



SPONSORSHIP GUIDE 2022



OUR VISION

An Australia where women and girls want to, can, and do, work in trades

OUR MISSION

We create equity and equality in trades by:

- partnering with employers to shape culturally safe and inclusive workplaces; and
- educating, supporting and mentoring girls and women in non-traditional trades.

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 non-traditional trade industries.

“Women currently make up approximately 1-3% of all workers in the manual trades in Australia, a figure consistent with global trends. Despite efforts from both government, and industry there has been little shift in this situation in 30 years.”

‘A trade of one’s own’ - Regional NSW stakeholder findings – barriers and proposed solutions for women in the manual trades,
Charles Sturt University, 2019

WHAT WE DO

Our programs support inclusion and diversity which create safer, healthier, respectful, and more productive workplaces.

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

Raising awareness with women and girls that a career in non-traditional trades is a viable option. We assist in placing them in apprenticeships and traineeships.

We offer:

- Presentations to school students
- Career counselling
- Work experience opportunities and try-a-trade workshops
- Access to a network of prequalified employers and training organisations
- Ongoing peer support, mentoring, resilience and retention activities

OUR DELIVERY



More than 1,500 school leavers engaged



More than 3,000 workers have benefited from our training



Almost 200 employers engaged

IMPACT FOR WOMEN AND THEIR EMPLOYERS



Increased financial security and career opportunities for women



Better mental health for everyone at work and at home



Workplaces which are thriving, inclusive, safe, and productive



Healthier workplaces have lower absenteeism



Help companies meet the Building Equality Policy (BEP) requirements



Proven positive impact on the bottom line for companies



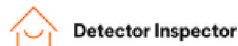
Tradeswomen Australia Group is a certified social enterprise and a registered not-for-profit

PARTNER WITH US BY SPONSORING

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

*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.

WHO WORKS WITH US



TESTIMONIAL

“ Our company and management saw this (Workplace Diversity and Inclusion) project as providing an opportunity to involve our diverse workforce at all levels to continue enhancing the workplace through increasing understanding, inclusion, and awareness. This is an important strategy and recognises the importance of more women joining the automotive workforce and the benefits of a diverse work environment ”

Matt Cavill, Customer Service Manager, Bayford Volkswagen Camberwell

PARTICIPANT VERBATIMS

“ The most significant learning from the workshop was learning about challenging my own bias/help others establish theirs.” ”

“ The most significant learning from the workshop was ‘the standard we walk past is the standard we accept.’ ”

“ To be honest, I was shocked with the stories from the panel, I really thought that a lot of what was talked about was far less prevalent these days, however sadly it is not. I will not make assumptions and ask more questions. ”

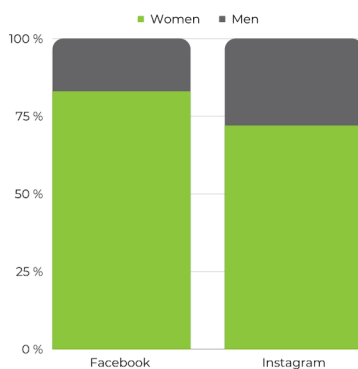
Unconscious Bias Training, Fletcher Building

OUR AUDIENCES

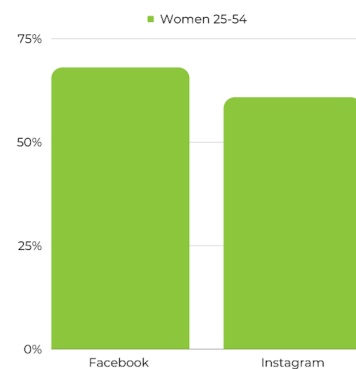
Our strategic media engagement allows us to reach the wider Australian community, trade-based industries, skilled tradespeople and apprentices.

Facebook and Instagram

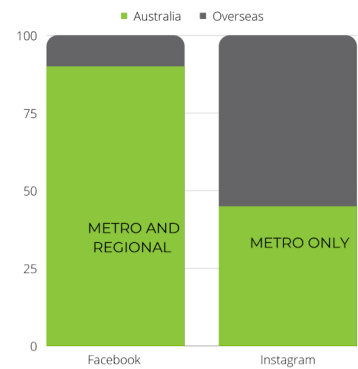
GENDER of FOLLOWERS



LARGEST AUDIENCE GROUP



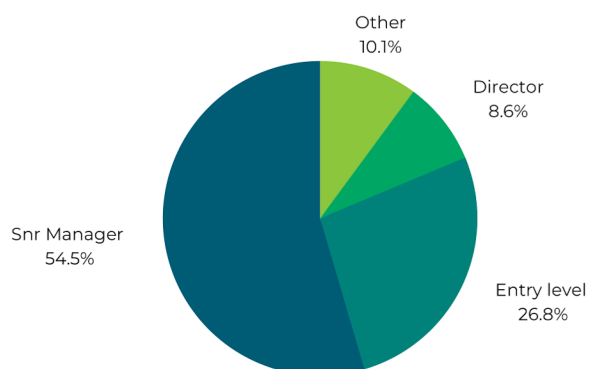
ORIGIN of FOLLOWER



Meta Analytics from January 2022

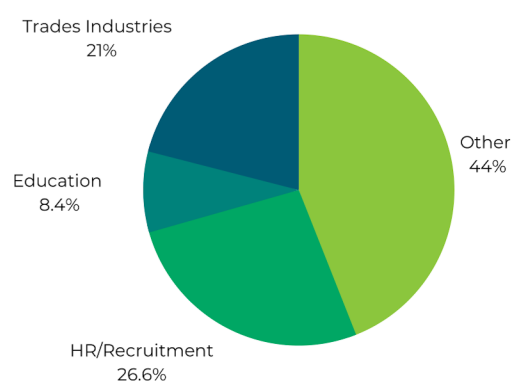
LinkedIn

VISITORS - JOB FUNCTION



LinkedIn Analytics for the period Jan 2021-Jan 2022.

VISITORS - INDUSTRY





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Back cover photo
courtesy of NECA