ABOUT THE AWARDS

The ACT Training Awards are an annual opportunity to showcase the commitment, innovation and outstanding achievements of all those involved in the ACT vocational education and training (VET) sector.

The awards recognise, reward and promote the training efforts and success of apprentices, trainees, VET students, teachers/trainers, registered training organisations and employers in the ACT across 14 categories. Winners in aligned categories will go on to compete for national success at the Australian Training Awards.

The ACT Government is committed to ensuring the ACT has a high quality VET sector. Sponsoring the ACT Training Awards is an opportunity to show your support of Canberra’s VET sector, which delivers the best outcomes and graduates in the country.

The awards program culminates in a virtual presentation event on Thursday 10 September 2020.
Media exposure

Throughout 2019, the ACT Training Awards received positive media coverage in local outlets such as ABC 666 radio, The Canberra Times, 2CC radio, Canberra Weekly and CityNews, plus considerable social media reach. In addition to the awards program, finalists and winners were promoted in activities targeting schools, parents, apprentices, trainees, employers, registered training organisations, industry groups and the general community. The ACT Government Facebook and Twitter accounts are also used for promotion; these accounts have over 18,000 followers combined. In 2019, individual ACT Training Awards posts reached at least 5000 Canberrans.

Direct involvement

Your organisation has the opportunity to be involved in the judging process and meet some of the best apprentices, trainees, vocational students, trainers, employers and training providers in the ACT.

Presentation event

The ACT Training Awards presentation event is the premier event for the ACT vocational education and training (VET) sector. Winners in aligned categories will go on to compete for national success at the peak national awards for the VET sector, the Australian Training Awards.

Through showcasing best practice, the awards promote continuous improvement and innovation in the design and delivery of VET. This contributes to national and international awareness and respect for Australia’s VET sector and the importance of the sector in meeting Australia’s workforce needs.

Positive brand association

Through your support of the ACT Training Awards your organisation is associated with a sector committed to building the ACT workforce and providing positive career pathways. Your organisation has the opportunity to give back and engage with the community, rewarding those who set the benchmark for quality training outcomes in the ACT.
AUSTRALIAN TRAINING AWARDS

Commencing in 1994, the Australian Training Awards are the peak, national awards for the vocational education and training (VET) sector, recognising individuals, businesses and registered training organisations for their contribution to skilling Australia.

Winners from the 2020 ACT Training Awards (in aligned categories) have the opportunity to compete with winners from other states and territories at the Australian Training Awards.

The Awards are held annually in November with a different state or territory hosting each year. The 2020 Australian Training Awards will be held in Melbourne, Victoria, on Friday 20 November 2020.

The ACT VET sector shone at the Australian Training Awards, held in Brisbane last year. The ACT was represented by nine finalists including three local businesses and six individuals. In 2019, ACT Aboriginal and Torres Strait Islander Student of the Year, Taylor Williams, was named the Australian Aboriginal and Torres Strait Islander Student of the Year. Winners at the Australian Training Awards receive widespread media attention locally and nationally.

2019 ACT Representatives included:

> ReadyTech ACT Apprentice of the Year - James White
> ACT Trainee of the Year - Amelia Guilfoyle
> ACT Aboriginal and Torres Strait Islander Student of the Year - Taylor Williams
> ACT Australian School-based Apprentice of the Year - Olivia Horvat
> ACT Vocational Student of the Year - Rebecca Sturt
> ACT VET Teacher/Trainer of the Year - Ken Wilson
> ACT Industry Collaboration Award - ACT Cyber Security Skills Accelerator Collaboration
> ACT Small Training Provider of the Year - Wisdom Learning
> ACT Large Training Provider of the Year - Canberra Institute of Technology

SPONSORSHIP OPPORTUNITIES

The ACT Training Awards relies on the contributions of our generous sponsors. Sponsorship provides your organisation with a unique opportunity to gain positive exposure for your business and display your commitment to vocational education and training in the ACT.

