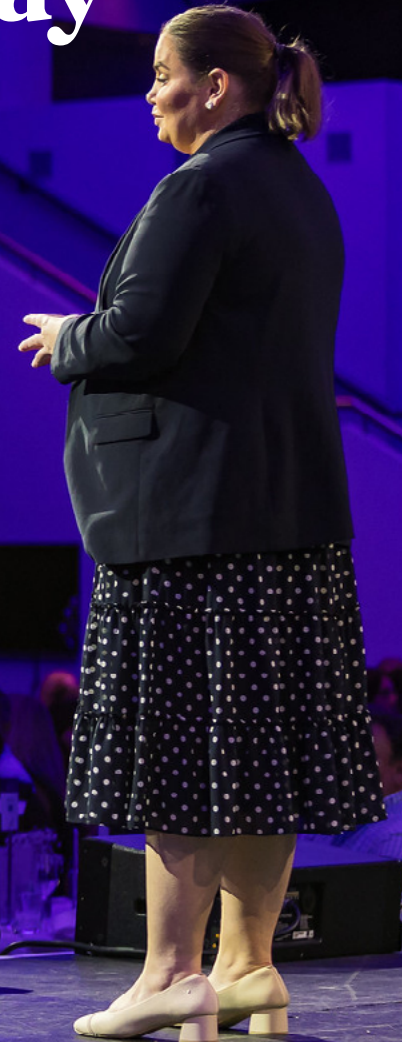




DRIVING **Positive**
Change TOGETHER

International Women's Day Event Series 2025

PARTNERSHIP OPPORTUNITIES



Brisbane 2024 Keynote Speaker | Jelena Dokic

Introducing AusIMM's International Women's Day Event Series 2025

Held annually since 2019, AusIMM's International Women's Day (IWD) Event Series celebrates women working in resources with a high-profile, award winning marketing campaign and celebratory networking lunches held around the country.

Attracting 2,800 delegates from 530 companies, 26 event partners and a social media audience of 1.2M in 2024, the 2025 Event Series is set to continue its strong growth trajectory supported by new events in the regional cities of Kalgoorlie and Hunter Valley.

This leading Event Series also plays an important role for AusIMM to bring together mining companies, governments, academia, women in mining groups and other industry stakeholders to address complex issues of diversity, equity and inclusion within the resources' workforce. Through meaningful discussions and sharing personal stories, AusIMM's International Women's Day Event Series provides a collaborative platform to drive positive change together for a more inclusive resources sector.

ABOUT AUSIMM

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 100 countries, we are committed to supporting the careers of professionals working in the mining industry.



“ It was inspiring to look around and see a supportive and strong network of current and future leaders. Many thanks to the AusIMM and sponsors

– S Harris | 2024 Attendee

”

Driving positive change together

In 2024, AusIMM introduced an impactful new theme for our IWD Event Series: **Driving positive change together**.

The theme brought together our Partners and global community to champion diversity, equity and inclusion (DEI) in resources. It signified the power and importance of working together to change behaviours and attitudes, creating workforces where everyone can feel safe to bring their authentic self to work.

In 2025, we will continue this important conversation by sharing the stories of our Series Ambassadors and other women in mining, to promote workforces where women can thrive. This empowering theme aims to foster an industry-wide culture of belonging; shining a spotlight on the important work being undertaken at every level in mining as we collectively continue to break down barriers for women and advocate for equity and inclusion.



“ There were many strong and influential women at the event and being a champion of women in STEM myself and having a daughter that loves maths, I am excited by the change that events like this are causing.

– 2024 Attendee

”

Uniting a diverse audience

From C-suite executives to junior miners, we unite those working in mining companies, aligned industries, government, academia, women in mining groups and kindred bodies through our nationwide Event Series.

