



# The Australian Women's Leadership **SYMPOSIUM**

2025 Sponsorship Prospectus



[wla.edu.au/symposium](http://wla.edu.au/symposium)



| [#WlaSymp](https://twitter.com/WlaSymp)

# About Women & Leadership Australia

For over 20 years, Women & Leadership Australia has been championing equity and empowering leaders in every aspect of life.

Across Australia, we deliver high impact applied leadership development opportunities for organisations, government and schools through:



World-class Events



Leadership Programs



Corporate Training



Coaching

We support people of all genders to grow their leadership potential and strive to provide inclusive, encouraging and productive learning environments for all.

As Australia moves ahead on its path toward gender equality, Women & Leadership Australia is providing the training, resources, connections, and thought leadership to support individuals and organisations on this journey.

## A word from our General Manager

Women & Leadership Australia believes that advancing gender equity, and embracing diversity is central to creating more productive, innovative and successful organisations, and a more fair and inclusive society for all.

Our programs help women at all levels, across all industries to enhance their leadership skills and capabilities to realise their full potential. We also work closely with organisations and allies to champion the benefits of diversity in leadership and drive cultural change in Australian workplaces.

As part of this mission, the annual Australian Women's Leadership Symposium brings together people who are inspired to strive for better outcomes for themselves, their teams and their organisations. By creating a dedicated space for networking, discussion and professional development, these events create a powerful opportunity for learning and reflection, and the motivation to pursue personal and career ambitions.

The stories we hear from clients, participants in our programs, event attendees and through our online community are both inspiring and humbling. I look forward to learning from and sharing in the stories at this year's Symposiums.

See you there!



**Karen Surmon**

General Manager,  
Women & Leadership Australia





# Australia's peak events for women in leadership

The 2025 Australian Women's Leadership Symposiums bring together leaders at all levels, from across all sectors and industries, for a powerful day of learning, connection, and inspiration.

For over ten years, the Australian Women's Leadership Symposiums have brought together people who are inspired to strive for better outcomes for themselves, their teams, and their organisations.

By creating a dedicated space for networking, discussion, and professional development, these events have motivated thousands of women to pursue personal and career ambitions.

Covering critical topics like gender equity, inclusion and belonging, leadership, career advancement, and life fulfillment, the Symposiums provide a unique platform for raw, honest, and holistic conversations around what it means to lead in businesses and communities today.

The Symposiums are designed to provide a psychologically safe space centred on the voices and experiences of women and gender-diverse people. We welcome people of any gender expression or identity, cultural background, beliefs, or choices.

Join us at an event near you!



THE AUSTRALIAN  
WOMEN'S LEADERSHIP  
SYMPOSIUM

Connecting, Empowering and Celebrating Women Leaders

 WOMEN & LEADERSHIP  
AUSTRALIA

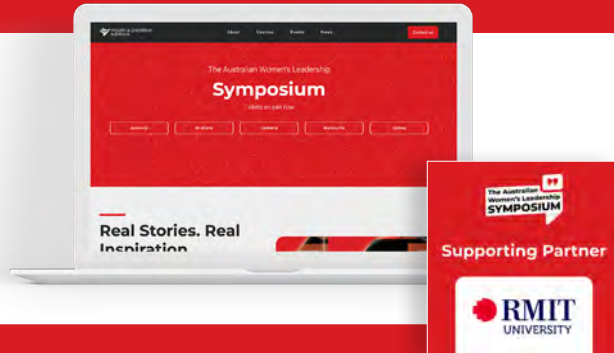
 WOMEN & LEADERSHIP  
AUSTRALIA

# Why sponsor the Symposiums?

Demonstrate your commitment to gender equity by aligning your brand with Australia's peak women's leadership initiative and its high-profile stakeholders.

## Showcase your brand

through a national marketing campaign targeting over 100,000 women leaders nationwide.



## Showcase your products and services

at six high-quality events across the country and online.

## Connect with hundreds of women leaders

and decision makers in an inspiring, positive environment.



## Provide meaningful support

for your organisation's women leaders through their attendance.

# Align your organisation with the Australian Awards for Excellence in Womens Leadership

The Australian Awards for Excellence in Women's Leadership are presented every year at the Symposiums. Nominated by the Women & Leadership Australia community, the Awards recognise the contribution of women at a national and state or territory level to the advancement of gender equity across Australia.

Find out more about the Awards and past recipients at [wla.edu.au/awards](http://wla.edu.au/awards)



**Sam Mostyn AO**  
2024 National Award Winner



**Joanne Farrell**  
ACT Award Winner



**Wendy McCarthy AO**  
NSW Award Winner



**Dr Sarah Goddard**  
NT Award Winner



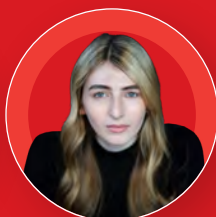
**The Hon Susan Kiefel AC KC**  
QLD Award Winner



**Khadija Gbla**  
SA Award Winner



**Prof Dr Marcia Langton**  
VIC Award Winner



**Georgie Stone**  
VIC Award Winner



**Dr Natasha Vavrek**  
TAS Award Winner



**Asha Bhat OAM**  
WA Award Winner





# Reach influential, inspired leaders around Australia

The Symposiums are attended by 1600+ women leaders\* from a diverse mix of industries. We promote the Symposium series to our engaged community through a mix of channels including email, newsletters, industry advertising, engagement with associations, and social media.

