



International Women's Day Event Series 2022

Partnership opportunities



Signature Partner



Sarah Bell

Apprentice Boilermaker,
Newmont, Boddington

#CelebratingWomeninMining
#BreakTheBias



Championing women in mining

The Australasian Institute of Mining and Metallurgy (AusIMM) is the peak body and trusted voice for people working in the resources sector. We shape careers, showcase leadership, create communities, uphold industry standards and champion diversity. Representing a global community from 110 countries, we are committed to supporting people working in all aspects of the mining industry.

In 2019, we launched our International Women's Day Event Series to accelerate important discussions on diversity and inclusion issues, including gender-balance and improving the experiences of women working in the resources sector.

Now in our fourth year, AusIMM's International Women's Day Event Series continues to build on the momentum of these discussions, championing for positive change and progress for all people working in mining.

Our Event Series is a highlight of the annual events calendar, providing companies, their staff and guests with:

Inspiration

Our esteemed keynote speakers share their inspiring personal stories

Connection

Enjoy networking with senior leaders and talented women and men working in the mining industry

Celebration

Take time out to reflect and celebrate the wonderful achievements of women in mining

Progression

Show your support to improving diversity and inclusion in the resources workforce



2022 event details

Celebrate the achievements of women in mining at AusIMM's International Women's Day Event Series 2022.

Our special International Women's Day luncheons will be held in five Australian capital cities in March 2022, featuring presentations from high-profile keynote speakers sharing their inspiring personal story as well as networking opportunities to connect with peers and colleagues.

Over 1,500 delegates are expected to attend across the national Event Series in March 2022. The Perth keynote presentation will be livestreamed to a regional audience.

Brisbane

Rabia Siddique

Friday 4 March

Pullman King George Square | From 11.30am

Post event networking drinks 3pm – 4pm

Sydney

Brooke Boney

Monday 7 March

Hilton Sydney | From 11.30am

Melbourne

Chyloe Kurdas

Tuesday 8 March

Arts Centre Melbourne | From 11.30am

Adelaide

Katrina Webb OAM

Thursday 10 March

National Wine Centre of Australia | From 11.30am

Perth

Jenn Morris

Friday 11 March

Optus Stadium and livestream | From 11.30am

Post event networking drinks 3pm – 4pm

Rabia Siddique

Human rights lawyer and hostage survivor



Brisbane keynote speaker

Rabia Siddique is a history making humanitarian, bestselling author and multi award-winning international keynote speaker. She is a sought-after transformational coach and mentor and speaks English, French, Spanish and Arabic.

Rabia's powerful and engaging presentations on leadership, resilience, equality and diversity, draw on her personal story of strength, courage and forgiveness, in addition to her legal, military and psychology training.

Surviving a hostage crisis in Iraq, Rabia garnered global attention for making the British military accountable for silencing her ordeal as a military lawyer in releasing captured Special Forces soldiers. Standing up for justice in the face of public ridicule, Rabia's brave action in challenging the British Government for sexism and racism became a catalyst for policy change to ensure a fairer workplace for women and cultural minorities in the British military.

She is an Ambassador for 100 Women, Angelhands, Esther Foundation, Inner Ninja (Mental Health Support) and Ishar (Multicultural Health Service). She is a Board Member of International Foundation of Non- Violence, Museum of Freedom and Tolerance, Wesley College and Calan Williams Racing.

Rabia's extensive career as a criminal, terrorism, war crimes and human rights lawyer has taken her to Europe, the Middle East, South America, South East Asia and Australia.

Her military career includes serving as a British Army officer in England, Northern Ireland and the Middle East. Rabia was one of England's first Armed Forces Employment Law Officers – a role which took her to Royal Military Academy Sandhurst where she ran equality and diversity training. Among her charges was Prince William, Duke of Cambridge.

Rabia is an expert commentator, regularly appearing in newspapers, magazines, television, radio and online media in Australia and around the globe, including The Guardian, 60 Minutes and ABC television.

With her best-selling memoir *Equal Justice* the focus of a feature film, she is now writing her second book.

