



CONNECTING INDUSTRY WITH SKILLS

SPONSORSHIP PROSPECTUS

INTRODUCTION

Energy Skills Queensland leads stakeholder engagement on vocational education and training, skills development and labour market issues within the energy and telecommunications industries.

As the Centre of Excellence for strategic industry workforce planning and workforce development, Energy Skills Queensland is a non-profit organisation leading and influencing energy and telecommunications skill-related matters – from industry strategy and business process to smarter workforce management.

Energy Skills Queensland's work could not continue without

the valuable support of our Board, industry and training committee members, government representatives and other key stakeholders who work with us to improve training and workforce outcomes for the industry.

Your sponsorship would assist Energy Skills Queensland to continue to deliver industry with high quality workforce planning, workforce development, industry engagement, career and training advisory services as well as promoting the energy and telecommunications industries to potential new entrants to increase the pool of suitable candidates.

CAREERS IN ENERGY WEBSITE

www.careersinenergy.com.au

In May 2011, Energy Skills Queensland proudly launches a new initiative to connect industry companies, education and training organisations, and recruitment and labour hire firms with school leavers, job seekers, existing skilled workers and professionals seeking employment in the Queensland energy and telecommunications industries.

The 'Careers in Energy' website will provide leading edge career and training advice to individuals interested in working in the Queensland energy and telecommunications industries and showcase these industries as careers of first choice – reliable, secure and rewarding.

The 'Careers in Energy' website will give new entrants and existing workers a deep insight into career options and lifestyle choices in the industry. This audience may include secondary school, vocational and university

students, recent school leavers, unemployed persons and existing workers seeking to up-skill or move to other areas of the industry.

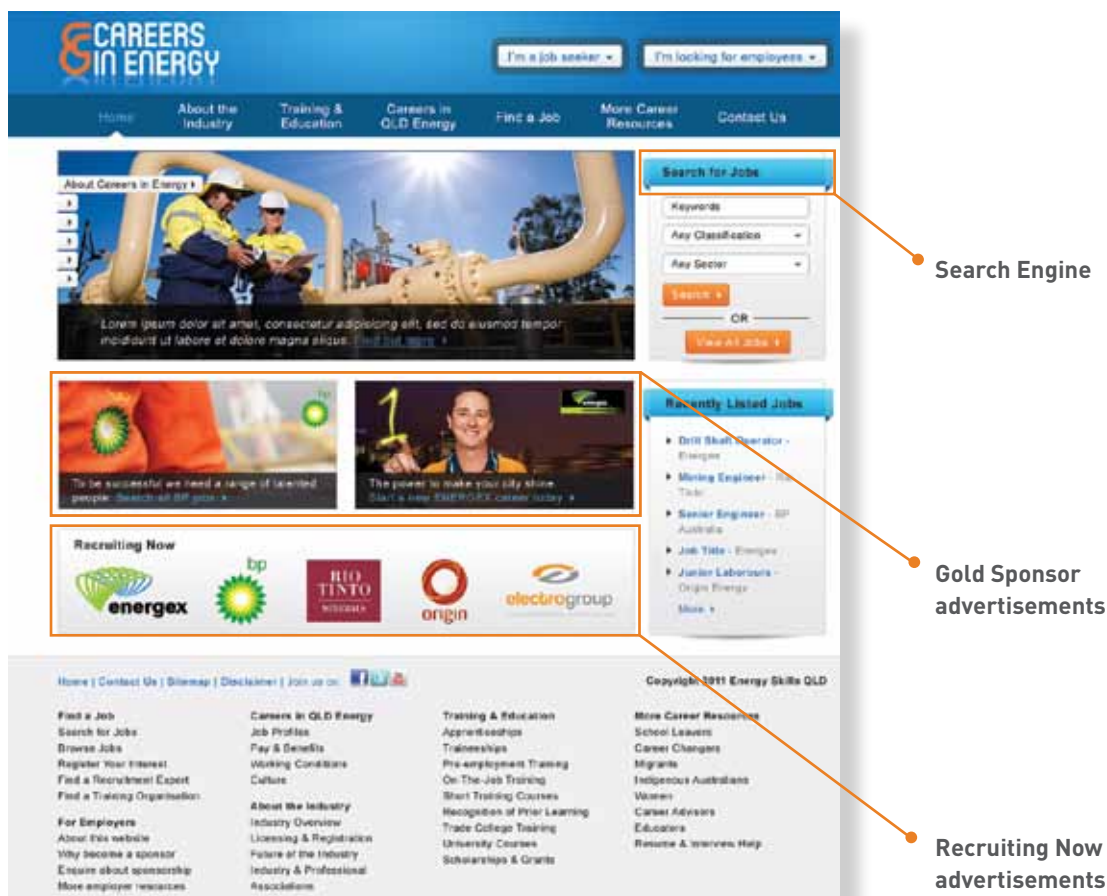
In addition, Energy Skills Queensland aims to facilitate dialogue between industry recruitment professionals and training organisations and the job seeker market through a powerful job search tool that allows registered employers or an employer agent (recruitment/HR firms) to post Queensland-based job listings.

