AusIMM’s International Women’s Day 2020

Partnership Opportunities
Gender diversity in mining

In 2018, there were 21,962 women working in the Australian mining sector, a number which has been steadily increasing each year. Whilst there is progress and momentum with an increase of women in management roles and a reduction in the gender pay gap, we must maintain this trajectory and continue the important conversation on gender equality.

At AusIMM we are committed to creating a diverse and inclusive sector that fosters the support needed for every professional, regardless of gender, to succeed.

AusIMM has a proud history of supporting women in the resources sector through our Women in Mining Network (WIMnet). This commitment to diversity has been reinforced through the creation of AusIMM’s Council for Diversity and Inclusion and our annual Women in Mining Survey which is launched each year during our International Women’s Day event series.
AusIMM’s International Women’s Day event series

AusIMM launched its International Women’s Day event series in 2019, hosting over 700 attendees in three states to accelerate the discussion of gender-balance in the resources sector. Building on the success of the inaugural AusIMM International Women’s Day luncheons, the events series in 2020 will be held nationally in six states - Perth, Brisbane, Sydney, Melbourne, Adelaide and Hobart. High-profile keynote speakers have been confirmed, including The Hon Julie Bishop in Perth, Dr Kirstin Ferguson in Brisbane and Carolyn Miller in Sydney.

Keynote presentations will align with the 2020 International Women’s Day theme of ‘Each for Equal’ to inspire attendees on how we can collectively strive to achieve gender balance and improve the experience of women in our sector.
Melbourne Keynote
Speaker Brooke Boney

Channel 9 Today Show Host

In January 2019, Brooke Boney was announced as the Today Show’s new entertainment reporter in a network shake-up of its breakfast staple.

Brooke’s Instagram feed projects a distinctly authentic, good human, ‘best mate’ vibe to her followers. Perhaps the most profound takeaway is that she stands out because she’s so awe-inspiringly content with being Brooke Boney.

When it comes to her work, she masterfully balances her trademark relaxed outward glow with an inward fierceness that was borne from a childhood of disadvantage. It’s that perfectly-pitched belly-fire which has shaped her poise and readiness in high-pressure live media environments. It’s not often you meet a journalist who can cover a political campaign trail as comfortably as they can cover the showbiz beat. But that’s Brooke’s core VP.

Being thrown in the deep end – and thriving – has been a hallmark of her extraordinary career to date. She earned her big break on national youth radio station Triple J as the news presenter for Ben and Liam’s breakfast show. And it was also the platform where Nine Network management privately joined the throng of 18-24s to blind-audition Brooke for one of the most highly sought gigs in Australian television.

Her passionate embrace of her Indigenous culture is uplifting. She’s igniting discussion around indigenous affairs and sharing her message with sensitivity to the slow and subtle pace of progress. Best of all, she’s doing it under the hopeful gaze of thousands of Indigenous youths across the country, who have someone to help them imagine themselves doing it too.

Brooke Boney is relatable beyond her growing celebrity, more talented than the collective masses, and more likeable than your best friend!
Perth Keynote Speaker
The Hon Julie Bishop

Former Foreign Minister of Australia

The Hon Julie Bishop served as Australia’s Minister for Foreign Affairs from 2013 until her resignation in 2018. She was the first female to hold the role as well as the first female Deputy Leader of the Liberal Party, serving for 11 years.

As Foreign Minister, Ms Bishop was responsible for strengthening Australia’s key strategic and economic relationships with Ministerial responsibility for more than 5,000 departmental staff, 110 overseas missions as well as government agencies Australian Secret Intelligence Service and Australian Centre for International Agriculture Research.

In 2014, she led the international response to the downing of Malaysian Airlines flight MH17 over Ukraine, and was awarded the Commander of the Order of Merit of the Netherlands Ministry of Foreign Affairs.

Under her leadership, the 2017 Foreign Policy White Paper was developed, providing a comprehensive policy framework for the next decade; and the New Colombo Plan was established, enabling Australian undergraduates to live, study and work in the Indo-Pacific region. Within five years more than 40,000 students have participated in the Plan.

In a political career spanning 20 years, Julie also served as Minister for Education, Science and Training, Women’s Issues and Ageing.

Prior to entering politics, Ms Bishop was Managing Partner of the law firm Clayton Utz in Perth.

