

NSW Training Awards

The annual NSW Training Awards is the premier talent and skills celebration in NSW.

Hosted by the Department of Education, the NSW Training Awards recognise and reward excellence, diversity, talent and skills in Vocational Education and Training (VET).

With hundreds of entries received each year, we host NSW's most influential business, government and community leaders. The State Training Awards are held during September in Sydney and are preceded by nine regional award ceremonies.

Award categories celebrate the achievements of students, schools, training providers and employers across disciplines including but not limited to construction, landscaping, hospitality, engineering, financial services, healthcare, IT, business, sport, automotive, tourism and landscaping.

Partnership contributions assist the Department in mentoring and preparing finalists and winners to become the best versions of themselves as spokespersons of VET, their industry and their community.



Watch our 2023
NSW Training
Awards event
highlights [video!](#)



NSW Training Awards 2023



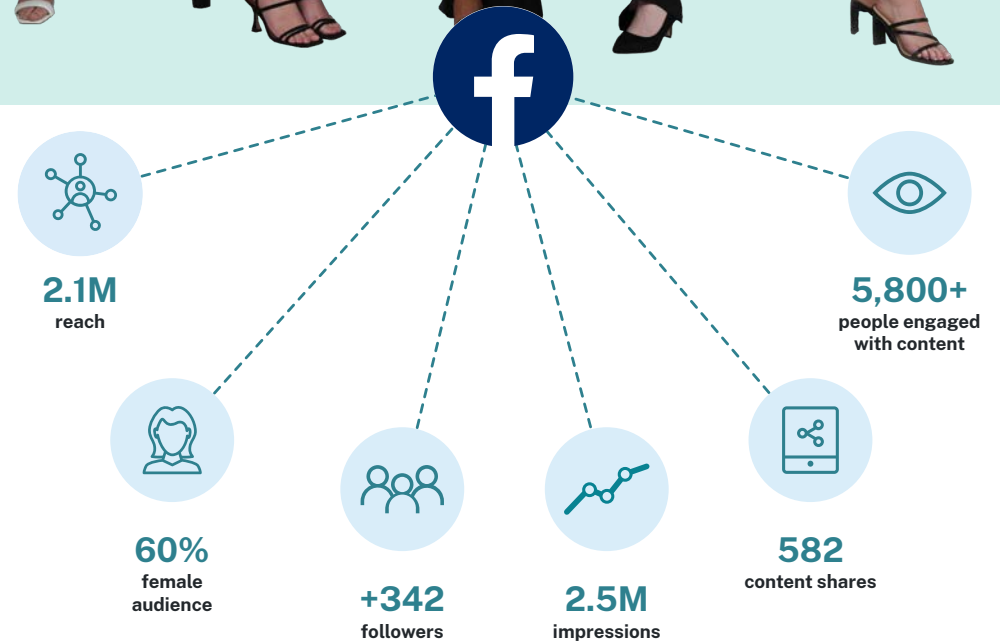
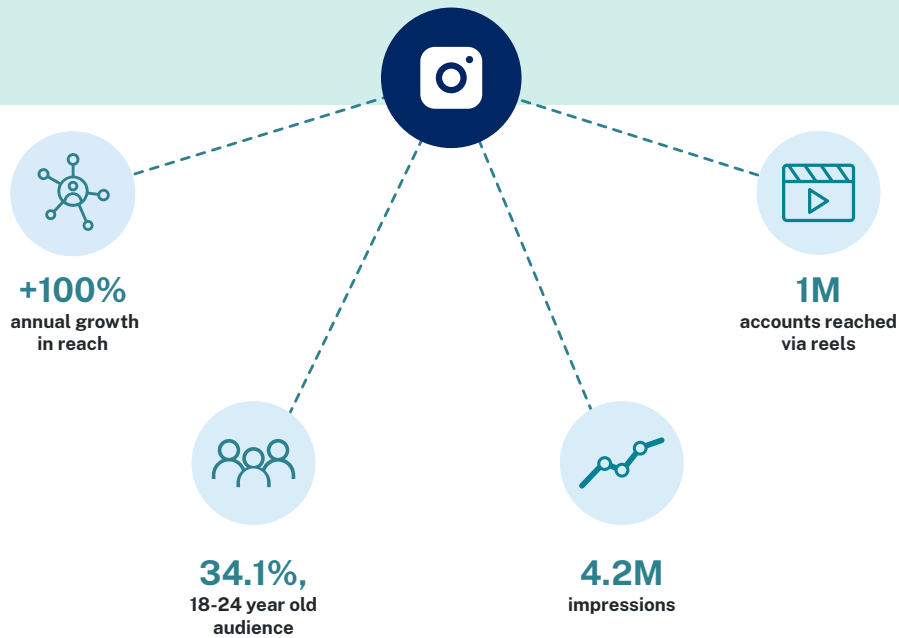
NSW Training Awards 2024 | State Prospectus

Why partner with the NSW Training Awards?