Key Features of the Careers in Energy Website

The Careers in Energy website is a dedicated recruitment tool and career resource centre for the Queensland energy and telecommunications industries. Key features include:

- Job Search Engine for the Queensland Energy and Telecommunications Industries – allows job seekers and existing workers to find and apply for a job.

 **CAREERS
IN ENERGY**.COM.AU



*Careers in Energy website sample homepage – company logos supplied for demonstration purposes only

- Employer Recruitment Tool – registered sponsor companies can log-in to self upload job vacancies.
- High level sponsorship, advertising and recruitment campaign capability.
- Industry profiles, career pathways and job profiles for all industry sectors.
- Dedicated access to training and education information tailored to the energy and telecommunications industries.
- Opportunity for Energy Skills Queensland to broadcast major announcements via mobile marketing and social media such as Facebook, Twitter and LinkedIn pages.
- Future features planned include blogs, discussion forums, SMS alerts, iPhone applications and other relevant tools and functionality.

Promotion of the Careers in Energy Website

An extensive advertising and promotional campaign will be undertaken by Energy Skills Queensland to spread awareness of the Careers in Energy website prior to the launch and will be sustained in the long term to drive a large pool of candidates to the website to the benefit of employers and individuals alike.

Promotional tools include national and international print and online advertising, publicity, direct marketing and social media, as well as industry resources for careers advisors, employment service agencies and job network providers.

FREE Basic Job Listings for Employers

This entry-level category allows employers to post a job listing for job vacancies in Queensland relating to the energy and telecommunications industries in

Queensland. In addition to listing all energy and telecommunications industries operational job vacancies, organisations can also list Queensland vacancies in administrative, managerial and supporting roles related to these industries.

Employers simply create a company username and password to set up an account and can begin uploading new job listings and receiving emails directly from interested candidates. The same username and password can be shared by other staff members within the organisation to manage and update listings. Note: the Careers in Energy website does not receive or store applications. Candidates apply for jobs directly to an employer's nominated email address.

Employers using the basic listing level have the opportunity to enhance listings, improve response results and gain greater brand exposure by upgrading to one of the sponsorship packages on offer.

CORPORATE SPONSORSHIP PACKAGES

Energy Skills Queensland offers organisations the following sponsorship packages and benefits:

GOLD CORPORATE SPONSOR

(AU\$20,000 +GST /year)

- Prime exposure on the Careers in Energy website with a customised gold sponsor advertisement on random homepage rotation including and a link to sponsor's website homepage or recruitment page (maximum two changes per year)

OR

- A Recruiting Now – Homepage option on the Careers in Energy website including organisation logo and a direct link to your organisation's recruitment page (no changes).

AND

- Employer of Choice Section advertisement on random inside page rotation on the Careers in Energy website (excludes homepage, maximum one change per year).
- Full functionality for posting and managing unlimited number of Queensland-based job listings on the Careers in Energy website (sponsor name in bold, logo, priority search result listing, link to sponsor's website homepage or recruitment page).
- Recognition as a gold sponsor on the Careers in Energy website – organisation name, logo, summary and careers page link.