Brooke Boney

Media presenter and social advocate

Sydney keynote speaker



Brooke Boney is Today's Entertainment Presenter and a Gamilaroi Gomeroi woman, known for her vibrant and informed opinion and reportage on everything from entertainment to politics.

Formerly a journalist on triple j, ABC News, NITV and SBS, Brooke is an ambassador for UNICEF Australia and a member of the Indigenous Advisory Panel for the Museum of Contemporary Art.

Forthright and funny, Brooke co-hosts her 'Dream Club' podcast with best friend Linda Marigliano.

As the first Indigenous person on commercial breakfast television, Brooke believes we have arrived at a significant time in Australia. We are ready, as a nation, to start accepting and acknowledging our past – and perhaps re-evaluating who our national heroes are.

Chyloe Kurdas

AFLW pioneer and gender equity advocate

Melbourne keynote speaker



Chyloe Kurdas, a former elite Australian rules footballer, television and radio sports commentator, has spent a decade building the catalyst for Australia's first-ever national women's football competition, the AFLW, as AFL Victoria's Female Football Development Manager. She credits being one of the first women to play football on the MCG as one of the best days of her life.

Chyloe is a sought after expert and prominent advocate for gender equity and cultural change. She is an Associate of the Melbourne Business School and her expertise is currently being used to present leadership programs to the Department of Defence.

Chyloe is currently the Inclusion and Diversity Manager for the Australian Red Cross. In this role she is charged with collaborating on the development and implementation of their Inclusion and Diversity strategy.

Previously Chyloe led the implementation of Vision 2025, Golf Australia's long-term strategy to enhance the engagement of women and girls in golf. In this role Chyloe created a unified whole of industry commitment to gender equality through sensitive stakeholder management and coaching of executive leaders to facilitate and advocate for change.

Chyloe's time as AFL Victoria's Female Football Development Manager saw the creation of multiple sporting programs to help girls develop their leadership, football and wellbeing capacities. These program, with their focus on enhancing the entire athlete, were the culmination of her studies in health promotion, education and psychology and served as a catalyst for the rapid growth in the female game that sparked the AFLW.

Katrina Webb OAM

**Paralympic gold medalist,
Leading Humanity
global self mastery and whole
leadership strategist**

Adelaide keynote speaker

Katrina Webb's early career saw her competing in the upper echelons of sport on a global stage. High performance, influence and inspired leadership have always been a part of her modus operandi. Today, these qualities have positioned her as an influential voice in the world of purposeful, inspired leadership.

Katrina spent the early part of her career at The Australian Institute of Sport where she secured a netball scholarship and in a twist of fate was diagnosed with Cerebral Palsy. Ironically this opened up the doors for her to pivot her career into the world of athletics. It wasn't long before she was battling it out for bronze, silver and gold medals across two Paralympic Games, Atlanta 1996 and Sydney 2000.

As a result of Katrina's experience as a Paralympian, she became a passionate advocate and ambassador for diversity and inclusion. She also embarked on a career in the speaking industry where she developed a passion for leadership transformations, unlocking high performance and decoding meaningful human motivation.



Since then, Katrina has graced the TEDx stage and has represented Australia at both the United Nations and as an ambassador for the International Paralympic Committee. She also continued her work as a physiotherapist and as the director of Silver 2 Gold High-Performance Solutions. She is also a profoundly passionate philanthropist raising funds for the health, education and protection of children in Nepal.

Today, Katrina is the Founding Director of 'New Day Leadership'. New Day is a platform and thought leadership brand with a mission to inspire leadership for the greater good in an age being redefined by rapid change, uncertainty and a return to community principles via purpose-driven business.

Jenn Morris

**Dual Olympic gold medalist,
former Hockeyroos Captain
and business leader**

Perth keynote speaker

Dual Olympic gold medalist Jenn Morris represented Australia in hockey from 1991 to 2000, playing 150 games for her country and scoring 86 goals. She was one of the original players from the Ric Charlesworth era which remained undefeated in major tournaments for almost a decade. Jenn was one of the senior members of the team and shared the captaincy of the Hockeyroos during her entire career.

