



65TH ANNIVERSARY
VICTORIAN
TRAINING AWARDS

2019 VICTORIAN TRAINING AWARDS

SPONSORSHIP PROSPECTUS



Education
and Training

ABOUT THE AWARDS

The Victorian Training Awards showcase and celebrate excellence in the Victorian vocational education and training (VET) sector. The Awards are hosted by the Department of Education and Training annually and recognise the achievements of participants in the TAFE and training sector.

Now in their 65th year, the prestigious Victorian Training Awards foster connections and collaboration, bringing together students, teachers, training providers, employers and industry representatives, sharing in a high quality training system that meets the needs of all Victorians.

The Awards generate pride and confidence in the Victorian TAFE and training sector, showcasing the high quality skills of Victorian students that meet the needs of industry.

The public value of the Awards is to set the standards for vocational training in Victoria for employers, training providers and students. This will continually improve vocational training, which in turn increases the employability of students, leading to greater productivity, and makes Victoria a more prosperous state.

The Awards provide for broad networking, marketing and promotional opportunities. Fostering connections and collaboration for students, teachers, training providers, employers and industry representatives.

This year's Awards ceremony will be held in early September and will be attended by industry, stakeholders and finalists. The gala event provides opportunities to showcase excellence and innovation to leading representatives of the Victorian TAFE and training sector.

Winners and finalists gain state-wide recognition from industry experts, peers and the Victorian community.



SKILLS FIRST: IMPROVING QUALITY TRAINING

Our TAFE and training sector trains Victorians so they can improve their opportunities and adapt to a changing labour market. For employers, it delivers the apprentices, trainees and skilled workers they need for a modern, productive workforce.

Through Skills First, the Government has made a record investment in the future of the Victorian TAFE and training market.



Since the inception of *Skills First* in August 2016, we have seen a return in confidence in the Victorian TAFE and training market through:

- A reverse in the decline in commencements in courses that meet industry and government priorities
- Strong student engagement and satisfaction with training quality
- More disadvantaged and high needs students accessing training and support services at TAFE, improving their job prospects – and lives
- Increased involvement of industry in determining what and where courses are offered
- Improved accountability and oversight of TAFEs.

Skills First offers real training for real jobs, through:

- High-quality training that students and industry can trust, aligned to industry and workforce needs
- A real voice for industry in training
- Funding for high needs learners who need additional support to engage with and succeed in education and training
- Access to targeted, relevant training for students in regional areas.

The Government will continue its significant investment in the TAFE and training sector. Funding will only be provided to training that meets the needs of students, industry and the economy.

We continue to work with employers and want to know what they need from training and which courses should be prioritised. We want to ensure emerging needs are met and that training leads to real jobs that benefit the economy.

YOUR CONTRIBUTION

Partnering with the Victorian Training Awards opens up opportunities to be a part of Victoria's vision for an Education State and to be publicly associated with Victoria's TAFE and training sector, building brand awareness and recognition as a Victorian business leader demonstrating your commitment to the development of a highly skilled workforce.

Your organisation will be recognised as a supporter of vocational education and training that attracts international students, research partners and investment into new and emerging industries.

Investment in the Awards also provides networking opportunities with the Minister for Training and Skills and Higher Education, senior DET Executives and the VET sector.

There is an opportunity for:

- 1 principal partner
- 15 major sponsors, and
- 6 People's Choice Award sponsors.





2019 AWARD CATEGORIES

INDIVIDUAL CATEGORIES

Apprentice of the Year
Trainee of the Year
Vocational Student of the Year
School-based Apprentice or Trainee of the Year
Koorie Student of the Year
Teacher/Trainer of the Year

EMPLOYER CATEGORIES

Small Employer of the Year
Medium Employer of the Year
Large Employer of the Year
Employer Award for Apprenticeship Development

TRAINING PROVIDER CATEGORIES

Community Training Provider of the Year
Inclusive Training Provider of the Year
Small Training Provider of the Year
Large Training Provider of the Year

INDUSTRY COLLABORATION AWARD

PRINCIPAL PARTNER

PARTNERSHIP CONTRIBUTION \$25,000 (EXCL. GST)

As a principal partner, an organisation is entitled to partnership rights for the 2019 Victorian Training Awards and for the Victorian Training Awards "Ambassador Program".

The value proposition for principal partnership is outlined here:

ADVERTISING/PRINT, ONLINE PROMOTION, MEDIA AND SOCIAL MEDIA

- Logo placement and content on the Victorian Training Awards website (200 words) and links to partner site
- Logo placement on Awards ceremony invitation and on front cover of souvenir program
- Logo placement on all Ambassador Program marketing collateral
- Logo placement on all finalist and winner's Award certificates
- Full-page advert in souvenir program
- Acknowledgement in media advertising and media releases
- Promotional material on the finalists and ministerial media releases provided for distribution and use in the organisations advertising strategy
- Organisation profile tagged and linked throughout the promotion of the Awards and Ambassador Program. A social media handle will be required.