2024 DELEGATE PROFILES

36% Managers, Supervisors

17% C-suite Executives

20% Senior Managers

23% Operators, Consultants

4% Graduates, Students

“ Great messages to take away about the power of collaboration and leading at every level to drive gender equity and safe workplaces

– Val Ridley | 2024 Attendee

”

2024 PARTNERS



2025 Event Series

CELEBRATORY LUNCHES

Held in seven locations, each celebratory lunch will feature a high-profile keynote speaker sharing their inspiring personal story, plenty of networking time and a delicious two-course lunch with drinks.



90%

of 2024 attendees said they would recommend an AusIMM event to a friend or colleague

BRISBANE | THURSDAY 27 FEBRUARY

Brisbane Convention and Exhibition Centre
11.30am – 2.30pm

ADELAIDE | TUESDAY 4 MARCH

SkyCity
11.30am – 2.30pm

KALGOORLIE | WEDNESDAY 5 MARCH

Kalgoorlie Town Hall
11.30am – 2.30pm

PERTH | FRIDAY 7 MARCH

Perth Convention and Exhibition Centre
11.30am – 2.30pm

MELBOURNE | TUESDAY 11 MARCH

Zinc at Federation Square
11.30am – 2.30pm

SYDNEY | THURSDAY 13 MARCH

Doltone House Hyde Park
11.30am – 2.30pm

HUNTER VALLEY | FRIDAY 14 MARCH

Rydges Hunter Valley
11.30am – 2.30pm



POST-LUNCH NETWORKING FUNCTIONS

We invite guests at our Perth and Brisbane lunches to stay on for the post-lunch networking functions, so we can continue the conversation together.

BRISBANE | THURSDAY 27 FEBRUARY

Brisbane Convention and Exhibition Centre

2.30pm – 4.00pm

PERTH | FRIDAY 7 MARCH

Perth Convention and Exhibition Centre

2.30pm – 4.00pm

“

Thanks to AusIMM for organising a fantastic event and helping us celebrate the amazing strength and capability of women in our industry.

– 2024 Attendee

”

VIP SUNDOWNER EVENT

Top-tier Partners are offered the exclusive opportunity to join our VIP Sundowner Events in Perth and Brisbane.

These events provide a special occasion for senior leaders and government representatives to engage in meaningful conversations centred around diversity, equity and inclusion.

BRISBANE | WEDNESDAY 26 FEBRUARY

Location TBC

Evening event

PERTH | THURSDAY 6 MARCH

Location TBC

Evening event



“

What a great event this is to celebrate and network with so many diverse people across numerous companies within industry.

– **Bill Wright** | Attendee

”

Partner with us

We invite your organisation to partner with us at AusIMM's International Women's Day Events Series in 2025 as we collectively drive positive change together for a more inclusive resources sector.

LEADERSHIP

Showcase your organisation's commitment to driving positive change for women's experiences in the resources industry

ELEVATION

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

PROGRESSION

Take the lead in progressing towards a more inclusive sector by enabling crucial and empowering discussions

CELEBRATION

Celebrate the remarkable achievements of the women in your business at our inspiring lunches, VIP Sundowner Events and post-lunch networking functions



Promotional reach

Each year AusIMM delivers a highly impactful multi-channel marketing campaign that celebrates women in mining and promotes the International Women's Day Event Series.

DIGITAL ENGAGEMENT

A comprehensive 4-month digital campaign garnered strong awareness with 1.2M+ social media views and 56K+ unique web visitors (68% increase on 2023).

We leveraged AusIMM channels to amplify messages to engaged mining audiences through email marketing (65K+), social media (55K+) and other digital channels.



