

Queensland
**Training
AWARDS**

2024 regional
sponsorship
prospectus



Introduction

This promises to be an important year for vocational education and training in Queensland with a new VET strategy on the way and another exciting Queensland Training Awards program to deliver. Through its long history the awards have found and highlighted hundreds of positive training stories, which will continue to be a key activity for the Queensland Government in 2024.

Through our seven regional finals and state gala dinner the Queensland Training Awards has a statewide reach. With 14 award categories it attracts nominations from different groups who rely on, contribute to and support our vibrant and innovative training sector. It reaches across industries and recognises employers and training providers of all sizes, community training initiatives pursuing local priorities, industry partnerships reaching for big goals, and apprentices, trainees, students and teachers or trainers from different fields and levels of study.

The process of gathering nominations, judging and selecting finalists and organising events worthy of their stories is a big project that relies on the support and dedication of our sponsors, suppliers and stakeholders. The opportunity to be part of this year's program will demonstrate your organisation's commitment to recognising positive vocational education and training stories and this vital sector's achievements and future development.

2024 key dates

- Nominations opened in December 2023 and close Tuesday 12 March 2024
- Regional award ceremonies in July
- State Gala Dinner in September
- Australian Training Awards in November.



Pictured: 2023 Queensland Training Awards Small Employer of the Year finalists (l-r): AllBrand Caravan Services (Metro) Mark Fletcher Solid Plaster and Texture Coatings (TNQ), winner McCarthy Panel Works (CQ), R.H.D Classic Supplies and Services (NQ), ePlants Nurseries (NC), ParisiAnn Patisserie (DDSW) and Hope Island 7 Day Amcal Chemist (SE).

Background

Since 1962, the Queensland Training Awards have been celebrating success, best practice and innovation in vocational education and training (VET).

The awards are a valuable platform to positively position and promote VET pathways in Queensland and nationally, with alignment to the Australian Training Awards.

Across the state, hundreds of nominations are submitted each year across 14 categories covering:

- apprentices and trainees
- school-based apprentices and trainees
- graduates of certificate, diploma and advanced diploma courses
- employers who use training in their workplace
- training organisations, teachers and trainers
- community-based organisations.

Among these nominees will be a mix of people and organisations whose first real taste of the Queensland Training Awards is attending one of the seven regional finals:

- Tropical North Queensland
- North Queensland
- Central Queensland
- North Coast
- Metropolitan
- Darling Downs South West
- South East.

With 11 awards contested at these events, they are a valuable opportunity to bring together and celebrate the people and businesses, in front of their supporters and key stakeholders, that are making positive contributions to the local workforce and economy.

All the regional winners, along with the finalists for the large and small training provider and industry collaboration categories, will then head to the Queensland Training Awards state gala event in September. They will be joined by key representatives from government, industry groups, VET stakeholders. Eleven of these regional winners will hear their names called as state winners.

State winners from aligned categories also have the opportunity to represent Queensland, competing with other states and territories to be named the nation's best at the Australian Training Awards in November.

2023 outcomes

With more than 800 nominations submitted in 2023, the awards returned to their pre-pandemic levels of engagement. This led to seven successful regional finals held across the state, with hundreds coming together at each event to celebrate the region's best and brightest in training.

Key outcomes for 2023 included:

- Sponsor involvement at sponsored events, attended by finalists, friends and family, as well as industry, VET sector and government representatives across regions.
- Sponsor pages for each regional final listed names, logos and links for each sponsor.
- An extensive social media program, including nomination promotions, finalist and winner content and sponsor acknowledgements across [Skills for Queensland](#) and [Business Queensland](#) Meta (Facebook) pages, and [DESBT LinkedIn](#). This activity delivered strong performance and engagement across social channels with a total reach of more than 470,000 people and 740,000 impressions
- Regular distribution of targeted regional and statewide emails including QTA News (distributed to more than 3100 active subscribers), plus promotion in other departmental newsletters, such as Business Queensland Connect, which is distributed to more than 50,000 subscribers, and Contract Connector, which is sent to around 1100 Skills Assure suppliers (training providers) and other stakeholders.
- Media coverage reaching a potential audience of more than one million people with a total advertising space rate of \$370,000.
- Sponsors were recognised in the regional event programs and thanked from the stage by the Master of Ceremonies.

In addition to reaching audiences through the above channels, sponsors gain additional brand exposure through the benefits offered under their chosen sponsorship package.



Pictured: 2023 Aboriginal and Torres Strait Islander Student of the Year finalists (l-r) Brianna Morrison (SE), Luke Handley (NQ), Tayah Womal (CQ), winner Shaniqua Burke (TNQ), Aiden Le Rossignol (DDSW), Jorja Ealson (Metro) and Dana Whiston (NC).

Award categories

There are 14 categories at the Queensland Training Awards open for sponsorship.

Your organisation may choose to sponsor one or several categories, or select another sponsorship type (detailed in regional sponsorship packages over the page).

Individual categories

Harry Hauenschild Apprentice of the Year — for outstanding achievement by a student who recently completed an apprenticeship in Queensland.

Bob Marshman Trainee of the Year — for outstanding achievement by a student who recently completed a traineeship in Queensland.

Vocational Student of the Year — for outstanding achievement by a student who recently completed a VET qualification.