She is currently chair of Telethon Kids Institute and on the board of The Prince’s Trust Australia.
Brisbane Keynote Speaker
Dr Kirstin Ferguson

Business leader, Deputy Chair of the ABC and diversity champion

Dr Kirstin Ferguson is one of Australia’s leading company directors, an award winning expert on corporate culture and governance, author, creator of an international social media phenomenon and sought-after commentator on leadership, diversity and inclusion.

Kirstin is the Deputy Chair of the Australian Broadcasting Corporation (ABC) and is a non-executive director on ASX listed and private company boards including SCA Property Group Ltd, EML Payments Ltd and Hyne Pty Ltd. She is also the Chair of the People and Remuneration Committees on each of these boards.

She was the creator of the Our Watch / Walkley Award nominated #CelebratingWomen campaign which became a viral social media movement. She is also the author of Women Kind, a book she co-wrote with Catherine Fox about unlocking the power of women supporting women.

Kirstin is an Adjunct Professor at the QUT School of Business. She has Honours degrees in Law and also History, as well as a PhD in corporate culture, leadership and governance for which she has received industry and academic awards. She is a Fellow of the Australian Institute of Company Directors and a graduate of both the Company Director Course and International Company Director Course.

Kirstin is an advocate for gender diversity and equality in the workplace, she is a member of national and international women’s organisations including Chief Executive Women, Women Corporate Directors and the Women’s Leadership Institute of Australia.
Sydney Keynote Speaker
Carolyn Miller

Creative Business Strategist

For over 20 years Carolyn Miller has been working in the marketing and advertising industry and has been a strategist at multiple award-winning agencies. She’s also a regular panellist on the highly popular ABC Television Program ‘Gruen’, where advertising industry experts review and discuss marketing creative concepts and strategies. Carolyn has featured as a contributor in the best-selling ‘The Gruen Transfer’ book and is regularly featured in a variety of television shows discussing advertising, including Sunrise on Channel 7 and The Today Show on Channel 9.

Carolyn loves seeing brands and businesses succeed, and is passionate about bringing ideas to life. Her background as a strategist not only gives her great insight into the brand and advertising world, but also the heartland of consumer sentiment and shifting cultural trends. She’s the Founding Director of Communications Consultancy ‘The Honeycomb Effect’ where her client base includes high profile brands such as Nespresso, Yahoo7, Pfizer, Lend Lease and The Australian Institute of Sport amongst many others.

Carolyn is passionate about Women’s health and has been a Non-Executive Director of the Board at Family Planning NSW since 2012. She was elected as Vice President in 2015, and continues to work with the Executive Leadership team to ensure women from all backgrounds have access to reliable and affordable healthcare services, particularly in the area of reproductive health.

Carolyn has a Bachelor’s Degree in Communications, and an Executive MBA from the University of Technology Sydney.
Event details

AusIMM invites your company to celebrate the achievements of women at the AusIMM's International Women's Day 2020 national event series. A series of special luncheons will be held in six capital cities in early March 2020.

**Brisbane**
Monday 2 March 2020

**Sydney**
Tuesday 3 March 2020

**Melbourne**
Wednesday 4 March 2020

**Adelaide**
Thursday 5 March 2020

**Perth**
Friday 6 March 2020

**Hobart**
Tuesday 10 March 2020
Why get involved?

Alignment
Align your brand with one of the most visible campaigns celebrating women in mining, AusIMM’s International Women’s Day event series.

Awareness
Showcase your organisation as a key supporter of gender equality in the resources sector and reach new and engaged audiences.

Connect
Entertain key clients and stakeholders and expand your connections with industry and government.
Our promotional reach

- 13,000 active AusIMM members across 100 countries
- 4,000 professionals connected through AusIMM’s Women in Mining networks
- 10,000 copies of the AusIMM Bulletin feature edition
- 18,000+ followers on AusIMM’s social media platforms
- 32,000+ subscribers to AusIMM’s communication channels
- 190,000 unique views annually to ausimm website
Partnership opportunities

AusIMM’s International Women’s Day partnership packages have a range of options that will align your brand with one of the most visible campaigns celebrating women in mining. Position your organisation as a leader in gender diversity and support the advancement of women working in our sector.

**Signature Partner**
Premium brand recognition as a leader supporting women’s advancements and accelerating gender parity in our sector. Exclusive opportunities at all events across the country, recognition in media and exposure across multiple channels as part of the national event series promotion. Receive outstanding opportunities to highlight your company’s support for diversity and inclusion, and enjoy hosting a table of ten at six events across the national series.