1.2M+

Impressions on paid social media ads

65K+

subscribers to AusIMM's Professional Development e-newsletter

56K+

unique visits to IWD 2024 event website

55K+

followers across AusIMM's social media platforms

OUR EVENT AUDIENCE

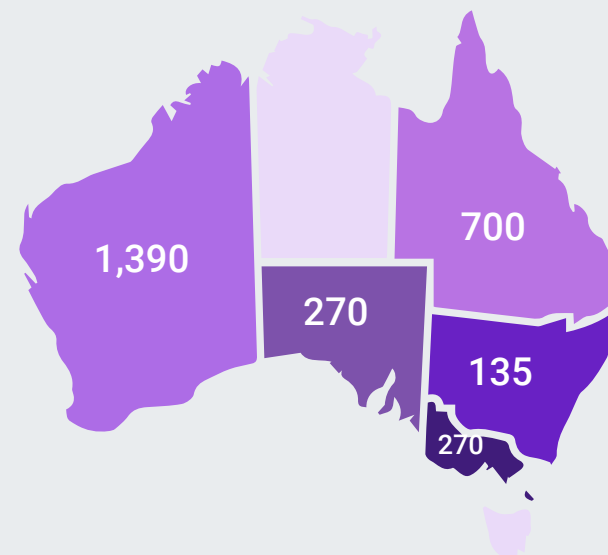
In 2024, AusIMM's IWD Event Series welcomed 2,800 attendees across 5 Australian capital cities.

As we expand into two major regional mining hubs, Kalgoorlie and Hunter Valley in 2025, we will reach an expanded national audience including DIDO and FIFO workers.



258%

attendee growth over 5 years



SERIES AMBASSADORS

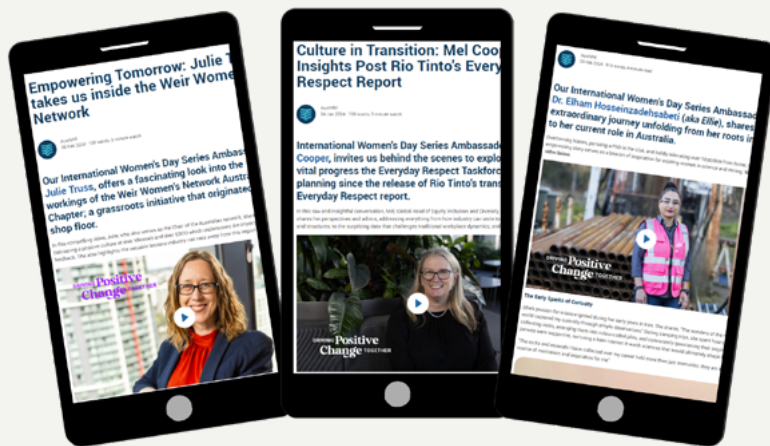
In 2024, we introduced the role of Series Ambassadors to spearhead our theme of **driving positive change together.**

