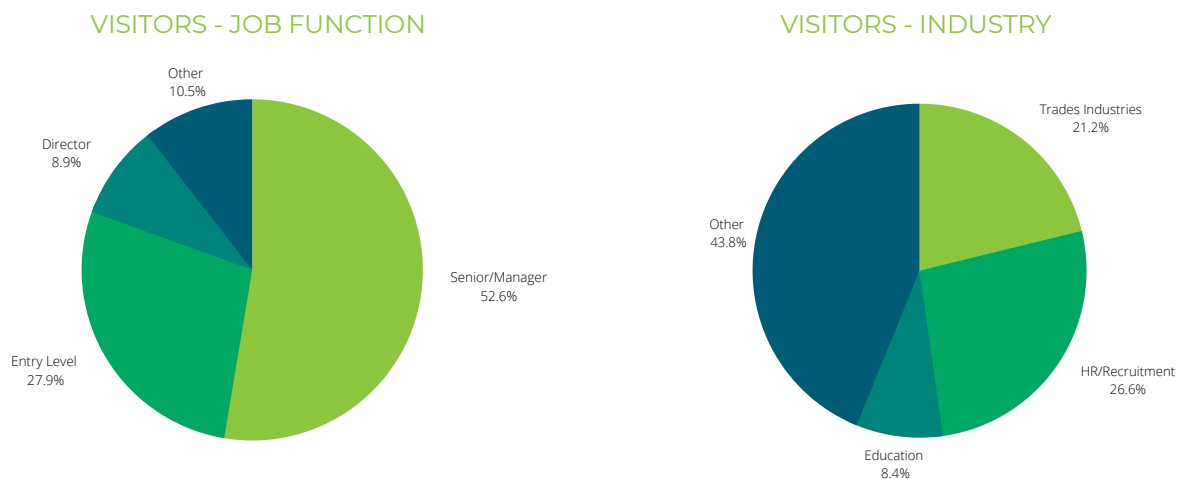
OUR AUDIENCES

Our strategic media engagement allows us to reach the wider Australian community, trade-based industries, skilled tradespeople and apprentices.

FACEBOOK AND INSTAGRAM



LINKEDIN



LinkedIn Analytics for the period Jan 2021-Jan 2022.



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