- Recognition as a gold sponsor on the Energy Skills Queensland corporate website – organisation name, logo, summary and link to sponsor's website or recruitment page.
- Recognition as a gold sponsor in key Energy Skills Queensland print and online publications.
- Recognition as a gold sponsor on Energy Skills Queensland signage at ESQ conferences and key industry events.
- Opportunity for Energy Skills Queensland to broadcast major announcements on the sponsor's behalf via social media.
- Four (4) complimentary delegate passes to the Energy Skills Queensland Annual Conference per sponsorship year.

SILVER CORPORATE SPONSOR

(AU\$10,000 +GST /year)

- Employer of Choice Section advertisement random placement in internal pages of the Careers in Energy website (excludes homepage, no changes permitted per year).
- Full functionality for posting and managing unlimited number of Queensland-based job listings on the Careers in Energy website (sponsor name in bold, logo, priority search result listing, link to sponsor's website homepage or recruitment page).
- Recognition as a silver sponsor on the Careers in Energy website – organisation name, logo and link to sponsor's website or recruitment page.

- Recognition as a silver sponsor on the Energy Skills Queensland corporate website – organisation name, logo and link to sponsor's website or recruitment page (no changes permitted per year).
- Two (2) complimentary delegate passes to the Energy Skills Queensland Annual Conference per sponsorship year.

BRONZE CORPORATE SPONSOR

(AU\$5,000 +GST/year)

- Upgraded job search engine functionality to post and manage unlimited number of Queensland-based job listings on the Careers in Energy website (sponsor name in bold, logo, link to sponsor's website homepage or recruitment page).
- Recognition as a bronze sponsor on the Energy Skills Queensland website - company name and link to nominated careers page (no changes permitted per year).

STANDARD CORPORATE SPONSOR

(AU\$1,000 +GST /year)

- Upgraded job search engine functionality to post and manage unlimited number of Queensland-based job listings on the Careers in Energy website (sponsor name, logo and brief job description listings).



BENEFITS FOR ALL SPONSORS

All corporate sponsors also receive the following benefits:

- Participation in skills audit and workforce development plan to ensure that you have the skills to meet your current and future workforce needs.
- Assistance with accessing funding to offset some of the costs associated with training and skilling your workforce.
- Inclusion on our database to receive the latest industry skilling information, news and research.
- An invitation to participate in Industry Sector Skills Committees and Taskforces.
- Direct input into developing industry policy on training and workforce development. This policy is used to advocate on behalf of industry to Queensland and Australian Governments.
- Direct input into the design and maintenance of national training packages for the continuous improvement process.
- Exclusive sponsor discount rates for seminars and conferences.
- Invitations to exclusive industry events and functions.
- Invitation to ESQ's Annual General Meeting.

CAREERS IN ENERGY WEBSITE

'Advertising Only' Packages

These advertising only packages are available to companies who do not wish to become sponsors of Energy Skills Queensland but would like to advertise on the 'Careers in Energy' website for a short period of time. These packages are designed for launching recruitment campaigns and are ideal for use in conjunction with social media and email marketing campaigns.

Energy Skills Queensland offers organisations the following Careers in Energy website 'Advertising Only' packages and benefits:

Recruiting Now – Homepage

(AU\$2,000 + GST/month or AU\$1,200 + GST/fortnight)

- Prime brand exposure opportunity with sponsor logo on random homepage rotation with a link to sponsor's website homepage or recruitment page (no changes permitted).

Employer of Choice Section Advertisement

(AU\$1,000 + GST /month or AU\$5,000 + GST /6months)

- Targeted advertising positioning in internal pages of the Careers in Energy website (excludes homepage, no changes permitted).

Invest in a leading centre dedicated to addressing the training needs of the Queensland energy and telecommunications industries

Contact

To express your interest in an Energy Skills Queensland sponsorships, please complete the enclosed expression of interest form, or phone Max Russell on 07 3277 1333 or email mrussell@energyskillsqld.com.au

CONFERENCE AND EVENT SPONSORSHIP PACKAGES

About the Energy Skills Queensland Annual Conference

The Energy Skills Queensland Annual Conference is a prime opportunity to build and strengthen business relationships and network face-to-face with industry professionals from the energy and training industries in Queensland.