**100,000+**  
Email Contact Database



**83,000+**  
Followers on LinkedIn, Facebook, Instagram



**1600+**  
Symposium attendees\*



"This event has assisted me in my current profession by providing insight into what sort of qualities a leader should possess and how you can empower others to succeed. I am in awe of the [speakers] confidence. Great to see so many women keen to help one another succeed."

**LISA**, Royal Australian Air Force



"This event has encouraged me to broaden my perception and thinking on a range of topics, predominantly the way I adopt and establish diversity throughout my team, and create a psychologically safe and inclusive environment for all to be in and share their best version of themselves with others."

**TALISHA**, Collins Food Limited

# Target Audience

The Australian Women's Leadership Symposiums are attended by a broad mix of women including CEOs, directors, executives, senior leaders, middle managers and high-potential early career leaders, community and sport leaders, advocates and more.

**Participants represent a wide range of roles and industry sectors.**  
**A snapshot of the attendee positions include:**

- Academic Coordinator
- Account Executive
- Anaesthetist
- Architect
- Associate Director
- Associate Professor
- Bailey
- Biologist
- Campaign Advisor
- Cardiac Technician
- Case Manager
- CEO
- Chair
- Chief Investigator
- Chief Operating Officer
- Commissioner
- Communications Manager
- Consultant
- Councillor
- Designer
- Director
- Editor
- Energy Trader
- Engineer
- Executive Director
- Executive Assistant
- Finance Analyst
- Flight Lieutenant
- Food Technologist
- Gastroenterologist
- General Manager
- Head of Applications
- Indigenous Engagement Officer
- In-house Counsel
- Inspector
- Lawyer
- Lecturer
- Lecturer
- Lieutenant
- Managing Director
- Maritime Logistics Officer
- Media Officer
- Mental Health Coordinator
- Newsreader
- Nurse Occupational Therapist
- Operations Manager
- Paramedic
- Payroll Officer
- Pilot
- Principal
- Professor
- Project Coordinator
- Public Relations Advisor
- Research Scientist
- Secretary
- Sergeant
- Social Worker
- Solicitor
- Squadron Leader
- Stationmaster
- Stock Controller
- Superintendent
- Teacher
- Technical Specialist
- Volunteer



# Attending Organisations

Embraced by leading public and private sector organisations throughout the country, the Symposiums have become a powerful hub for creating new business opportunities and forging strategic alliances. Each year, a wide variety of organisations use their participation to tap into a wealth of new ideas and create profitable business alliances. A snapshot of attending organisations includes:

- Aboriginal Housing Victoria
- Aboriginal Medical Service
- Australian Counselling Association
- Achievers
- Adnyamathanha Women's Council
- Affirm Press
- Ambulance Tasmania
- Art Gallery of New South Wales
- Arts Centre Melbourne
- Asian Leadership Project
- Austin Health
- Australian Broadcasting Corporation (ABC)
- Australian Council for Educational Research
- Australian Federal Police
- Australian Gender Equality Council
- AHPRA
- Bamba Burrigas Pty Limited
- Barwon Water
- BHP
- Blind Citizens Australia
- Boomaroo Nurseries Pty Ltd
- Booran Motors
- Bupa
- Cactus Wellhead Australia
- Canberra Health Services
- Careertrackers
- Carelink
- Civil Aviation Safety Authority
- Catholic Education South Australia (CESA)
- Centre Against Violence
- Centre for Excellence in Rural Sexual Health
- Chisholm Institute of TAFE
- Clean Energy Council
- Cleanaway
- Cohealth
- Cook Medical Australia
- Corrective Services NSW
- Country Fire Authority
- Couriers Please
- CPA Australia
- Ferrero Australia
- Cricket Australia
- CSIRO
- Cummins & Partners
- Curtin University
- Datacom
- Department of Defence
- Department of Fire and Emergency Services
- Department Of Transport
- Edencraft International
- General Mills Australia
- GenieGrips
- GEO Australia
- Great Barrier Reef Marine Park Authority
- Griffith University
- GroundProbe
- Growthbuilt
- Headspace
- HELP Enterprises
- IAG
- IDP Education
- Indigenous Women in Mining & Resources Australia
- Integrity Ag & Environment
- International Nepal Fellowship
- Jobs Australia
- John Deere Limited
- Kellogg Australia
- KPMG
- Lendlease
- Macadamia Australia
- Macquarie Group
- Marrawah Law
- Metrotrains
- Microsoft
- Monash Health
- National Council of Jewish Women of Australia
- Nova
- NSW Independent Commission Against Corruption
- NSW Police Force
- Olympic Winter Institute of Australia
- Pells Sullivan Meynink (PSM)
- Pen Underwriting
- Pomewest
- Queensland Ambulance
- Queensland Nurses & Midwives Union
- Rainbow Crow Cultural Collective
- Raise Foundation
- Randstad Risesmart
- REA Group
- Recovery Partners
- Roadshow Films
- Rowing Victoria Royal Australian Navy
- SafeWork NSW
- Sanitarium
- Seek
- Services Australia
- Solar Integrity
- South East Brewing Company
- Stanton & Killeen Wines
- Sustainable Farming Solutions
- Sydney Water
- Telstra Health
- TFE Hotels
- The GEO Group
- Toyota Australia



