

Queensland
Training
AWARDS

2025 state
sponsorship prospectus



Queensland
Government

Introduction

Through its long history, the Queensland Training Awards have found and highlighted thousands of positive training stories in celebrating excellence in vocational education and training, which will continue to be a key activity for the new Department of Trade, Employment and Training and the Queensland Government in 2025.

Through our seven regional finals and state gala dinner the Queensland Training Awards has a statewide reach. Our award categories attract 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.

2025 key dates

- Nominations open in early 2025 and close Tuesday 11 March 2025
- Regional award ceremonies in July
- State Gala Dinner in September
- Australian Training Awards in November



Pictured: 2024 Queensland Training Awards State Finalists and Sponsors

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 many 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.

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.

2024 outcomes

With 749 nominations submitted in 2024, the awards continue towards returning to pre-pandemic levels of engagement. This led to seven successful regional finals held across the state, with over 1800 attendees coming together to celebrate their region's best and brightest in training.

Key outcomes for 2024 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 [DTET LinkedIn](#). This activity delivered strong performance and engagement across social channels with a total reach of more than 826,000 people (166% increase on 2023) and 1.75 million impressions (310% increase on 2023).
- 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, the new Queensland Jobs and Skills Connect 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 850,000 people with a total advertising space rate of \$90,270.
- 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: 2024 Vocational Student of the Year winner and finalists with category sponsor representative Nik Babovic from TAFE Queensland (l-r): Holly Sullivan (TNQ), Madison Collins (SE), Alexandra Hayes-Hatton (NC) Atong Koot (Metro), Nik Babovic, Candice Fraser (NQ), Dallas Sykes (DDSW) and Jacqueline Grundy (CQ).

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

Small Training Provider of the Year — for outstanding contribution to the delivery of VET in Queensland by a registered training organisation with fewer than 500 students enrolled at the time of nominating.

Large Training Provider of the Year — for outstanding contribution to the delivery of VET in Queensland by a registered training organisation with 500 or more students enrolled at the time of nominating.

Premier's Industry Collaboration Award — for an outstanding collaboration providing exemplary skills development between an employer or industry body and at least one training provider.

2025 state sponsorship packages

Queensland Training Awards program partner — \$35,000 (exc. GST) (exclusive, 1 only)

The Queensland Training Awards Program Partner will be exclusively acknowledged at both state and regional levels.

This sponsorship package is designed to provide you with extensive exposure through a range of promotional opportunities to showcase your commitment to skills development and best practice in vocational education and training across Queensland.

Corporate image

- Your organisation will be prominently positioned as the Queensland Training Awards 2023 program partner.

State promotion

- Your organisation's logo on the homepage of the QTA website, with your logo, profile and website link included in state and regional site content.
- Your logo and profile in the State Gala Dinner program.
- One full-page advertisement in the State Gala Dinner program.
- Display of one promotional banner at the event.
- Acknowledgement in relevant editions of the Queensland Training Awards newsletter, distributed to more than 3100 subscribers.

State Gala Dinner involvement

- An invitation for your organisation to attend the sponsor's welcome reception.
- 10 complimentary tickets to the State Gala Dinner.
- Acknowledgement by the Master of Ceremonies.
- Your logo included in audio-visual and event materials, such as a media wall.
- Access to networking opportunities with key representatives of industry, the VET sector and government.
- A framed certificate in appreciation of your sponsorship.

Regional promotion and events

- Your logo and link to your website on each of the regional sponsor webpages on the QTA website
- Your logo and profile in the seven regional event programs.
- Acknowledgement by the Master of Ceremonies at the seven regional finals events.
- Acknowledgement in audio-visual and other regional event materials.

Main event sponsor — \$15,000 (exc. GST) or equivalent in-kind value (exclusive, 1 only)

The State Gala Dinner held in Brisbane is the highlight of the Queensland Training Awards program, bringing together regional finalists to contest the state titles.

The dinner is a black-tie event, offering outstanding networking opportunities with key industry stakeholders, government officials, training providers, employers, trainers and students at the top of their game.

Corporate image

- Your organisation will be prominently positioned as the main event sponsor of the Queensland Training Awards State Gala Dinner.

Promotion

- Your organisation's logo on the homepage of the QTA website, with your logo, profile and website link included in site content.
- Your logo and profile in the State Gala Dinner program.
- One full-page advertisement in the State Gala Dinner program.
- Display of one promotional banner at the event.
- Acknowledgement in relevant editions of the QTA News, distributed to more than 3100 subscribers.

State Gala Dinner involvement

- An invitation for your organisation to attend the sponsor's welcome reception.
- Six complimentary tickets to the State Gala Dinner.
- Acknowledgement by the Master of Ceremonies.
- Your logo included in audio-visual and event materials, such as a media wall.
- Access to networking opportunities with key representatives of industry, the VET sector and government.
- A framed certificate in appreciation of your sponsorship.

State category sponsors — \$10,000 (exc. GST) or equivalent in-kind value (14 available)

Corporate image

- Your organisation will be positioned as a category sponsor of the Queensland Training Awards.

Promotion

- Your organisation's logo on the homepage of the QTA website, with your logo, profile and website link included in site content.
- Your logo and profile in the State Gala Dinner program.
- One full-page advertisement in the State Gala Dinner program.
- Display of one promotional banner at the event.
- Acknowledgement in relevant editions of the QTA News, distributed to more than 3100 subscribers.