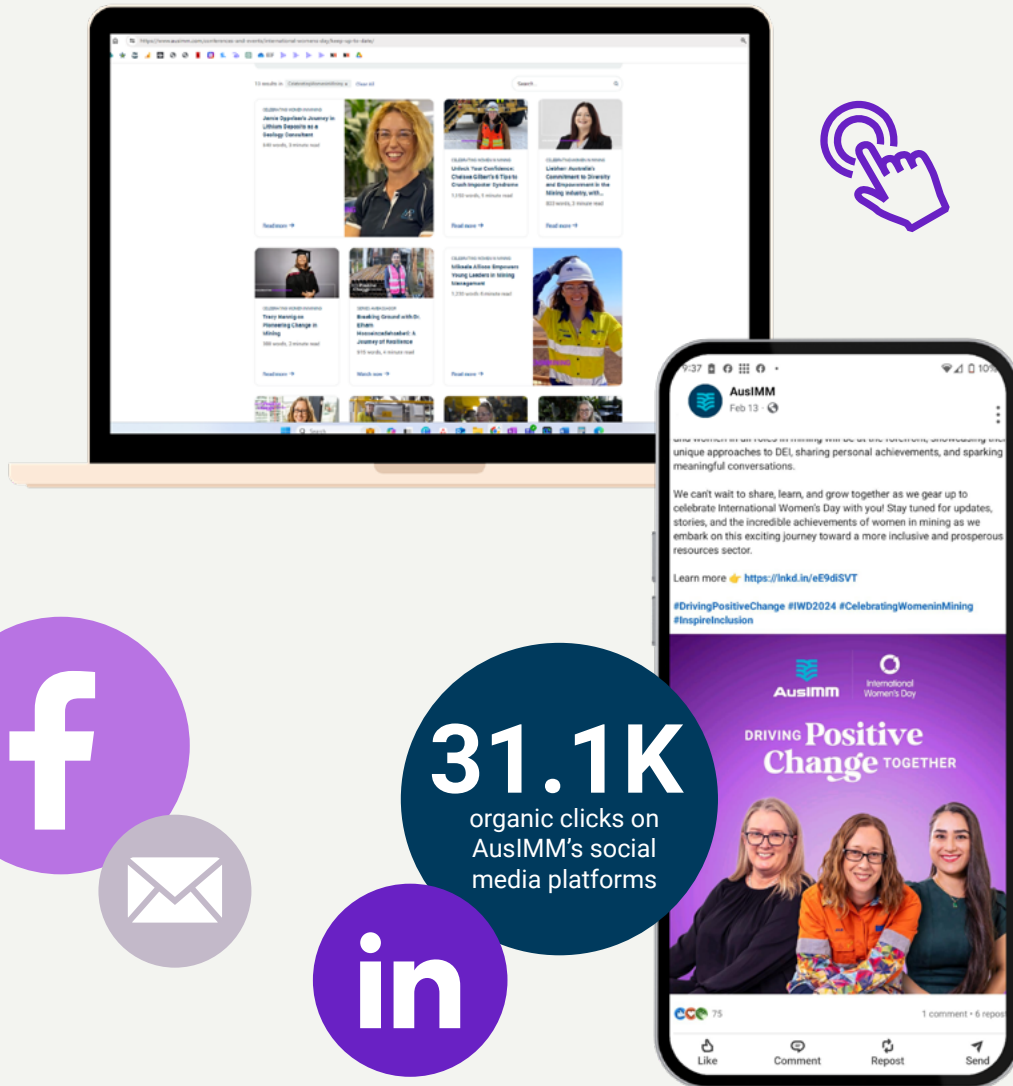
The remarkable women were leaders at three major mining organisations and 2024 IWD Signature Partners, signifying the power of coming together to address the unique challenges impacting women in mining. They played an active role in shaping conversations as they shared their own personal stories and reflections to elevate diversity, equity and inclusion in mining.

Mel Cooper, Dr. Elham Hosseinzadehsabeti, and Julie Truss became the face of the Series marketing campaign, with outstanding brand visibility for the three Signature Partner organisations. The Series Ambassadors were featured as part of the campaign's hero imagery, received exclusive speaking opportunities and accessed our IWD platform and channels to amplify their stories and insights.



Speaking opportunities





CELEBRATING WOMEN IN MINING

Each year AusIMM delivers a highly impactful social media campaign to celebrate women in mining and promote the International Women's Day Event Series.

The [#CelebratingWomeninMining](#) campaign shares the personal stories and outstanding contributions of women working in resources, showcased as articles, quotes or videos and shared via AusIMM's social media and digital platforms.

EMPOWERING STORIES FROM 2024

Check out the [#Celebratingwomeninmining](#) stories we shared in 2024, which highlight the challenges, successes, and experiences of real women working across various roles in mining. These stories provide valuable insights and inspiration, emphasising the importance of diversity, equity and inclusion in the sector.

Award-winning marketing campaign

AusIMM's International Women's Day 2024 marketing campaign has been awarded Silver Winner in the prestigious Marketing Event Awards 2024 in the categories of: Best event by an in-house team and Best event for a specific audience.