Skills Canberra recognises that one size doesn’t fit all when it comes to sponsorship investments. To discuss and design a tailor made package, please contact us.

Email: skills@act.gov.au
Phone: (02) 6205 8555
GOLD SPONSOR $6,000 (GST EXCLUSIVE)

Your valuable contribution will assist Skills Canberra in delivering the virtual presentation event in September 2020 as well as administration of your sponsored category throughout the 2020 program and the provision of a $2,000 prize for individual award category winners. Organisation category winners do not receive prize money.

The Gold sponsor will in return benefit from extensive exposure through a range of marketing channels including online, print and advertising as outlined below:

**Naming Rights**
- Sponsorship of the category of your choosing ‘ACT Small Employer of the Year, Sponsored by………’

**Promotional Opportunities**
- Acknowledgement in relevant media releases promoting the awards
- Logo and profile on the ACT Training Awards webpage
- A suite of the ACT Training Awards electronic promotional materials provided to you to assist in promoting your sponsored category, including social media tiles and email signature block graphics.

**ACT Training Awards Opportunities**
- Recognition in the Minister for Vocational Education and Skills’ address during the virtual presentation event
- Acknowledgement of your sponsorship by the Master of Ceremonies
- Opportunity to pre-record a 2 minute speech to be included in the virtual presentation event
- Name and logo included on finalist and winner certificates for your chosen category
- A framed certificate of appreciation
- Logo displayed in a sponsor loop during the virtual presentation event
- Logo included in the sponsor page of the electronic event program produced for the virtual presentation event
- Logo and profile included in your chosen category’s page inside the electronic event program
- Ability to add promotional material to 2020 ACT Training Awards Finalist gift bags

SILVER SPONSOR $4,000 (GST EXCLUSIVE)

There are 12 ACT Training Awards categories open for sponsorship in 2020. Your organisation may choose to sponsor one or several categories at $3,000 each. Your sponsorship includes the administration of your sponsored category throughout the 2020 program and event and the provision of a $2,000 prize for individual award category winners. Organisation category winners do not receive prize money. ACT Training Awards Silver Sponsors benefit from the following exposure through a range of marketing channels including online, print and advertising:

**Naming Rights**
- Sponsorship of the category of your choosing ‘ACT Small Employer of the Year, Sponsored by………’

**Promotional Opportunities**
- Logo and profile on the ACT Training Awards webpage
- A suite of the ACT Training Awards electronic promotional materials provided to you to assist in promoting your sponsored category, including social media tiles and email signature block graphics.

**ACT Training Awards Opportunities**
- Acknowledgement of your sponsorship by the Master of Ceremonies
- Name and logo included on finalist and winner certificates for your chosen category
- A framed certificate of appreciation
- Logo displayed in a sponsor loop during the virtual presentation event
- Logo included in the sponsor page of the electronic event program produced for the virtual presentations event
- Logo and profile included in your chosen category’s page inside the electronic event program
- Ability to add promotional material to 2020 ACT Training Awards Finalist gift bags
Each year, six individual finalists and shortlisted organisation category finalists go on to represent the ACT at the Australian Training Awards Finalist Week. In preparation for this, we hold a two day professional development course for all finalists. Your sponsorship will assist to cover team uniform, catering, venue hire and facilitation costs for this course as well as assisting the ACT to send additional support to Melbourne for the week.

This is an exclusive sponsorship package, only one package is available each year. In return, your organisation will receive national coverage of your support as well as the below benefits:

Promotional opportunities
- Logo and profile on the ACT Training Awards webpage
- A suite of the ACT Training Awards electronic promotional materials provided to you to assist in promoting your sponsored category, including social media tiles and email signature block graphics.