A naturally charismatic communicator, Jenn draws on the potent parallels between sport and business in order to reveal the common values and attitudes required for success. She regularly addresses events for corporate clients such as ANZ Bank, Commonwealth Bank, AMP, Westpac, Automotive Holdings Group – Holden Australia, Financial Planners' Association of W.A., AON Health Risk Insurance Services and many others.

After retiring from international sport Jenn was a Partner in the Consulting Division of international professional services firm Deloitte, specialising in complex large-scale business transformation programs and strategy development for many years until November, 2016 when she joined the board of directors of Fortescue Metals Group (FMG).

She was described by Ric Charlesworth in his book *The Coach - Managing for Success* as the "best player in the world in her position, and also the most resilient",



a resiliency underpinned by her determination to make the Olympic team in 2000 after spending two and a half years on the injured list following complications arising from a knee reconstruction. This was Jenn's second knee re-construction, her first in 1991 effectively ruling her out of the Barcelona Olympics the following year.

Jenn Morris sealed the gold medal at the Sydney Olympics for Australia in great style, scoring the final goal to claim victory in what was her 150th and final game of her distinguished career.

Jenn is former Chairperson of Healthway WA (Western Australian Government Health Promotion Authority), and was a board member of Western Australian Institute of Sport for ten years. She was also on the board of Fremantle Football Club (Fremantle Dockers) for several years and is a Commissioner with the Australian Sports Commission.

Jenn holds a Bachelor of Arts with majors in Psychology and Journalism from Curtin University of WA where she then pursued a Master of Business Administration.

Why get involved?

Alignment

Align your brand with one of the most visible campaigns that celebrates women in mining

Leadership

Showcase your organisation as a key supporter of gender equality in the resources sector

Awareness

Access excellent brand exposure to reach new and engaged audiences

Engagement

Connect with your people and industry peers in a relaxed, informal setting

Acknowledgement

Recognise and celebrate the women in your organisation who contribute to your company's success



Our promotional reach

In 2021, a highly successful marketing campaign for AusIMM's International Women's Day Event Series was delivered. With a total reach of 2.1 million people, the campaign shared stories and achievements of women working in mining.

In addition, AusIMM showcased the incredible work that our 2021 Event Partners are doing to support their female workers to succeed and ensure a more diverse and inclusive workforce.

Partner with AusIMM in 2022 to be part of another incredible marketing campaign as we build on this momentum and celebrate all women working in our sector.



2.1M

Total campaign reach



2.2M

Paid social media impressions



8K

Website visitors



136K

Organic social media impressions



33K

AusIMM social media followers



15K

Email marketing recipients

Statistics shown are from AusIMM's International Women's Day Event Series 2021 campaign and are indicative of the results anticipated in 2022.

Partnership opportunities

AusIMM's International Women's Day partnership packages have a range of options to offer 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.

Major Partner

Premium brand recognition as a leader supporting gender equality in our sector. Access fantastic opportunities to showcase your company's commitment to diversity and inclusion across multiple channels as part of the Event Series marketing campaign. Enjoy hosting a table of ten at two events across the national series.

Networking Partner

A unique opportunity to support continued conversations following lunch at the networking function. Gain premium brand exposure opportunities while showcasing your commitment to diversity and inclusion. Plus enjoy the opportunity to host a table of ten at one event.

Series Partner

Show your company's support for diversity and inclusion and receive significant brand exposure through AusIMM's International Women's Day national event series and enjoy hosting a table of ten at one event.

Associate Partner

Receive national brand exposure and enjoy the opportunity to host guests at one of AusIMM's International Women's Day events.

Keen to co-create a bespoke partnership?

In 2022 we are offering the opportunity to tailor a partnership that suits your organisation and to build a package tailored to your needs.

What is important to you?