# 2024 Sponsors

## Gold Sponsor



## Silver Sponsor



## Bronze Sponsor



## Media Partner



## Advocacy Partners

## Supporting Partners



## 2025 Symposium dates

**16 MAY**

**ADELAIDE**  
TARNDANYA



**30 MAY**

**BRISBANE**  
MEEANJIN



**13 JUNE**

**SYDNEY**  
WARRANE



**26 JUNE**

**PERTH**  
BOORLOO



**1 AUGUST**

**MELBOURNE**  
NAARM



**29 AUGUST**

**ONLINE**  
VIA ZOOM



## Corporate social responsibility

We are working towards 'Going Green' for all the events that we run. Our aim is to make our events sustainable. This applies to all facets of these events including:

### Workbook Printing

We choose to print our workbooks on recycled paper and the entire workbook, including the cover, is 100% recyclable.

### Leftover food recycling

We endorse and engage Second Bite and Oz Harvest to repurpose leftover food at events where the venue permits this.

### Flights

Most airlines offer an option to carbon offset your flight upon making a booking; we carbon offset all flights for our staff and encourage our speakers to do so.

### Conference products

We encourage our delegates to return their name badges to us after an event. We ensure these are reused for future events. We also collect and reuse any leftover collateral from the tables after the event.

# Gold Sponsorship

**\$40,000 + GST  
for the series**



Providing a comprehensive mix of branding and event day promotions, the Gold Sponsorship package is ideal for organisations looking to have significant involvement in **all six events** for the 2025 Symposium series.

The package has been formulated to provide a high level of brand recognition, ensuring maximum exposure and benefit, and to showcase your organisation's commitment to women's leadership.

## Branding benefits for the series:

- Logo to appear as Gold Sponsor on all branded Symposium materials including website (with URL link to your organisation's website), holding slides, and workbooks.
- Dedicated Gold Sponsor announcement email (distribution to approx. 100,000 contacts).
- Gold Sponsor announcement post on Women & Leadership Australia social media channels (over 80,000+ followers).
- We will provide a co-branded social media tile and sample text for you to use to share your organisation's involvement as Gold Sponsor with your audience and networks.
- Verbal acknowledgment as a Gold Sponsor during the opening and closing sessions of each event.
- Full page advert in each event workbook.

## Engagement benefits for the series:

- 8 tickets to the series. Tickets can be used for one event, or across multiple events.
- Additional tickets can be added to this sponsorship package at a discounted rate.
- 1-minute sponsor address at each event.
- Promotional space in the lobby at each event for one pull-up banner and marketing materials (table and chairs provided). (Promotional space not available for the Online event).
- Delegate list (position titles and organisation name) provided for each event.
- First refusal on Gold Sponsorship in 2025.



Speak to us to tailor additional sponsorship benefits to meet your needs.



# Silver Sponsorship

**\$10,000 + GST  
per event**



Providing a mix of branding and event day promotions, the Silver Sponsorship package is ideal for organisations looking to highlight their involvement in one or more of the events.

The package has been formulated to provide brand recognition and to showcase your organisation's commitment to women's leadership. Discounts are available for Silver Sponsorship across multiple events.

## Branding benefits per event:

- Logo to appear as Silver Sponsor on all branded Symposium materials including website (with URL link to your organisation's website), holding slides, and workbook.
- We will provide a co-branded social media tile and sample text for you to use to share your organisation's involvement as Silver Sponsor with your audience and networks.
- Verbal acknowledgment as a Silver Sponsor during the opening and closing sessions of the event.
- Half page advert in event workbook.

## Engagement benefits per event:

- 2 tickets to the event.
- Additional tickets can be added to this sponsorship package at a discounted rate.



Speak to us to tailor additional sponsorship benefits to meet your needs.



**Silver**

\$10,000 + GST  
per event



**Gold**

\$40,000 + GST  
for the series

### Branding Benefits:

Your logo on all Symposium branded material including website



Dedicated email (100,000 contacts)



Social media announcement (80,000)



Co-branded social media tile



Acknowledgment during event



Full page advert



Half page advert



### Engagement Benefits:

Number of tickets



Sponsor address



Promotional space in lobby



Delegate list



Additional tickets discounted





For more information contact:

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Head of Events

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**Web:** [wla.edu.au/symposium](http://wla.edu.au/symposium)



#WlaSymp



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