



2022 WELDING

EXCELLENCE AWARDS

**PROSPECTUS**

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# AN INVITATION TO SPONSOR THE 2022 WELDING EXCELLENCE AWARDS

Weld Australia's Excellence Awards are the most prestigious on the welding industry calendar. They embody and promote the highest standards of craftsmanship, quality and professionalism.

On behalf of Weld Australia, I invite you to be a part of this exciting Awards program as a valued sponsor. Sponsors are essential to the success of our Awards; without you, we would be unable to facilitate our industry-leading program.

With a diverse range of members from across Australia, we offer curated sponsorship packages

that give you unparalleled access to your ideal customer base. Not only will you enjoy superior brand exposure opportunities, you can rest assured that your marketing is reaching an engaged group of industry professionals.

On top of the chance to market your brand in front of industry decision-makers, you will also be reinvesting in the welding and fabrication industry—giving back to the industry that makes your business so successful.

We look forward to your support in 2022 and encourage you to explore all the options available in this Sponsorship Prospectus. Keep in mind that while we have a range of sponsorship opportunities available, we are more than happy to tailor a package that suits your company's needs and budget.

Geoff Crittenden  
CEO, Weld Australia



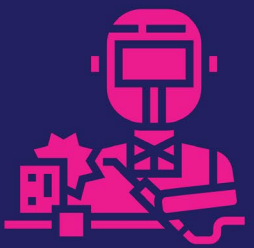
# WHO WE ARE

Weld Australia is the peak body representing the welding industry in Australia.

Weld Australia represents the welding profession in Australia. Our members are made up of individual welding professionals and companies of all sizes. Weld Australia members are involved in almost every facet of Australian industry and make a significant contribution to the nation's economy.

Our primary goal is to ensure that the Australian welding industry remains both locally and globally competitive, both now and into the future. A not-for-profit, membership-based organisation, Weld Australia is dedicated to providing our members with a competitive advantage through access to industry, research, education, certification, government, and the wider industrial community. Weld Australia is the Australian representative member of the International Institute of Welding (IIW).

## WELD AUSTRALIA'S VALUE PROPOSITION



Weld Australia is the peak industry body, representing the welding profession in Australia.



Our members include individuals and companies across every facet of Australian industry, making a significant contribution to the economy.



Weld Australia is the Australian representative member of the International Institute of Welding (IIW).



Our Mission is to be the leader in facilitating growth of world class welding in Australia.



Our Vision is to enable industry to access leading edge technologies through technology transfer, education and certification opportunities.

## DELIVERING VALUE TO MEMBERS



### Network

We provide a network for the exchange of ideas, sharing of resources and creation of meaningful connections.



### Technology Transfer

We facilitate technology transfer from research institutions and overseas markets.



### Learning & Development

We deliver pathways for learning, to expand your career and boost your earning potential.



### Engineering Solutions

Our experts deliver specialist technical solutions for welding and materials related issues.



### Collective Voice

We are the voice of industry, promoting and advocating for welding and welders to decision makers.



### Certification

We are the IIW Authorised Nominated Body, making us the premier welding certification body in Australia.

# ABOUT THE WELDING EXCELLENCE AWARDS

Weld Australia's Excellence Awards are the most prestigious event on the welding industry calendar. They embody and promote the highest standards of craftsmanship, quality and professionalism. The Awards are a fantastic opportunity for welders, fabricators and educators across Australia to showcase their people and their operations. Winners will be awarded in each state for each of the award categories below. The awards will be presented at events held across the country in November 2022. Award entries close on 1 October 2022.

## 2022 AWARD CATEGORIES

### Company of the Year

The Company of the Year Award recognises superior performance across a comprehensive range of business metrics including: innovation, quality assurance, market success, corporate social responsibility, health and safety, sustainability, and training and development of employees. There are three sub-categories:

- Fabrication
- Gas & Gear
- Indigenous



### Welding Professional of the Year

This Award recognises professionals who are making a valuable contribution to the Australian welding and fabrication industry. The individual should demonstrate a high level of skill, knowledge or craftsmanship, be dedicated to their profession, and have professional development plans in place. There are three sub-categories:

- Welding Coordinator
- Welding Supervisor
- Welding Inspector



### Project of the Year

The Project of the Year Award recognises excellence in welding and fabrication projects, with a focus on exceptional craftsmanship, a commitment to Australian and International Standards, environmental sustainability and innovation. Projects must have been completed in the 12 months preceding 1 October 2022.



# ABOUT THE WELDING EXCELLENCE AWARDS

## Young Trades Person of the Year

This Award recognises people under the age of 25 who are making a valuable contribution to the Australian welding and fabrication industry. The individual should demonstrate a high level of skill, knowledge or craftsmanship, be dedicated to their profession, and have professional development plans in place.



## Young Indigenous Trades Person of the Year

This Award recognises indigenous trades people under the age of 25 who are making a valuable contribution to the Australian welding and fabrication industry. The individual should demonstrate a high level of skill, knowledge or craftsmanship, be dedicated to their profession, and have professional development plans in place.