**Platinum Partner**
Exclusive opportunities for premium brand exposure across multiple channels as part of the national event series promotional campaign. Receive feature opportunities to highlight your company’s support for diversity and inclusion, and enjoy hosting a table of ten at three events across the national series.

**Gold Partner**
Outstanding opportunities to showcase your brand and your company’s support for diversity and inclusion through AusIMM’s International Women’s Day national event series. Plus enjoy networking and hosting a table of ten at two events.

**Silver Partner**
Show your company’s support for women in mining, receive excellent brand exposure through AusIMM’s International Women’s Day national event series and enjoy hosting a table of ten at one event.

**Bronze Partner**
National brand exposure and a fantastic opportunity to host guests at one of AusIMM’s International Women’s Day events.

*All prices are quoted in Australian Dollars and are exclusive of Australian Goods and Services Tax (GST).*
Platinum Partner

$30,000
Two (2) opportunities available

Exclusive opportunities

• Logo acknowledgment and mention in relevant media releases to trade media
• Recorded statement featured in AusIMM's International Women's Day event series 'Each for Equal' video shown at each event
• Logo acknowledgement on pre-event promotional vignette for social media

Event brand exposure

• Logo on menus at all events
• Company signage on your table(s)
• Company logo recognition on digital signage at all events
• Opportunity for one (1) company executive to be seated at the VIP table at three (3) events
• 1 x table of 10 at three (3) events in a prominent position
• Company acknowledgement in emcee's welcome speech

Pre-event brand exposure

• Logo acknowledgement on event collateral including EDMs and flyers
• Company logo and hyperlink to your company website on AusIMM's International Women's Day event series home page iwd.ausimm.com
• Company recognition as a Diversity and Inclusion Partner on AusIMM website ausimm.com
• Feature post and blog article posted on AusIMM's LinkedIn page profiling your company's diversity and inclusion initiative(s). *Content to be provided by partner and approved by AusIMM
• News post on AusIMM's International Women's Day event series website iwd.ausimm.com highlighting company support for diversity and inclusion *Content to be provided by partner and approved by AusIMM

Post-event brand exposure

• Logo acknowledgment on post-event communications
• Company acknowledgment in post-event social media post - sponsor to be tagged

2021 Opportunity

• First right of refusal for 2021 sponsorship opportunities
Gold Partner

$20,000
One (1) opportunity remaining
Three (3) SOLD

Exclusive opportunities

• Recorded statement featured in AusIMM’s International Women’s Day event series ‘Each for Equal’ video shown at each event
• Logo acknowledgement on pre-event promotional vignette for social media

Pre-event brand exposure

• Logo acknowledgement on event collateral including EDMs and flyers
• Company logo and hyperlink to your company website on AusIMM’s International Women’s Day event series home page iwd.ausimm.com
• Company recognition as a Diversity and Inclusion Partner on AusIMM website ausimm.com
• Social media news item on your company’s diversity and inclusion initiative(s). *Content to be provided by partner and approved by AusIMM

Event brand exposure

• Logo on menus at all events
• Company signage on your table(s)
• Company logo recognition on digital signage at all events
• 1 x table of 10 at two (2) events
• Company acknowledgement in emcee’s welcome speech

Post-event brand exposure

• Logo acknowledgment on post event communications
• Company acknowledgement in post-event social media post – sponsor to be tagged
Silver Partner

$10,000

Six (6) opportunities remaining
Two (2) SOLD

Pre-event brand exposure

- Company logo and hyperlink to your company website on AusIMM's International Women's Day event series website [iwd.ausimm.com](http://iwd.ausimm.com)

Event brand exposure

- Logo on menus at all events
- Company signage on your table(s)
- Company logo recognition on digital signage at all events
- 1 x table of 10 at one (1) event
- Company acknowledgement in emcee's welcome speech

Post-event brand exposure

- Logo acknowledgment on post event communications
- Company acknowledgment in post-event social media post – sponsor to be tagged
Bronze Partner

$6,500
Eighteen (18) opportunities remaining
Two (2) SOLD

Pre-event brand exposure

• Company logo and hyperlink to your company website on AusIMM’s International Women’s Day event series website iwd.ausimm.com

Event brand exposure

• Logo on menus at all events
• Company signage on your table(s)
• Company logo recognition on digital signage at all events
• Half table (5 tickets) at one (1) event

Post-event brand exposure

• Company acknowledgment in post-event social media post – sponsor to be tagged
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