

NSW Department of Education



NSW Training Awards 2025

State Prospectus



NSW Training Awards

The annual NSW Training Awards program 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 leaders in business, government, and communities. The NSW Training Awards are held during September in Sydney and are preceded by seven regional award ceremonies.

The award categories celebrate the achievements of students, schools, training providers and employers across disciplines including but not limited to the 780 VET qualifications that the NSW government currently subsidises.

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





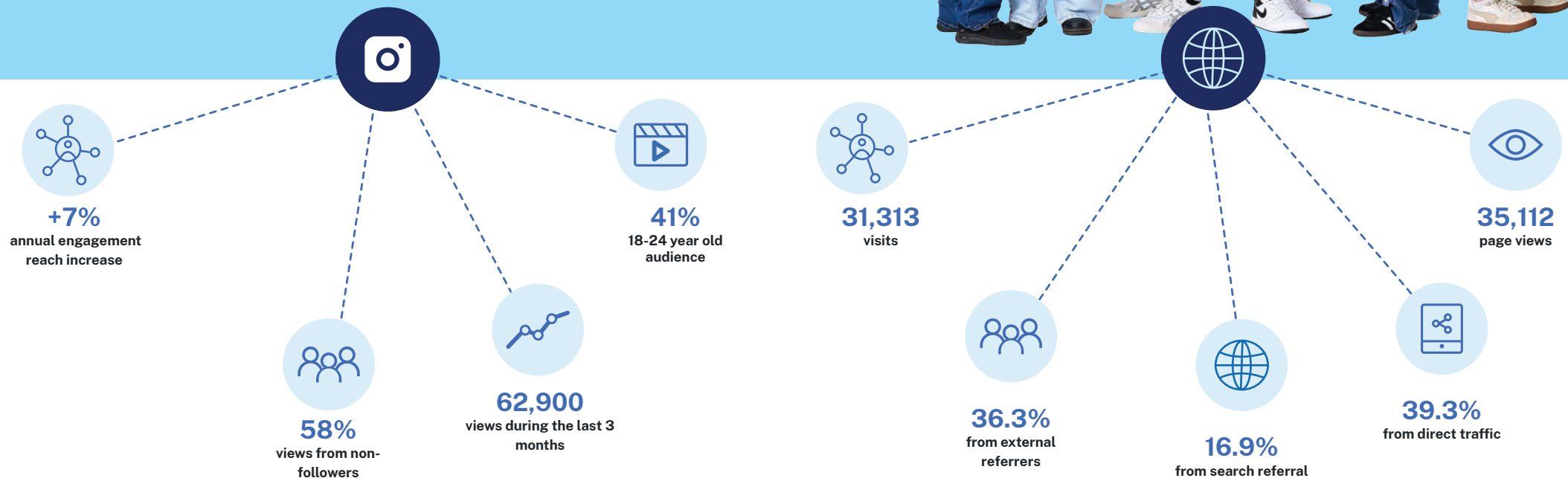
Why partner with the NSW Training Awards?

- ✓ 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.
- ✓ demonstrate your support of a world-class skills system and its positive impact on the economic prosperity and sustainability of NSW.
- ✓ Align your organisation as a leading supporter of building a skilled workforce in NSW.
- ✓ 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 the following over the last 12 months (unless stated otherwise):



What our partners thought

85%

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



Direct feedback:

"It was amazing to see people from different walks of life and cultures coming together to celebrate!"

"The positive vibe in the room. Everyone is supportive of recognising achievements"

"The ceremony was wonderful. I loved hearing from last years winners - their light bulb moments were really beautiful to hear.."