## Training and Education Award: Organisation

The Training and Education Award recognises the outstanding achievements of a STEM or VET provider or program. Entrants may include secondary education and tertiary education providers. Criteria include delivery of quality, innovative training programs, involvement with industry, recruitment and retention of students, and corporate social responsibility.



## Training and Education Award: Individual Teacher

This Award recognises and the outstanding achievements of a STEM or VET teacher at TAFEs, independent RTOs and private companies. Entrants will be judged on criteria such as delivery of quality, innovative training programs, high level of knowledge or craftsmanship, strong links with students, and dedication to their profession.



# WHY SPONSOR THE 2022 WELDING EXCELLENCE AWARDS?

Sponsoring the 2022 Welding Excellence Awards will give your company unparalleled exposure to an interested, engaged audience. You'll receive multi-level promotion opportunities, showcasing your brand at events and in Weld Australia's media. You'll also enjoy the support of Weld Australia and ensure that your brand is viewed as an engaged and passionate member of the industry. Your involvement in the Awards will demonstrate your organisation's commitment to innovation and excellence.

Sponsoring the Awards will give you the opportunity to:

- Maintain and build on professional relationships
- Connect with a highly targeted audience
- Showcase your new products and services
- Gain instant market feedback
- Increase and strengthen brand awareness
- Stay at the forefront of industry developments and innovations
- Show your dedication to, and support of, the industry

## Want a Tailored Sponsorship Package?

Keep in mind that we're more than happy to tailor a sponsorship package to suit your needs and budget. Simply contact Michelle Bignold (National Manager, Sales and Marketing) on 0437 106 726 or [m.bignold@weldaustralia.com.au](mailto:m.bignold@weldaustralia.com.au)



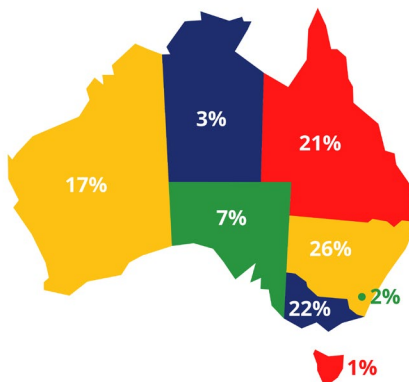
# OUR AUDIENCE

Our publications reach the players who make the decisions in the welding, fabrication and industrial industries—those people with the authority to choose, purchase and recommend your products and services. Our audience is continually growing year-on-year. In 2020-2021, Weld Australia saw a 50% growth in its audience across all distribution streams. Our audience includes:

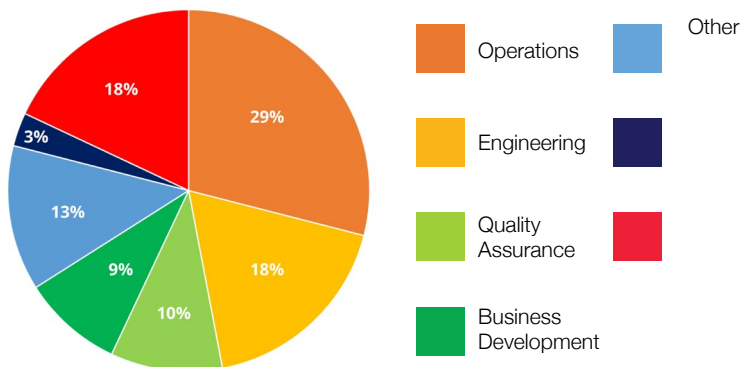
- Welding, fabrication and manufacturing industry professionals and top decision-makers at the C-suite level
- Welding, fabrication and manufacturing small-to-medium business owners and managers
- Apprentices employed throughout the welding, fabrication and industrial sectors
- Educational institutions, including a range of researchers and academics
- Innovators throughout all of Australia’s industrial and manufacturing sectors
- All Weld Australia members



## AUDIENCE LOCATION



## AUDIENCE JOB ROLE



## eNEWS SUBSCRIBERS

Whether it's Our Weekly Wrap, or a custom EDM, you can get your message out direct to our subscribers to drive a direct response.

Average Open Rate: 33%

Click-Through Rate: 6.7%

Subscribers: 3,677



## SOCIAL AUDIENCE





# SPONSORSHIP OPPORTUNITIES

## Event Sponsor – 5 Available

Be recognised as the Event Sponsor by securing exclusive naming rights to the state-based presentation events.

Note that discounts apply for sponsoring multiple events.

Pricing options:

- 1 x State Event – \$5,000 + GST per State Event
- 3 x State Events – \$10,000 + GST per State Event
- 5 x State Events – \$15,000 + GST per State Event

## Category Sponsor – Multiple Options Available

Be visible as a Category Sponsor at one or many of the state-based presentation events. Award Categories include:

- Company of the Year
- Young Person of the Year
- Training and Education Award

Note that discounts apply for sponsoring multiple categories in multiple states.