Aboriginal and Torres Strait Islander Student of the Year — for outstanding achievement by an Aboriginal or Torres Strait Islander student within the Queensland VET sector.

School-based Apprentice or Trainee of the Year — for outstanding achievement by a student undertaking a school-based apprenticeship or traineeship.

Equity Student of the Year — for outstanding achievement by an individual in overcoming a significant barrier or disadvantage to effectively participate in VET.

VET Teacher or Trainer of the Year — for outstanding achievement by a teacher or trainer providing nationally recognised training

to students at a registered training organisation, or in partnership with a registered training organisation.

Organisation categories

Small Employer of the Year — for outstanding achievement in the area of VET by a Queensland business or enterprise with 19 or fewer full-time equivalent employees.

*Category will go through another judging process to decide if progressing to Nationals.

Medium Employer of the Year — for outstanding achievement in the area of VET by a Queensland business with 20 to 199 full-time equivalent employees. *Category will go through another judging process to decide if progressing to Nationals.

Large Employer of the Year — for outstanding achievement in the area of VET by a Queensland business or enterprise with 200 or more full-time equivalent employees.

Community Training Initiative of the Year — for providing outstanding assistance to Queenslanders to gain the skills, experience and VET qualifications required to enter and stay in the workplace, by a community-based not-for-profit organisation.

State level only categories

Training provider and industry collaboration awards are held at the state level only. Refer to the state sponsorship prospectus for opportunities to sponsor these categories.

2024 Regional sponsorship packages

Queensland Training Awards Program Partner

An exclusive Program Partner opportunity offers statewide exposure.

Refer to the state sponsorship prospectus for this opportunity, which includes promotional benefits across all regional and state events.

Event sponsors — \$4000 (exc. GST) or equivalent in-kind value

Corporate image

Your organisation will be positioned as the dinner, venue or entertainment sponsor of the relevant Queensland Training Awards regional final event/s.

Promotion

- Your organisation's logo and link to your website on the relevant regional sponsor web page/s on the Queensland Training Awards website.
- Your logo and profile in regional event program/s.
- Display of one promotional banner at relevant regional event/s.

Regional event involvement

- Two complimentary tickets to relevant regional final event/s.
- Acknowledgement by the Master of Ceremonies.
- Acknowledgement in audio-visual and event materials.
- Access to networking opportunities with key representatives of industry, the VET sector and government at relevant regional final event/s.
- A framed certificate in appreciation of your sponsorship.

Regional category sponsors — \$4000 (exc. GST) or equivalent in-kind value (11 available)

Eleven award categories are available for sponsorship at the regional level. Your organisation may choose to sponsor one or more categories.

Corporate image

Your organisation will be positioned as a category sponsor of the relevant Queensland Training Awards regional final event/s.

Promotion

- Your organisation's logo and link to your website on the relevant regional sponsor web page/s on the Queensland Training Awards website.
- Your logo and profile in regional event program/s.
- Display of one promotional banner at relevant regional event/s.

Regional event involvement

- Two complimentary tickets to relevant regional final event/s.
- Acknowledgement by the Master of Ceremonies.
- Acknowledgement in audio-visual and event materials.
- Your representative will be invited to assist on-stage with the presentation of the category finalists and winner.
- Your business name on category winner trophy.
- Your logo on category winner and finalist certificates.
- A framed certificate in appreciation of your sponsorship.
- Access to networking opportunities with key representatives of industry, the VET sector and government at relevant regional final event/s.

Other opportunities

Additional sponsorship opportunities may be available at the regional level and statewide (e.g. prize sponsorships and sponsorship of multiple or all regions).

Summary of regional sponsorship options

	Event sponsors \$4000	Category sponsors \$4000	Prize and other sponsors \$ negotiated
Corporate image			
Position your organisation as supporting the VET sector	★	★	★
Promotion			
Logo and link to your website on relevant regional sponsor webpage/s on the QTA website	★	★	⊙
Logo and profile in relevant regional event program/s	★	★	⊙
Display of one promotional banner at relevant regional event/s	★	★	⊙
Regional event involvement			
Complementary tickets to relevant regional event/s	2	2	⊙
Acknowledgement by the Master of Ceremonies	★	★	⊙
Acknowledgement in audio-visual and other event materials	★	★	⊙
Sponsor representative invited to assist on-stage with the presentation of finalists and the winner for your category		★	
Sponsor representative invited to assist on-stage with the presentation of relevant category/ies			⊙
Your business name on category winner's trophy		★	
Your logo on category finalists and winner's certificates	★	★	
Networking opportunities at relevant regional event/s	★	★	⊙
Framed certification of appreciation for your sponsorship	★	★	⊙

⊙ Subject to negotiated sponsorship arrangements.



Pictured: 2023 VET Teacher or Trainer of the Year finalists: Rye Stott (NQ), Leah Cremen (Metro), David Bradford (NC), winner Craig Jones (DDSW), Katya Holker (SE), Trudy Berry (CQ) and Brandon Felix (TNQ).

Contact

Contact Queensland Training Awards coordinators to discuss opportunities for your organisation. Find details for the state coordinator below or your nearest regional coordinator at www.desbt.qld.gov.au/qta-contact.

Statewide enquiries

Simone Smiles
QTA State Coordinator
Telephone: 07 3025 6485
Mobile: 0427 417 328 Email: qldtrainingawards@desbt.qld.gov.au