- ✓ showcase your commitment to excellence in VET through promotional material, brand exposure, media engagement, networking and the opportunity to be associated with specific award categories.
- ✓ be connected with the Minister for Skills, TAFE and Tertiary Education, and high profile VET stakeholders.
- ✓ demonstrate your support of a world-class skills system and its positive impact on the economic prosperity and sustainability of NSW.
- ✓ directly align your organisation with the NSW government priorities in building a skilled workforce for the state.
- ✓ establish your organisation as a leader in developing the future workforce of NSW and making NSW a great place to live and do business.
- ✓ connect with the NSW Training Awards social media network to expand your organisations reach.
- ✓ contribute to the professional development of finalists and winners.

Audience Reach and Engagement

We have a strong, active and engaged audience base. Throughout the Training Awards season we see outstanding reach, engagement and associated value for our sponsors including:



What our partners thought

71%

of respondents rated the NSW Training Awards event as **'Excellent'**.



Direct feedback:



“It was good to see the previous winners be acknowledged”

“The ceremony provided strong and genuine recognition of achievement for young people who are doing excellent things in their study and work.”

“The ceremony is inspiring”

About Training Services NSW

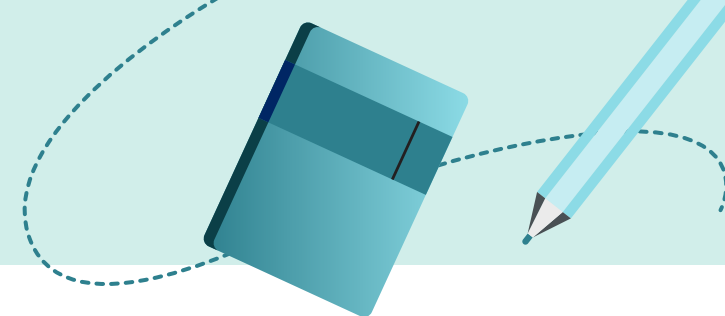
We are responsible for government funded VET and the regulation of Apprenticeships and Traineeships in NSW.

As a branch of the NSW Department of Education, we proactively collaborate with industry and education partners to develop skilled people to meet current and future workforce needs. The initiatives we implement include Smart and Skilled, Apprenticeships and Traineeships, Work Force Development, 1000 NSW Public Sector Apprentices and Trainees Program, Adult and Community Education and Aboriginal Initiatives.

NSW Department of Education support the delivery of a skilled and employable workforce for NSW through post-school vocational education and training, as well as higher education.



Key dates and events for 2024



Date	Event/Region
15 January 2024	2024 NSW Training Award entries open
17 March 2024	2024 NSW Training Awards Individual entries close at 11:59pm
31 March 2024	2024 NSW Training Awards Organisation entries close at 11:59pm
2024 Regional Training Awards Interviews	
3-12 April 2024	
2024 NSW Organisation Category Interviews	
13-17 May 2024	Large Employer of the Year Small Employer of the Year Industry Collaboration Award Large Training Provider of the Year Small Training Provider of the Year
2024 Regional Training Awards Presentation	
TBA June 2024	Western NSW Training Awards
13 June 2024	Riverina Training Awards
14 June 2024	New England Training Awards
TBA June 2024	Central and Northern Sydney Training Awards
TBA June 2024	Hunter Training Awards
28 June 2024	Illawarra & South East NSW Training Awards
21 June 2024	Western Sydney & Blue Mountains Training Awards
21 June 2024	Southern & South Western Sydney Training Awards
TBA June 2024	North Coast & Mid North Coast Training Awards

Date	Event/Region
2024 NSW Individual/Student Category Interviews	
22-26 July 2024	Vocational Student of the Year Apprentice of the Year Trainee of the Year VET in Schools Student of the Year School-based Apprentice/Trainee of the Year Aboriginal and Torres Strait Islander Student of the Year VET Trainer/Teacher of the Year
2024 NSW Training Awards State Phase	
13 September 2024	NSW Training Awards State Event
November 2024	NSW Training Awards Professional Development



Partnership levels



Platinum Partner

A Platinum Partnership provides a suite of exclusive benefits, including:

- **Award Alignment:** Alignment with **two award categories** and the opportunity to present them on stage at the awards event.
- **Brand Exposure:** Primary brand positioning on all promotional material and award day material, and exclusive brand activations throughout the year.
- **Media Exposure:** Primary profiling on media distributions, including a full page advertisement and a full page editorial in the digital award program.
- **Social Media Exposure:** Four social media posts across (NSWTA *) Facebook and Instagram and an exclusive award day live interview.
- **Stakeholder Engagement:** Networking opportunities, including with award winners and the Minister for Skills, TAFE and Tertiary Education and a masterclass presentation to your staff by a NSW Training Awards Ambassador.