Partnership packages

SIGNATURE PARTNER

\$40,000 (excluding GST)

Four (4) opportunities - One (1) Opportunity remaining

As a Signature Partner, receive premium brand elevation with the most visible campaign championing gender equality in mining - **driving positive change together**.

Access an exciting opportunity to spotlight a woman driving change within your organisation as a Series Ambassador role. The Ambassador is featured on the campaign hero imagery, interviewed as part of a lead content piece and offered exclusive speaking opportunities.

Enjoy the benefits of hosting three tables at your chosen lunches, host four guests at the VIP Sundowner Events and Launch Events, plus access four registrations to attend AusIMM's Diversity and Inclusion workshops.

Elevate your brand with premium brand and signage opportunities across the Series, including all major event signage and acknowledgment in the welcome speech at all lunches.

MAJOR PARTNER

\$28,000 (excluding GST)

Unlimited opportunities

As a Major Partner, receive the opportunity to profile a changemaker within your organisation through AusIMM's inspiring **#CelebratingWomeninMining** campaign. The campaign offers a significant platform to highlight exceptional women and initiatives within your organisation.

Enjoy the privilege of hosting two tables at your chosen lunches, two guests at the VIP Sundowner Events and two registrations to attend AusIMM's Diversity and Inclusion workshops. Receive excellent opportunities to elevate your brand with acknowledgment in the welcome speech and prominent logo placement.



Partnership packages

NETWORKING PARTNER

\$28,000* (excluding GST)

Two (2) opportunities

As a Networking Partner, gain exclusive access to enhance your brand visibility at post-lunch networking functions, available in Perth and/or Brisbane. Take advantage of branding exclusivity, with opportunities to be showcased on bars, wayfinding, and other high quality branding displays - ensuring exposure to an engaged in-person audience.

Host two tables at your chosen lunches and two guests at the VIP Sundowner Event and two registrations to attend AusIMM's Diversity and Inclusion workshops.

ASSOCIATE PARTNER

\$12,000 (excluding GST)

Unlimited opportunities

As an Associate Partner, align your brand with AusIMM's International Women's Day Event Series by having your logo displayed on the event website and across all major signage. Demonstrate your support by hosting a table at your chosen lunch.



*Networking Partner packages start at \$28,000 with opportunities available to book one or both cities. Refer to page 13 and booking form for more information.

Partnership opportunities

IWD Website

Home

	Partnership packages			
	Signature \$40,000 Four (4) opportunities	Major \$28,000 Unlimited opportunities	Networking* \$28,000 Two (2) opportunities	Associate \$12,000 Unlimited opportunities
Series Ambassador				
<ul style="list-style-type: none"> Nominate a woman driving positive change within your organisation to be a 2025 AusIMM IWD Series Ambassador. This person embodies diversity, equity and inclusion for your company. 	✓			
<ul style="list-style-type: none"> Series Ambassador to be featured in hero imagery throughout the campaign – as part of group of Series Ambassadors or individually.* 	✓			
<ul style="list-style-type: none"> Series Ambassador to be introduced to our social media audience in dedicated post, with company tagged 	✓			
<ul style="list-style-type: none"> Series Ambassador to be interviewed on an aspect of diversity, equity and inclusion as part of the promotional campaign, with content shared via AusIMM's communication channels and social media platforms. 	✓			
<ul style="list-style-type: none"> Opportunity for Series Ambassador to be introduced, and given speaking opportunity, at a launch event in Perth or Brisbane. 	✓			

*Photo shoot will be organised in Perth or Brisbane in 2024.
- Employee travel to be covered by Signature Partner organisation.

*Networking Partner packages start at \$28,000 with opportunities available to book one or both cities.
Refer to page 13 and booking form for more information.