AWARDS CEREMONY

- Speaking opportunity of up to 5 minutes (pending review and approval of speaking notes from DET)
- Logo on lectern signage at Awards ceremony
- 2 seats at the Deputy Secretary table
- A table of 10 guests
- Acknowledgement as principal partner by the Master of Ceremonies and in the Minister's address at the Awards ceremony
- A digital suite of Awards photos and video footage
- Logo on Audio Visual display
- Prominent placement of logo on media wall displayed at Awards ceremony
- Logo placement on your table
- Logo placement on event show-bag
- Opportunity to supply promotional material/ goods for event show-bag for finalists
- Invitation to the Welcome Reception hosted by the Department of Education and Training and attended by judges and finalists
- Acknowledgement as principal partner by the Deputy Secretary at the Welcome Reception
- Logo placement on tables at the Winners Brunch (post event) and acknowledgement as principal partner of the Awards

STAKEHOLDER ENGAGEMENT

- An invitation to attend the Official Launch lunch for the Victorian Training Awards to be attended by the Minister for Training and Skills and Higher Education and senior DET Executives (prior to the Awards ceremony)
- Access to all category winners for post event sponsorship (pending promotion review and approval from DET)
- A framed certificate of appreciation acknowledging your organisation's contribution as principal partner
- Invitation to networking forums with senior DET personnel
- Access to all 2019 award winners as part of the VTA Ambassador Program.



MAJOR SPONSOR

SPONSORSHIP CONTRIBUTION \$17,500 (EXCL. GST)

A major sponsorship is an investment contribution to the Award category prize.

The value proposition for major sponsorship is outlined here:

ADVERTISING/PRINT, ONLINE PROMOTION, MEDIA AND SOCIAL MEDIA

- Logo placement and content on the Victorian Training Awards website (100 words) and links to sponsor site
- Logo placement in souvenir program
- Logo placement on sponsored category finalists and winner's Award certificates and trophy
- Full page advert in souvenir program
- Acknowledgement in media advertising and media releases
- Promotional material on the finalists and ministerial media releases provided for distribution and use in the organisations advertising strategy
- Organisation profile tagged and linked throughout the promotion of the Awards. A social media handle will be required.



AWARDS CEREMONY

- Present the Award to the sponsored category winner
- A table of 10 guests
- Acknowledgement as a major sponsor by the Master of Ceremonies and in the Minister's address at the Awards ceremony
- A digital suite of Awards photos and video footage
- Logo on Audio Visual display
- Logo on media wall displayed at Awards ceremony
- Logo placement on your table
- Opportunity to supply promotional material/ goods for event show-bag for finalists
- Invitation to the Welcome Reception hosted by the Department of Education and Training and attended by judges and finalists
- Acknowledgement as a major sponsor by the Deputy Secretary at the Welcome Reception
- Sponsors to present the finalists in their sponsored category with a finalist certificate at this function.

STAKEHOLDER ENGAGEMENT

- An invitation to attend the Official Launch lunch for the Victorian Training Awards to be attended by the Minister for Training and Skills and Higher Education and senior DET Executives (prior to the Awards ceremony)
- An invitation to join the judging panel of the sponsored Award
- Access to the sponsored category winner for post event sponsorship (pending promotion review and approval from DET)
- A framed certificate of appreciation acknowledging your organisation's contribution as a major sponsor
- Invitation to networking forums with senior DET personnel
- Access to the 2019 sponsored category award winner as part of the VTA Ambassador Program.



PEOPLE'S CHOICE AWARD SPONSOR

SPONSORSHIP CONTRIBUTION \$6,000 (EXCL. GST)

The Victorian community will have the opportunity to vote for finalists in all individual categories. The winners will be announced live at the Awards ceremony in early September.

This is an investment opportunity for six sponsors of Individual Award categories for the People's Choice Award:

ADVERTISING/ONLINE PROMOTION, MEDIA AND SOCIAL MEDIA

- Logo placement on the Victorian Training Awards website and links to sponsor site
- Acknowledgement as a People's Choice Award sponsor in souvenir program
- Logo placement on prize presented to the winner of the sponsored People's Choice Award category
- Acknowledgement in media advertising and media releases
- Exclusive logo placement on all promotional materials for the People's Choice Awards
- A social media tile recognising your organisation as a People's Choice Award sponsor
- A social media campaign is run leading up to and on the night of the Award ceremony. A social media handle will be required.

AWARDS CEREMONY

- Present prize (supplied by DET) to your People's Choice Award winner
- 2 tickets to the Awards ceremony
- Additional corporate tickets available at early bird rates
- Acknowledgement as a People's Choice Award sponsor by the Master of Ceremonies at the Awards ceremony
- A digital suite of award photos and video footage
- Logo on Audio Visual display
- Logo on media wall displayed at Awards ceremony.

STAKEHOLDER ENGAGEMENT

- A framed certificate of appreciation acknowledging your organisation's contribution as a People's Choice Award sponsor.



IN-KIND SPONSOR

In-kind sponsorship is also available for the winners' Mentoring Program in preparation for the Australian Training Awards.

This may include travel, accommodation, mentoring for finalists and services at the Awards ceremony.

ADVERTISING/PRINT, ONLINE PROMOTION, MEDIA AND SOCIAL MEDIA

- Logo placement in souvenir program
- A social media campaign is run leading up to and on the night of the Awards ceremony. A social media handle will be required.

CONTACT

For any sponsorship enquiries contact

Janine Doney on 7022 1531 or email doney.janine.m@edumail.vic.gov.au

For general enquiries contact 1800 290 657 or email victorian.training.awards@edumail.vic.gov.au





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