"I find the ceremony inspiring and uplifting"

Key dates for 2025

Date	Event/Region
10 December 2024	2025 NSW Training Award entries open
14 March 2025	2025 NSW Training Awards Individual entries close at 5:00pm
2 May 2025	2025 NSW Training Awards Organisation entries close at 5:00pm
2025 Regional NSW Training Awards Interviews	
31 March - 11 April 2025	
2025 NSW Organisation Category Interviews	
1-3 July 2025	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
2025 Regional NSW Training Awards Presentation	
12 June 2025	Western NSW Training Awards
12 June 2025	Hunter & Central Coast Training Awards
13 June 2025	New England Training Awards
13 June 2025	Illawarra & South East NSW Training Awards
19 June 2025	Riverina Training Awards
20 June 2025	Metro Sydney Training Awards
20 June 2025	North Coast & Mid North Coast Training Awards

Date	Event/Region
2025 NSW Individual Category Interviews	
21-25 July 2025	Aboriginal and Torres Strait Islander Student of the Year Apprentice of the Year School-based Apprentice/Trainee of the Year Trainee of the Year VET in Schools Student of the Year VET Trainer/Teacher of the Year Vocational Student of the Year
2025 NSW Training Awards State Phase	
11 September 2025	NSW Training Awards State Event
October / November 2025	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.
- **Media Exposure:** Primary profiling, including a full page advertisement and a full page editorial in the digital award program.
- **Social Media Exposure:** Four social media posts across (NSWTA *) Instagram and an exclusive award day live interview.
- **Stakeholder Engagement:** Networking opportunities with award winners and NSW Government Dignitaries and a presentation to your staff by a NSW Training Awards Ambassador.

\$40,000

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.
- **Media Exposure:** Premium profiling, including a full-page advertisement and an editorial in the digital award program.
- **Social Media Exposure:** Three social media posts across (NSWTA *) Instagram.
- **Stakeholder Engagement:** Networking opportunities with award winners and NSW Government Dignitaries.

\$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.
- **Media Exposure:** Profiling, including a half-page advertisement in the digital award program.
- **Social Media Exposure:** Two social posts across (NSWTA *) Instagram.
- **Stakeholder Engagement:** Networking opportunities with students, training organisations, employers and industry associations.

\$15,000

Bronze Partner

A Bronze Partnership provides value opportunities, including:

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

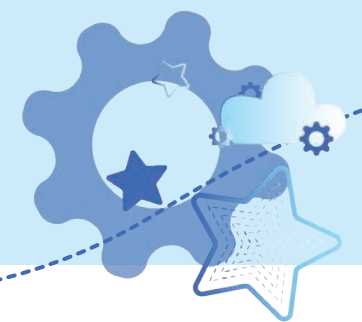
\$5,000



View the 2024
[NSW Training Awards
Digital Event Program](#)

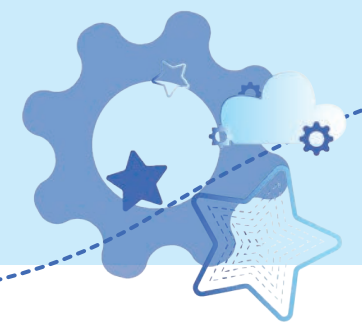
* NSWTA is NSW Training Awards social channels

Benefits



	Platinum	Gold	Silver	Bronze
Award Alignment				
Award Association	Alignment with the NSW Training Awards and invitation to judge one individual and one organisation award category at the State level.	Alignment with the NSW Training Awards and invitation to judge one award category at a State level.	Alignment with one NSW Training Awards 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 and seven Regional events 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 seven regional events • 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
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 powerpoint slide at the State event	1 company logo on a static screen at the State event
eDM Opportunities	2 placements in our emails sent to 2025 NSW Training Awards subscribers.	1 placement in our emails sent to 2025 NSW Training Awards subscribers.		

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 Media 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.	1 delegate 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
NSW Ambassador Presentation	Yes			
Regional Events				
Regional Award Priority Seating	2	2		
Partnership Acknowledgement	Yes, announcement made during awards	Yes, announcement made during awards		

To become a partner visit:

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


For more information on sponsorship
contact Erin Lynch:

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For general inquiries:

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

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

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

www.trainingawards.nsw.gov.au

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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