\$40,000

* NSWTA is NSW Training Awards social channels

Gold Partner

A Gold Partnership provides a range of premium opportunities, including:

- **Award Alignment:** Alignment with one Individual award category and the opportunity to present it on stage at the awards event.
- **Brand Exposure:** Premium brand positioning on all promotional and award day material, and branding activations throughout the year
- **Media Exposure:** Premium profiling on media distributions, including a full-page advertisement and an editorial in the digital award program.
- **Social Media Exposure:** Three social media posts across (NSWTA *) Facebook and Instagram.
- **Stakeholder Engagement:** Networking opportunities, including with award winners and the Minister for Skills, TAFE and Tertiary Education.

\$25,000

Silver Partner

A Silver Partnership provides comprehensive benefits, including:

- **Award Alignment:** Alignment with one Organisation award category and the opportunity to present it on stage at the awards event.
- **Brand Exposure:** Logo placement at the State Awards event and branding opportunities throughout the year.
Media Exposure: Profiling on media distributions, including a half-page advertisement in the digital award program.
- **Social Media Exposure:** Two social posts across (NSWTA *) Facebook and Instagram.
- **Stakeholder Engagement:** Networking opportunities with students, training organisations, employers and industry associations.

\$15,000

★ [View the 2023 NSW Training Awards Digital Event Program](#)

Bronze Partner

A Bronze Partnership provides value opportunities, including:

- **Brand Exposure:** Logo placement at the State Awards event and branding opportunities throughout the year.
- **Media Exposure:** A quarter-page advertisement in the digital award program.
- **Social Media Exposure:** One social post across (NSWTA *) Facebook and Instagram.
- **Stakeholder Engagement:** Networking opportunities with students, training organisations, employers and industry associations.

\$5,000



Benefits



	Platinum	Gold	Silver	Bronze
Award Alignment				
Award Association	Alignment with the NSW Department of Education and two award categories that are judged at the State level	Alignment with the NSW Department of Education and invitation to judge one award category at a State level	Alignment with one NSW Department of Education award category	
Award Presentation	Invitation to participate on Stage to present two award categories.	Invitation to participate on stage to present one Individual award	Invitation to participate on stage to present one Organisation award	
Brand Exposure				
Promotional Material Branding	Premium positioning of logo on all print and online promotional material for the State event including: <ul style="list-style-type: none"> • profile on the NSW Training Awards website • editorials/advertisements • banners, posters and flyers • 6 logo placements on banner flags at the entrance of the venue on the day of the event 	<ul style="list-style-type: none"> • Positioning of logo on selected promotional material for the State and nine regional ceremonies • Profile on the NSW Training Awards website • 4 logo placements on banner flags at the entrance of the venue on the day of the event 	<ul style="list-style-type: none"> • Positioning of logo on selected promotional material for the State event • Recognition on the NSW Training Awards website • 1 logo placement on banner flags at the entrance of the venue on the day of the event 	<ul style="list-style-type: none"> • Recognition on the NSW Training Awards website • 1 logo placement on banner flags at the entrance of the venue on the day of the event
Brand Activations	Brand activations for your organisation at the State event, including the opportunity for an event stand	Branded materials available to attendees at the State Training Awards event	Branded marketing materials featured at the professional development week for state winners	
Digital Branding	3 PowerPoint slides or 2 video loops at the State event	2 PowerPoint slides or a video loop at the State event	1 company logo on a static screen at the State event	1 company logo on a static screen at the State event
eDM Opportunities	2 placements in our emails sent to eligible 2024 Training Awards learners or their employers.	1 placement in our emails sent to eligible 2024 Training Awards learners or their employers.		