ACT Training Awards opportunities
- Acknowledgement of your sponsorship by the Master of Ceremonies
- Logo displayed in a sponsor loop during the virtual presentation event
- Logo included in the sponsor page of the electronic event program produced for the virtual awards presentation event
- A framed certificate of appreciation

Australian Training Awards opportunities
- Logo on ACT Team uniforms to be worn during Australian Training Awards finalist week
- Opportunity to display your banner during two-day professional development session for ACT winners
- Opportunity to hand out promotional materials during two-day professional development session for ACT winners

We welcome organisations to support the ACT Training Awards through a small contribution of $1,500.

In return, your organisation will be acknowledged throughout the promotion of the ACT Training Awards and the presentation event. Bronze Sponsors will receive the below benefits:

Promotional opportunities
- Logo on the ACT Training Awards webpage
- A suite of the ACT Training Awards electronic promotional materials provided to you to assist in promoting your sponsored category, including social media tiles and email signature block graphics.

ACT Training Awards opportunities
- Acknowledgement of your sponsorship by the Master of Ceremonies
- A framed certificate of appreciation
- Logo displayed in a sponsor loop during the virtual presentation event
- Logo included in the sponsor page of the electronic event program produced for the virtual awards presentation event

10        2020 ACT Training Awards Sponsorship Prospectus
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<tr>
<th>Benefit</th>
<th>Gold Sponsor $6,000</th>
<th>Silver Sponsor $4,000</th>
<th>ACT National Awards Team Sponsor $3,000</th>
<th>Bronze Sponsor $1,500</th>
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Skills Canberra recognises that one size doesn’t fit all when it comes to sponsorship investments. To discuss and design a tailor made package, please contact us.
KEY DATES

Deadline for sponsorship pledge to be received by Skills Canberra: Thursday 6 August 2020
Deadline for organisation logo to be received by Skills Canberra: Thursday 13 August 2020
Deadline for sponsorship monies to be received: Friday 4 September 2020

To guarantee inclusion in relevant collateral, all logos must be emailed to skills@act.gov.au by the dates listed above. Logos must be supplied in EPS, ai, PDF or in JPEG format at 300dpi or higher.

CONTACT

Chloe Handley
Engagement and Events Team Leader
Skills Canberra
ACT Chief Minister, Treasury and Economic Development Directorate
Email: skills@act.gov.au
Phone: (02) 6205 8555
Web: www.skills.act.gov.au

SPONSORSHIP PLEDGE

Organisation Details
Organisation Name ____________________________ ABN ____________________________ Postal Address ____________________________

Contact Details
Contact Person ____________________________ Email ____________________________
Position ____________________________ Phone ____________________________

Sponsorship Details
Level of sponsorship: (select one)
☐ $6,000 + GST - Gold Sponsor
☐ $3,000 + GST - ACT National Awards Team Sponsor
☐ $4,000 + GST - Silver Sponsor
☐ $1,5000 + GST - Bronze Sponsor

If selecting Gold sponsorship, please indicate your preferred category or categories: (please tick)
☐ ACT Apprentice of the Year
☐ ACT Australian School-based Apprentice of the Year
☐ ACT Trainee of the Year
☐ ACT VET Teacher/Trainer of the Year
☐ ACT Aboriginal and Torres Strait Islander Student of the Year
☐ ACT Small Employer of the Year
☐ ACT Vocational Student of the Year
☐ ACT Medium Employer of the Year
☐ ACT Large Employer of the Year
☐ ACT Large Training Provider of the Year
☐ ACT Small Training Provider of the Year
☐ ACT Industry Collaboration Award

Signature ____________________________ Date ____________________________

Please email the completed sponsorship pledge to Skills Canberra via email to skills@act.gov.au. Once the sponsorship pledge is received, a representative from Skills Canberra will be in contact with your nominated contact person to discuss the sponsorship arrangements.

Skills Canberra recognises that one size doesn’t fit all when it comes to sponsorship investments. To discuss and design a tailor made package, please contact us.

Please note that the information provided in this form will be used to generate the sponsorship invoice for payment.