State Gala Dinner involvement

- An invitation for your organisation to attend the sponsor's welcome reception.
- Four complimentary tickets to the State Gala Dinner.
- Acknowledgement by the Master of Ceremonies (e.g. category proudly supported by...).
- Your logo included in audio-visual and event materials, such as a media wall.
- 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.
- Access to networking opportunities with key representatives of industry, the VET sector and government.
- A framed certificate in appreciation of your sponsorship.

State event sponsors — \$5000 (exc. GST) or equivalent in-kind value

Corporate image

- Your organisation will be positioned as the sponsor of the welcome reception, dinner, venue or entertainment of the Queensland Training Awards State Gala Dinner.

Promotion

- Your organisation's logo on the homepage of the QTA website, with your logo, profile and website link included in site content.
- Your logo and acknowledgement in the State Gala Dinner program.
- One full-page advertisement in the State Gala Dinner program.
- Display of one promotional banner at the event.
- Acknowledgement in relevant editions of the QTA News, distributed to more than 3100 subscribers.

State Gala Dinner involvement

- An invitation for your organisation to attend the sponsor's welcome reception.
- Two complimentary tickets to the State Gala Dinner.
- Acknowledgement by the Master of Ceremonies.
- Your logo included in audio-visual and event materials, such as a media wall.
- Access to networking opportunities with key representatives of industry, the VET sector and government.
- A framed certificate in appreciation of your sponsorship.

Uniform sponsor — \$5000 (exc. GST)

Queensland finalists in individual categories are given an official state uniform to wear when representing Queensland during activities, such as workshops, in the lead up to the Australian Training Awards in November.

Corporate image

- Your organisation will be positioned as a Queensland team sponsor.

Promotion

- National promotion at Australian Training Awards activities, with your organisation's logo on Queensland team shirts, along with the Queensland Training Awards name style and the Queensland Government Coat of Arms.
- Your logo on the homepage of the QTA website, with your logo, profile and website link included in site content.
- Your logo and acknowledgement in the State Gala Dinner program.
- Display of one promotional banner at the State Gala Dinner.
- Acknowledgement in relevant editions of the QTA News, distributed to more than 3100 subscribers.

State Gala Dinner involvement

- An invitation for your organisation to attend the sponsor's welcome reception.
- Two complimentary tickets to the State Gala Dinner.
- Your logo included in audio-visual and event materials, such as a media wall.
- Access to networking opportunities with key representatives of industry, the VET sector and government.
- A framed certificate in appreciation of your sponsorship.

Other opportunities

Additional sponsorship opportunities may be available at the state level, such as:

- media partner
- prize sponsors
- print sponsor.

Arrangements for statewide sponsorship of multiple or all regional events can also be considered. Refer to the regional sponsorship prospectus for regional packages.

Summary of state sponsorship options

	Program partner \$35,000 *Exclusive	Main event sponsor \$15,000 *Exclusive	Category sponsors \$10,000	Event sponsors \$5000	Uniform sponsor \$5000	Prize/other sponsors \$ negotiated
Corporate image						
Position your organisation as supporting the VET sector	★	★	★	★		★
Promotion						
Logo on QTA home page	★	★	★	★	★	⊙
Logo, profile and link to your website on the QTA website	★	★	★	★	★	★
Logo and profile in the dinner program	★	★	★			⊙
Logo and acknowledgment in the dinner program				★	★	⊙
Full-page advertisement in the dinner program	★	★	★	★		⊙
Display of one promotional banner at the State Gala Dinner	★	★	★	★	★	★
Acknowledgement in relevant editions of QTA News	★	★	★	★	★	★
State Gala Dinner involvement						
Invitation to attend the sponsors' welcome reception	★	★	★	★	★	★
Complimentary tickets to the State Gala Dinner	10	6	4	2	2	★
Acknowledgement by the MC	★	★	★	★		★
Logo included in audio-visual and other event materials (e.g. media wall)	★	★	★	★	★	★
Sponsor representative to help present category finalists and winner on-stage			★			
Sponsor representative to present category prize to winner				★		
Business name on category winner's trophy			★			
Logo on category finalists and winner's certificates			★			
Networking opportunities at the State Gala Dinner	★	★	★	★	★	★
Presentation of a certificate of appreciation at the sponsor's reception	★	★	★	★	★	★
Regional promotion and events						
Your logo and link to your website on regional sponsor webpages	★					⊙
Your logo and profile or acknowledgement in 7 regional programs	★					⊙
Acknowledgement by the Master of Ceremonies at 7 regional finals events	★					⊙
Acknowledgement in audio-visual and other regional event materials	★					⊙
Other benefits						
Logo on Queensland team shirts					★	

⊙ Subject to negotiated sponsorship arrangements.



Pictured: 2024 Large Employer of the Year winner and finalists with category sponsor representative Juliet Stewart from Mas National (l-r) Michael Jones - The Ville Resort-Casino (NQ Selina Green - 99 Bikes (Metro), Simone Pires - Quicksilver Group (TNQ), Juliet Stewart, Kiera Badke - Riviera Australia (SE), Cassie Griffiths - White's IGA (NC), Sheree Chant - Central Highlands Regional Council (CQ) and Brett Bacon - Western Downs Regional Council (DDSW).

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

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