



INTL
WMN'S
DAY

ENDEAVOUR FOR EQUAL



ENGINEERS
AUSTRALIA



International
Women's Day

ENDEAVOUR FOR EQUAL

International Women's Day Sponsorship Prospectus

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About International Women's Day

March 8 is International Women's Day (IWD). IWD provides the opportunity to celebrate the social, economic, cultural and political achievements of women 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.

ABOUT ENGINEERS AUSTRALIA

With around 100,000 individual members, Engineers Australia is the profession's peak body. We are the voice of the profession, and exist to advance the science and practice of engineering for the benefit of the community.

Engineers Australia works to achieve an engineering profession as diverse as the community we serve. As the peak body we must lead the way.

The International Women's Day celebrations provide the perfect platform to engage with industry and promote healthy discussion about what positive action can be taken to address the challenges facing modern women in the engineering workforce.

Did you know?

Engineering is not a gender-diverse profession, and indeed the percentage of women in the profession is low. As recently as 2006, women's share of the engineering labour force was just 10.6%.

The good news is that numbers are increasing due to initiatives led by government, industry and professional bodies. By 2016, women represented 13.6% of the engineering workforce.

Employment within engineering occupations rose 2% over this time, with female skilled migrants the main reason for the increase.

WOMEN'S SHARE OF THE ENGINEERING LABOUR FORCE:

2006: **10.6%** ————— 2016: **13.6%** ↑

WOMEN'S SHARE OF EMPLOYMENT IN ENGINEERING OCCUPATIONS:

2006: **8.2%** ————— 2016: **11.2%** ↑

EMPLOYMENT WITHIN ENGINEERING OCCUPATIONS:

AUSTRALIAN BORN

2006: **7%** ————— 2016: **8.8%** ↑

OVERSEAS BORN

2006: **9.7%** ————— 2016: **13.5%** ↑

The future is looking bright with the Australian STEM Workforce Report, released in July 2020, stating that engineering represents the largest labour force of all STEM professions in both university qualified and VET qualified fields.

Data taken from Engineers Australia's Engineering capability report based on census data from 2006/2011/2016. Australian STEM Workforce Report released by the Office of the Chief Scientist, July 2020.



Why we need you

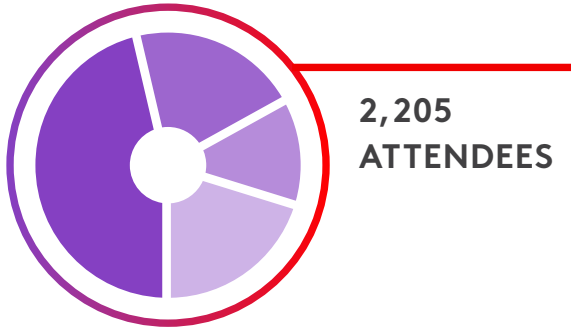
While the trends are positive, the current challenging environment makes it even more important to keep building on the momentum of past successes. It's only through industry support for these initiatives that we can help keep the message of diversity prevalent and bring people together to hear from inspirational leaders of change.

We invite you as engineering leaders to brand together with us to highlight the benefits of a diverse workforce and continue to drive change through the IWD 2021 campaign.

About the events

Engineers Australia has been hosting an International Women’s Day event in Melbourne for several years. In 2020 IWD continued to deliver strong engagement numbers, selling out three of the four locations with 2,205 people in attendance with representation from over 420 companies.

2020 STATISTICS



- 1,081 MELBOURNE
- 415 SYDNEY
- 400 BRISBANE
- 309 PERTH

2021 EVENT FORMAT & DETAILS

In 2021 the event series will be expanding to all Australian states and territories through a hybrid event model.

DATE: 10 MARCH 2021

TIME: DIFFERENT TIME DEPENDING ON STATE

LOCATIONS: ADELAIDE, BRISBANE, CANBERRA, DARWIN, MELBOURNE, NEWCASTLE, PERTH, SYDNEY, HOBART

** Time may be subject to change.*

MARKETING APPROACH

Campaign activity will run for approximately five months commencing November 2020. Virtual delivery allows for marketing activity to extend to international audiences and further brand reach.

Content promoting the event series will be amplified through paid media targeting engineers, related professionals, organisations and the wider engineering community.

Past keynote speakers



2017

SUSAN COLANTUONO

CEO Leading Women (USA)

- Susan is globally recognised as an expert in women's leadership development, gender dynamics and hidden gender bias.
- Her TEDx talk on Closing the Leadership Gender Gap has gone viral, being viewed by millions around the world and translated into 23 languages.