Partnership opportunities

IWD Website

Home

	Partnership packages			
	Signature \$40,000 Four (4) opportunities	Major \$28,000 Unlimited opportunities	Networking* \$28,000 Two (2) opportunities	Associate \$12,000 Unlimited opportunities
Reach and profile				
Series Ambassador and exclusive Partner acknowledgement as part of AusIMM's inspirational International Women's Day video shown at each lunch.	✓			
Lead article (1,000 words) showcasing a diversity and inclusion leader or initiative, shared across various platforms as part of the promotional campaign. Shared via the AusIMM online Bulletin.	✓			
Exclusive partner acknowledgement post on AusIMM social channels, partnered to be tagged	✓			
An employee featured in AusIMM's #CelebratingWomeninMining social media campaign		✓		
Premium branding and networking				
Access exclusive opportunity for high-quality branding displays at post-lunch networking functions (Perth and/or Brisbane)			✓	
Attendance: Demonstrate your support				
Exclusive invitation for members of your executive team to attend a VIP Sundowner Event in Perth or Brisbane	✓ 4 guests	✓ 2 guests	✓ 2 guests	
Exclusive invitation for members of your team to attend the Launch Event in Perth or Brisbane	✓ 4 guests	✓ 2 guests	✓ 2 guests	✓ 1 guest
Table of 10 at chosen events*	✓ 3 tables	✓ 2 tables	✓ 2 tables	✓ 1 table

*Additional tables available for purchase

Partnership opportunities

IWD Website

Home

	Partnership packages			
	Signature \$40,000 Four (4) opportunities	Major \$28,000 Unlimited opportunities	Networking* \$28,000 Two (2) opportunities	Associate \$12,000 Unlimited opportunities
Branding and acknowledgement				
Company logo included in all event collateral and marketing campaign.	✓	✓	✓	
Company acknowledgement in welcome speech.	✓	✓	✓	
Company logo displayed on your table(s).	✓	✓	✓	
Company logo on PowerPoint presentation shown during all lunches.	✓	✓	✓	
Company logo (linking to your company website) displayed on AusIMM's International Women's Day Event Series website homepage and partners page.	✓	✓	✓	✓
Company logo on all major event signage at all events in the Series.	✓	✓	✓	✓
Company logo on menus at all events in the Series.	✓	✓	✓	✓
Ongoing engagement				
First right of refusal for AusIMM's 2026 International Women's Day Event Series.	✓		✓	
Company recognition as a Diversity, Equity and Inclusion Partner on the AusIMM website for 2025.	✓	✓	✓	
Registrations to attend AusIMM's Diversity and Inclusion workshops in Perth and/or Brisbane to be held in 2025.	4 registrations	2 registrations	2 registrations	1 registration
Receive an IWD Partner Asset Kit and 'Driving Positive Change Together' digital asset kit to demonstrate your company's support to employees and stakeholders.	✓	✓	✓	✓

Co-create a bespoke partnership with AusIMM



AusIMM offers organisations the opportunity to co-create a partnership package that supports your strategic goals and is tailored specifically to your organisation's needs.

What is important to you?

- Demonstrating thought leadership and sharing stories
- Networking and building connections with industry and government
- Participating in important policy and advocacy initiatives and conversations
- Hosting additional tables at various locations
- Rewarding your teams or entertaining clients
- Recognising the women who contribute to your company's success
- Connecting with your sites and regions
- Achieving marketing objectives and publicity
- Positioning your organisation as an employer of choice

Please speak to our Industry Relationships and Partnerships team to discuss your requirements.

Contact us



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Booking form



Contact details - person/s responsible for partnership liaison

Title (please indicate) **Ms** **Mr** **Mx** **Prof** **Dr**

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 *Package prices are ex GST

Signature Partner \$40,000

Networking Partner \$40,000 (both Perth and Brisbane)

Associate Partner \$12,000

Major Partner \$28,000

Networking Partner \$28,000 (choose Perth or Brisbane)

Perth Brisbane

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 we will send you an invoice for EFT transfer or a credit card payment link **Credit Card **Invoice****

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