



ENGINEERS
AUSTRALIA



International Women's Day 2017

PARTNERSHIP PROPOSAL

#BeBoldForChange

International Women's Day

March 8 is marked as International Women's Day (IWD), with celebrations held in many countries around the world. Established by Clara Zetkin's vision to overcome inequality and campaign for change in the early 1900's, IWD gained recognition by the United Nations in 1975 and the purpose of the day is to celebrate success and raise awareness on various issues affecting women globally such as health, education and equality.

Engineers Australia is committed to raising awareness as part of its diversity strategy, and with women representing only 12.4% of the engineering workforce, we will again be supporting International Women's Day with two major luncheon events planned for Melbourne and Sydney.

Theme

The IWD *Pledge for Parity* 2016 campaign included commitments to help women and girls achieve their ambition, challenge conscious and unconscious bias, gender balanced leadership and to value women's and men's contributions equally. The 2017 theme **#BeBoldforChange** calls out the need for gender collaboration and action to help forge a more gender inclusive working world.

Who will attend?

The long standing Melbourne event has continued to grow with 600 delegates attending in 2016, comprising of senior professionals from global and Australian based organisations who are leaders in the engineering community. We encourage diversity at the event with males making up 20% of the delegation.

Due to the popularity and success of the Melbourne events over the past three years, Engineers Australia is launching its first IWD Sydney event for 2017.

These events provide individuals and organisations with the opportunity to celebrate women's achievements in both their personal and professional lives. We welcome all thought leaders and change makers to celebrate, collaborate and exchange ideas. Engineers Australia hopes to inspire and initiate positive action in the workplace to move towards equality.

Events

Engineers Australia is delighted to advise that the 2017 events planned for **8 March in Melbourne and 9 March in Sydney**, will be led by a keynote presentation from internationally renowned speaker, Susan Colantuono, a recognised expert in women's leadership development, gender dynamics and hidden gender bias. Susan is the CEO of Leading Women, one of the world's premier consulting organisations supporting corporate initiatives to advance women and close the leadership gender gap.

Susan's TEDx talk on [Closing the Leadership Gender Gap](#) was featured as Today's Talk on the TED.com website, an honour given to less than 1% of all TED Talks from around the world. The Talk has gone viral, being viewed by millions and translated into 23 languages.

A panel discussion comprising diversity experts from both Australian and international organisations will follow the keynote presentation. The panel discussion will be lead by Lisa Annese, CEO of the Diversity Council of Australia and audience members will be encouraged to join in the debate. Being held at the Sofitel on Collins in Melbourne and Doltone House, Darling Island in Sydney, the events have an emphasis on quality and the benefits of industry networking.

Masterclass

We will also be hosting an exclusive masterclass before the lunch for organisations interested in closing and balancing the gender gap. Places at the masterclass are strictly limited.

Event details

Melbourne

Wednesday 8 March 2017

Masterclass 10:30am-12pm | Lunch 12pm-2:30pm

Sofitel on Collins Street,
25 Collins Street, Melbourne

Sydney

Thursday 9 March 2017

Masterclass 10:30am-12pm | Lunch 12pm-2:30pm

Doltone House, Darling Island,
48 Pirrama Rd, Pyrmont

Why Partner?

- Position your organisation as a proactive leader committed to change
- Promote your brand across a multi-channel marketing campaign including digital, website and social media platforms
- Access key stakeholders engaged in senior decision making from all industry sectors along with Government representatives
- Network with over 800 delegates across the 2 events
- Build your brand awareness to over 50,000 Engineers Australia members and key stakeholders

**Position your brand
as a leader to over
50,000 professionals**

“ We are the leading peak body for all engineering disciplines and the second largest association in Australia ”

The Host

Engineers Australia

Engineers Australia is the largest and most diverse professional body for engineers with direct access to over 100,000 members nationally and internationally, including in UAE, Qatar, Malaysia, Singapore, Hong Kong and the UK. We are the leading independent voice for the engineering community with strong links to Government, Industry, Education providers and the general public. With just 12.4% female participation in the engineering workforce, we are actively committed to driving tangible change in diversity.

Education Partners



Engineering Education Australia

Engineering has never been more global. With standards, practices and knowledge continuously advancing, professional development is crucial to retain currency within today's evolving profession.

As the training arm of Engineers Australia, Engineering Education Australia offers an authoritative suite of technical, business, and management courses that provide the necessary training to stay relevant locally and globally.

Engineering Education Australia courses are designed specifically for engineers and related professionals, and are recognised for Continuing Professional Development in accordance with Engineers Australia's guidelines.



The Lighthouse Group

The Lighthouse Group is a Leadership Strategy and Training specialist firm that supports corporate and enterprise clients in Australia and New Zealand. Lighthouse's approach is to source world leading IP from organisations such as Leading Women to ensure that their customised programs are best practice solutions for clients looking to build core leadership capabilities across their enterprises. Along with Advancing Women, other key core capability programs are: Building Business Acumen, Innovation Mindset and Culture and Manager as Coach.

Lighthouse and Engineering Education Australia have partnered to deliver a world class diversity program for engineering firms.

This exclusive offering will launch in 2017.

[Click here to find out more](#)

Sponsorship benefits

Pre Event

- Logo recognition with hyperlink to your organisations homepage on Engineers Australia's International Women's Day web page
- Organisation profile of up to 200 words on Engineers Australia's International Women's Day web page
- Logo recognition on IWD marketing collateral including electronic direct emails providing access to Engineers Australia's members and stakeholders across all industry sectors
- Recognition on Engineers Australia's social media platforms
- Digital signage at Engineers Australia's reception areas in Sydney and/or Melbourne dependent on the scope of partnership

At the Event

- 4 x tickets to attend the Melbourne and/or Sydney luncheon depending on scope of partnership
- Brand recognition at the registration desk/pre-luncheon networking area
- Logo recognition on large format audio visual screens
- Recognition in MC event welcome and closing addresses
- Corporate table signage highly visible throughout the room
- Logo recognition on table menus
- Live social media posts throughout the event highlighting the partnership

Post Event

- Logo recognition included in post event marketing communications
- Logo recognition included in post event survey circulated to all delegates
- Recognition on social media platforms
- Opportunity for your organisation to provide an industry relevant article that will feature in Engineers Australia's Industry eNews (Circulation Rates: New South Wales 25,200 and Victoria 28,700) *
- Logo recognition on large format digital screens at Engineers Australia's Sydney and Melbourne reception areas through to December 2017.*

Level of Investment:

\$10,000 +GST per event

\$18,000 +GST x 2 events
(Melbourne & Sydney)

*Benefits included in \$18,000 investment only

Premium Partnership benefits

Additional exclusive benefits are available on request including:

- Opportunity for a senior company representative to be a member on the leadership discussion panel at the IWD event/s
- Organisational opportunities with the exclusive masterclass
- Advertising in Engineers Australia's monthly *create* magazine with a print circulation of 61,000+ nationally
- Advertising in Engineers Australia's fortnightly Industry eNews, sent to 100,000 members and industry stakeholders Australia wide
- Advertising in Engineers Australia's bi-monthly Global rEACH eNews, sent to over 5,000 members internationally, including Malaysia, Singapore, Hong Kong, Qatar, UAE and the UK

BE SEEN

To be a proactive
leader of change

For more information please contact:

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[Click here to find out more](#)