Since 2008, the Energy Skills Queensland Annual Conference has covered many of the initiatives, challenges and opportunities facing the energy industry now and into the future with informative presentations from nationally respected industry speakers who are specialists in their respective fields.

The Energy Skills Queensland Annual Conference attracts national and international senior delegates directly involved in energy industry training including representatives from industry, government and education and training organisations.

Energy Skills Queensland invites organisations to participate in industry workforce development by sponsoring the Energy Skills Queensland Annual Conference. Benefits of conference sponsorship include:

- Effective marketing and communications platform to showcase industry leadership in workforce planning and development.
- Informal exposure to an interested and relevant audience.
- A unique platform for your company to gain valuable perspectives on new and innovative industry directions and latest market insight.
- Strengthen your company brand with industry, government and investors.

CONFERENCE GOLD SPONSOR

\$6,000 + GST

The Conference Gold Sponsor investment ensures a premium level of conference exposure at the Energy Skills Queensland Annual Conference. Gold sponsor branding will feature prominently in all stages of conference promotion. Benefits include:

- Signage in the main function room to the side of stage (one sign - size negotiable)
- Signage in the refreshments/ service area of the function venue (one sign - size negotiable)
- One promotional brochure or merchandise item insert for the conference satchel.
- Prominent logo display and recognition in the conference program.
- Prominent logo display and recognition on presentation slides prior to the conference and in refreshment breaks.
- Prominent logo display and recognition in registration brochures, agenda and conference proceedings.
- Recognition of sponsorship including logo and sponsor website homepage link on the Energy Skills Queensland corporate website conference page.
- Coverage in The Skill Connection newsletter issues prior to and following conference.
- Four (4) complimentary delegate passes to the Energy Skills Queensland Annual Conference per sponsorship year.

CONFERENCE SILVER SPONSOR

\$4,000 + GST

The conference silver sponsor package has been designed to ensure a high level of brand exposure throughout the conference. Benefits include:

- Signage in the refreshments/ service area of the function venue.
- Prominent logo display and recognition in the conference program.
- Prominent logo display and recognition on presentation slides prior to the conference and in refreshment breaks.
- Prominent logo display and recognition in registration brochures, agenda and conference proceedings.
- Recognition of sponsorship including logo and sponsor website homepage link on Energy Skills Queensland corporate website conference page.
- Coverage in The Skill Connection newsletter issues prior to and following conference.
- Two (2) complimentary delegate passes to the Energy Skills Queensland Annual Conference per sponsorship year.



CONFERENCE SACHEL SPONSOR

\$3,500 + GST (One only)

Conference satchels will be given to all participants and presenters at the commencement of the conference.

Benefits include:

- Exclusive logo branding on conference satchel (one logo - 3 colours maximum)
- Prominent logo display and recognition in the conference program.
- Prominent logo display and recognition in registration brochures, agenda and conference proceedings.
- Recognition of sponsorship including logo and sponsor website homepage link on Energy Skills Queensland corporate website conference page.
- Coverage in The Skill Connection newsletter issues prior to and following conference.
- Two (2) complimentary delegate passes to the Energy Skills Queensland Annual Conference per sponsorship year.

CONFERENCE NAMEBADGE SPONSOR

\$2,000 + GST (One only)

Delegates wear their conference passes at all times throughout the conference. Benefits include:

- Logo branding on namebadge (one logo - three colours maximum)
- Prominent logo display and recognition in registration brochures, agenda and conference proceedings.
- Recognition of sponsorship including logo and sponsor website homepage link on Energy Skills Queensland corporate website conference page.
- Coverage in The Skill Connection newsletter issues prior to and following conference.
- Two (2) complimentary delegate passes to the Energy Skills Queensland Annual Conference per sponsorship year.

EVENT SPONSOR

Energy Skills Queensland hosts several professional industry events including summits, breakfasts, forums and workshops. If your company would like to be considered as a key sponsor for specific industry sector or regional events, Energy Skills Queensland would welcome your expression of interest.

**Your organisation
will benefit from
direct exposure to
colleagues who are
working to improve
our industry**

Contact

To express your interest in an Energy Skills Queensland conference or event sponsorship package, please complete the enclosed expression of interest form, or phone Max Russell on 07 3277 1333 or email mrussell@energyskillsqld.com.au



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