Benefits



	Platinum	Gold	Silver	Bronze
Media Exposure				
Digital Award Program Advertisement	Full Page, aligned with your Award Categories.	Full Page	Half Page	Quarter Page
Digital Award Program Editorial	Full Page, aligned with your Award Categories.	Half Page		
Printed Award Gatefold logo placement	Yes	Yes	Yes	Yes
Social Media Exposure				
Promotional Video on Social Medial Channels	Yes	Yes	Yes	
Social Media Posts	4 posts during the year	3 posts during the year	2 posts during the year	1 post during the year
Award Day Live Posts	Yes	Yes	Yes	
Award Day Live Interview	Yes			
Stakeholder Engagement				
State Award Priority Seating	8	6	4	2
Pre-Event Networking	2 delegates to attend pre-event networking with NSW Training Awards ambassadors, previous winners and current state finalists.	1 delegate to attend pre-event networking with NSW Training Awards ambassadors, previous winners and current state finalists.		
Award Day Networking	Yes, including award winners and senior Government representatives	Yes, including award winners and senior Government representatives	Yes	Yes
Masterclass Presentation	Yes			
Regional Events				
Regional Award Priority Seating	3	2		
Partnership Acknowledgement	Yes, announcement made during awards	Yes, announcement made during awards		

Flexible Packaging Options



Consolidated Packages

We offer consolidated packages that provide premium level partners exposure across the NSW Regional and State Awards. This delivers optimum value and benefit from the Awards process and Regional Ceremonies leading to the State event. Contact us to discuss options and associated package discounts.



Tailored Packages

If you have specific requirements, we are happy to discuss how a tailored package can be developed to meet your needs.



Supporter Level Packages

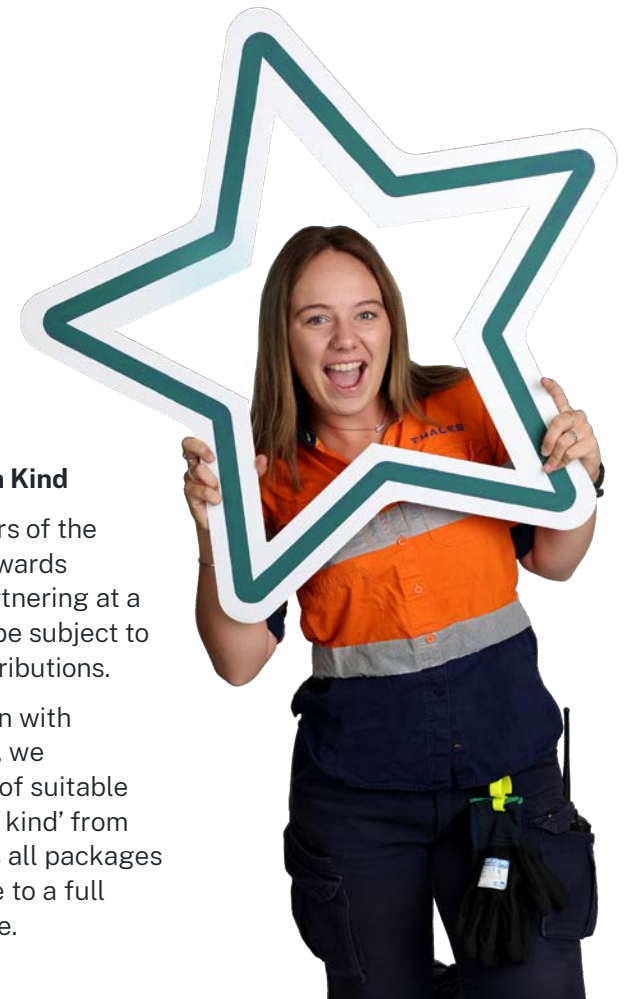
If you are interested in making a supporter level pledge to show your commitment to excellence in VET, please contact us and we can discuss available options.



Contributions in Kind

Regional partners of the NSW Training Awards interested in partnering at a state level may be subject to discounted contributions.

Upon negotiation with the Department, we welcome offers of suitable 'contributions in kind' from sponsors across all packages as an alternative to a full monetary pledge.



To become a partner visit:

https://www.training.nsw.gov.au/training_awards/become_partner.html

For more information on partnerships contact Richard van Lyf:

0407 011 351

richard@forumgroupevents.com.au

For general inquiries:

 [Facebook.com/TrainingAwards](https://www.facebook.com/TrainingAwards)

 [@NSWTrainingAwards](https://www.instagram.com/NSWTrainingAwards)

 [@TrainingServicesNSW](https://www.youtube.com/TrainingServicesNSW)

https://www.training.nsw.gov.au/training_awards/index.html

To maintain the integrity of the NSW Government and the Department, potential Training Provider partners will be subject to quality assurance checks by the Australian Skills Quality Authority (ASQA), and/or the applicable regulatory authority in NSW.

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