2018

NAOMI SIMSON
Founder Red Balloon

- Naomi is one of Australia's most prominent entrepreneurs and business leaders. With more than two million LinkedIn followers, Naomi has been Australia's most followed person on the business networking platform
- Naomi is known as the founder of online experience retailer Red Balloon and also as an investor on Network Ten's popular television series Shark Tank.



2019

TURIA PITT
Humanitarian & Athlete

- One of Australia's most admired and widely recognised people, Turia has gone on to become a bestselling author, two-time Ironman and humanitarian - raising well over a million dollars for not-for-profit, Interplast.
- Through her online presence, books and online programs, Turia has inspired millions to live with more confidence, drop their fears and smash epic goals.



2020

NADINE CHAMPION
Martial Artist & Author

- Dedicating thirty years of her life to studying martial arts and strengthening the mind, Nadine is a thought leader on courage, inner strength and resilience.
- Her closing speech for TEDx Sydney is regarded as one of the most memorable of all time, with a packed audience rising to their feet in unison to applaud.

2021 Keynote Speaker

Dr Mae C. Jemison

Entrepreneur, engineer, physician, former astronaut social scientist and educator, Dr. Mae Jemison is at the forefront of integrating the physical and social sciences with art and culture to solve problems and foster innovation. Jemison leads 100 Year Starship® global initiative to ensure the capabilities exist for human interstellar travel within the next 100 years while every step of the way enhancing life on Earth.

A NASA astronaut for six years and the world's first woman of color in space, Jemison was the Area Peace Corps Medical Officer for Sierra Leone and Liberia, an environmental professor at Dartmouth College focused on designing technologies for sustainability. She founded two technology companies and the international science camp The Earth We Share™ (TEWS), a program of the non-profit Dorothy Jemison Foundation for Excellence. Jemison is member of National Academy of Medicine, Fortune 500 companies' boards, and the National Women's Hall of Fame, was the first chair of the Texas State Product Development and Small Business Incubator Board in addition to many other awards, boards, honorary degrees, service work and recognitions.

LOOK UP, led by Jemison, focuses people, on a single day worldwide, to weave a global tapestry of what individually see, feel, think, love, fear, offer, need and hope as we look up at the sky.

Jemison was the first real astronaut to appear on the Star Trek TV series and is a LEGO mini-figure in the LEGO Women of NASA kit. Dr. Jemison is Bayer Corporation USA's *Making Science Make Sense*® chief ambassador, and she is a series hosts of National Geographic's "One Strange Rock" and space operations advisor for its global miniseries, "Mars." Dr. Jemison authored True Books' series on space exploration and the 2nd edition of "Find Where the Wind Goes: Moments from My Life" which will be released this fall.

Why partner?



Take a leading role in supporting gender diversity in engineering



Promote your brand through a multi-channel marketing campaign



Build brand awareness with 100,000 Engineers Australia members and key stakeholders



Publicly position yourself as a proactive leader of change – and an employer of choice

The work of engineers is vital if we are to have sustainable, secure, just, healthy and prosperous communities - and we will be more effective if we draw equally on the talents of men and women.

It is not something that can be done by any one organisation or sector alone - every little bit counts.

Contact

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Supporter

- Feature your brand through a multi-channel marketing campaign
- Expose your organisation to a national and international database
- Align with an international keynote speaker

PRE-EVENT

- Logo recognition on Engineers Australia's IWD website with hyperlink to your organisation's homepage
- Organisational profile of up to 150 words on Engineers Australia's IWD website
- Your organisation to be mentioned and tagged in one social post on Facebook or LinkedIn highlighting your participation in the IWD events
- Supporters will be issued a digital marketing toolkit which can be used to highlight your involvement with Engineers Australia's IWD 2021 event series. Each toolkit will contain a social media tile, email signature banner, and holding slide. Items will feature your organisation's logo alongside the Engineers Australia brand. Items can be used across your company's digital platforms including social media and intranet

AT THE EVENT

- Logo recognition throughout virtual presentation event, streamed across all nine events

POST EVENT

- Logo recognition on post-event eDM sent to all attendees
- Logo included within eDM to be hyperlinked to supporters' page on our IWD website
- Logo to feature on the opening slide of the event recording that will be loaded onto EA OnDemand post-event and available for a period of time. This recording will be further promoted by Engineers Australia to identified audiences

TO FIND OUT MORE, VISIT:
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