- Opportunity to add additional tables at various locations
- Rewarding your teams and recognising the women in your organisation who contribute to your company's success
- Connecting with your sites and regions
- Marketing and publicity
- Positioning your organisation as an employer of choice
- Thought Leadership and sharing stories
- Networking and building connections with industry and government
- Being a part of this important conversation with policy and advocacy

Major Partner

\$20,000

Exclusive opportunities

Showcase your leadership and commitment to gender diversity by contributing to AusIMM's International Women's Day marketing campaign: share your organisation's diversity and inclusion programs and successes. Material will be promoted via AusIMM channels:

- AusIMM's Bulletin website - the leading source for industry news and stories
- AusIMM's International Women's Day website
- AusIMM's social media platforms LinkedIn, Facebook and Twitter (33,000+ reach)
- Featured in AusIMM's fortnightly e-newsletter (10,000+ subscribers)
- Logo acknowledgement on promotional social media vignette

Pre-event brand exposure

- Logo acknowledgement on event collateral including email marketing
- Company logo and hyperlink to your company website on AusIMM's International Women's Day website home page and partners' page
- Company recognition as a Diversity and Inclusion Partner on the AusIMM website

Event brand exposure

- 1 x table of 10 at two (2) events in a prominent position
- Company logo on all major signage onsite at all events
- Company acknowledgement in the welcome speech
- Company logo displayed on your tables
- Company logo on menus at all events

Post-event brand exposure

- Logo acknowledgment on post-event communications
- Company acknowledgment in thankyou social media post – sponsor to be tagged
- Company logo and hyperlink to your company website on AusIMM's International Women's Day website home page and partners' page

Networking Partner

\$20,000

**Two opportunities available:
1 in Perth, 1 in Brisbane**

Exclusive opportunities

Following lunch, guests are invited to continue their conversations at the networking function. This is a unique opportunity to support the Perth OR Brisbane post-lunch social event providing your company with attractive brand exposure opportunities.

- Exclusive co-branding with AusIMM of the post-lunch networking event
- Opportunity to present a gift to networking event guests (at sponsor's expense and subject to approval by event management prior to the event)

Pre-event brand exposure

- Company logo and hyperlink to your company website on AusIMM's International Women's Day website home page and partner's page

Event brand exposure

- 2 x tables of 10 in a prominent position
- Company logo on all major signage onsite at all events
- Company logo displayed on your table
- Company logo on menus at all events
- Company logo featured on all marketing material, including a link to your company homepage
- Company acknowledgement in the welcome speech

Post-event brand exposure

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

Series Partner

\$10,000

Pre-event brand exposure

- Company logo and hyperlink to your company website on AusIMM's International Women's Day website partners' page

Event brand exposure

- 1 x table of 10 at one (1) event in a prominent position
- Company logo on all major signage onsite at all events
- Company acknowledgement in the welcome speech
- Company logo on your table
- Company logo on menus at all events

Post-event brand exposure

- Logo acknowledgment on post-event communication
- Company acknowledgment in thank you social media post - sponsor tagged

Associate Partner

\$6,500

Pre-event brand exposure

- Company logo and hyperlink to your company website on AusIMM's International Women's Day website home page

Event brand exposure

- Half table (5 tickets) at one (1) event
- Company logo on all major signage onsite at all events
- Company logo on menus at all events

Post-event brand exposure

- Company acknowledgment in thank you social media post - sponsor tagged

Booking form

Contact details - person/s responsible for partnership liaison

Title (*please indicate*) Prof Dr Mr Ms
First Name Last Name
Organisation
Position
Address City
State Post Code Country
Email Telephone
Mobile Website

AusIMM's International Women's Day Event Series Partnership - Please select level of partnership

Major Partner \$20,000 Networking Partner \$20,000 Perth OR Brisbane (please circle)
Series Partner \$10,000 Associate Partner \$6,500

Partnership Total \$ _____

Company logo (in high resolution jpg and eps format) must be received with your completed form

I agree to the [terms and conditions](#) outlined in this prospectus.

Date: _____ Signature: _____

Method of payment - Note: please select your method of payment and management will send you an invoice for eft transfer or a credit card payment link

Credit Card Invoice

Please return completed form to:

Margaret Temelkovski	Alison Muir
Senior Manager, Relationships	Western Australia Senior Manager
Stakeholder Engagement and Partnerships	Stakeholder Engagement and Partnerships
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