Pricing options:

- 1 Category – \$1,000 + GST
- 3 Categories – \$2,500 + GST
- 5 Categories – \$4,000 + GST

## Want a Tailored Sponsorship Package?

Keep in mind that we're more than happy to tailor a sponsorship package to suit your needs and budget. Simply contact Michelle Bignold (National Manager, Sales and Marketing) on [m.bignold@weldaustralia.com.au](mailto:m.bignold@weldaustralia.com.au) or 0437 106 726.



# SPONSORSHIP INCLUSIONS

INCLUSION	EVENT SPONSOR	CATEGORY SPONSOR
Logo included on all promotional material, including EDMs, newsletters, brochures and magazine	✓	✓
Logo, link and profile on the Awards page of the Weld Australia website	✓	✓
1 x social media post to announce the sponsorship across Facebook, LinkedIn, Twitter and Instagram	✓	✓
Opportunity to display a pull-up banner at the Award presentation event	✓	✓
Opportunity to place 1 x single-page A4 document on all seats at the Award presentation event	✓	✓
Acknowledgement by the host at the Award presentation event	✓	✓
Half page advert in Weld Australia's monthly newsletter, <i>Weld Connect</i>	✓	✓
1 x banner advert in Weld Australia's weekly EDM, the <i>Weekly Wrap-Up</i>	✓	-
1 x EDM promotion to Weld Australia's mailing list announcing the sponsor appointment	✓	-
Full page advert in Weld Australia's quarterly magazine <i>Australian Welding</i> , in the Award Feature	✓	-
Full page editorial in Weld Australia's quarterly magazine <i>Australian Welding</i> , in the Award Feature	✓	-
Opportunity to deliver a 5-minute speech at the Award presentation event	✓	-

# FILE SIZES & SPECIFICATIONS

## File Specifications

Supplied material must be Press Ready, PDF files. All PDFs must be high-resolution, 300dpi, CMYK files.

All PDFs must be supplied to the correct dimensions, printers marks and with all fonts embedded.

All full page ads require at least 4mm bleed on all sides.

## Publication Size

The publication size / final trim size is standard A4 size 297mm (high) x 210mm (wide).

All body copy, headings and other text must be at least 0.5mm inside the trim size on all sides.

All body copy must be at least 9pt font size.

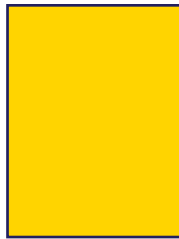
## How to Supply Files

Please email advertisement files for Weld Connect and Australian Welding to [sally@wordly.com.au](mailto:sally@wordly.com.au).

Please email website advert files to [d.mistry@weldaustralia.com.au](mailto:d.mistry@weldaustralia.com.au).

Weld Australia reserves the right to reject artwork, or request that advertisers alter artwork, should the material supplied be considered of poor quality, misleading, false, derogatory, or is in any way misaligned with Weld Australia's position or values.

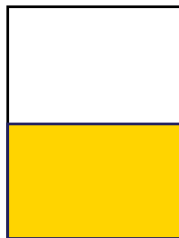
## Australian Welding & Weld Connect Advertisement Sizes



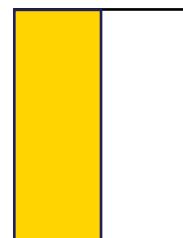
**Inside Covers and Full Page**  
297mm (high) x 210mm (wide)



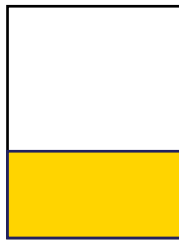
**Double Page Spread**  
594mm (high) x 420mm (wide)



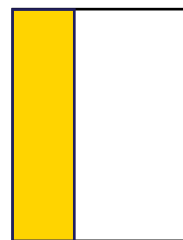
**Half Page: Horizontal**  
148.5mm (high) x 210mm (wide)



**Half Page: Vertical**  
297mm (high) x 105mm (wide)



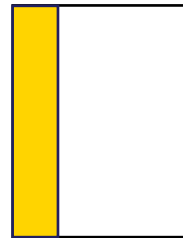
**Third Page: Horizontal**  
99mm (high) x 210mm (wide)



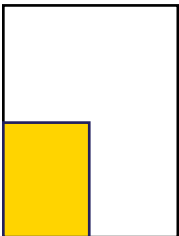
**Third Page: Vertical**  
297mm (high) x 70mm (wide)



**Quarter Page: Horizontal**  
75mm (high) x 210mm (wide)



**Quarter Page: Vertical**  
297mm (high) x 52.5mm (wide)



**Quarter Page: Block**  
75mm (high) x 105mm (wide)

## Need Help with Artwork?

Weld Australia's network can assist with the production of artwork for advertising. Simply email [sally@wordly.com.au](mailto:sally@wordly.com.au) for a quote.

## Weekly Wrap-Up Advertisement Sizes



**Right-Hand Sidebar**  
420px (wide) x 250px (high)



**Leaderboard**  
1200px (wide) x 400px (high)



EXPAND YOUR AUDIENCE.  
GROW YOUR BUSINESS.

**ADVERTISE  
WITH US**



For further information, contact Michelle Bignold on [m.bignold@weldaustralia.com.au](mailto:m.bignold@weldaustralia.com.au)