



International Women's Day Event Series 2024



Driving positive
change together

Introducing AusIMM's International Women's Day Event Series 2024

Held annually since 2019, AusIMM's International Women's Day Event Series celebrates women working in resources with a high-profile marketing campaign and celebratory networking lunches held around the country. Attracting 2,500 delegates, 29 event partners and a social media audience of 450K in 2023, the 2024 Event Series is set to grow in strength and profile.

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, data sharing and case studies, AusIMM's International Women's Day Series provides a collaborative platform to drive positive change for a more inclusive sector for all resources' professionals.

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.



“ 1,500 people in #mining gathered in Perth for an annual day of empowerment, community and celebration. It was a privilege to be among such powerhouses in their fields.

– Ritu Varghese | Attendee

”

Partner with us



We invite your organisation to partner with us at AusIMM's International Women's Day Events Series in 2024 to drive positive change together for a more inclusive resources sector.

ELEVATION

Showcase your organisation's commitment to diversity, equity and inclusion through our high profile marketing campaign.

CELEBRATION

Enjoy connecting with leaders and colleagues at the lunches, VIP Sundowner Events and post lunch networking functions.

PROGRESSION

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

CONNECTION

Bring your team and clients together at our inspirational lunches to celebrate women and their achievements.

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.

2023 DELEGATE PROFILES

17% C-suite Executives

19% Senior Managers

34% Managers, Supervisors

25% Operators, Consultants

5% Graduates, Students

“

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

– **Bill Wright** | Attendee

”

2023 PARTNERS



Event Series highlights

CELEBRATORY LUNCHES

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.

ADELAIDE | THURSDAY 29 FEBRUARY

EOS Sky City

11.30 am – 3.00 pm

SYDNEY | FRIDAY 1 MARCH

Ivy Ballroom

11.30 am – 3.00 pm

BRISBANE | TUESDAY 5 MARCH

Brisbane Convention and Exhibition Centre

11.30 am – 3.00 pm

MELBOURNE | WEDNESDAY 6 MARCH

Zinc at Federation Square

11.30 am – 3.00 pm

PERTH | FRIDAY 8 MARCH

Perth Convention and Exhibition Centre

11.30 am – 3.00 pm



99%

of attendees rated the celebratory lunches good to excellent.



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 | TUESDAY 5 MARCH

Brisbane Convention and Exhibition Centre

3.00 pm – 4.00 pm

PERTH | FRIDAY 8 MARCH

Perth Convention and Exhibition Centre

3.00 pm – 4.00 pm

“

What a way to finish this week! I am re-energised, inspired and grateful as we celebrate incredible accomplishments of women and champion diversity and inclusion.

– **Fernando De Mattos** | Attendee

”

VIP SUNDOWNER EVENTS

Top tier partners are offered the exclusive opportunity to join intimate VIP Sundowner events in Perth and Brisbane. These events provide a special occasion for senior industry leaders and government representatives to engage in meaningful conversations as we drive positive change together.

BRISBANE | MONDAY 4 MARCH

Event information announced soon

Held in the evening

PERTH | THURSDAY 7 MARCH

Event information announced soon

Held in the evening



“

Thank you to AusIMM for leading this Series, we commend your organisation's commitment to championing diversity and inclusion in the resources sector. So let's stand together and drive change.

– **Carlo Odoardi** | Attendee

”

Reasons to get involved

LEADERSHIP

Showcase your organisation's leadership in driving positive change for women's experiences in the resources industry.

ALIGNMENT

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

ELEVATION

Amplify your brand's profile through our high-profile marketing campaign to engaged audiences that value diversity, equity and inclusion.

CELEBRATION

Bring your team and clients together at our inspirational lunches to celebrate women and the progression towards a more inclusive sector.

EDUCATION

Hear case studies and gain insights on successful diversity, equity and inclusion initiatives in the resources sector.

CONNECTION

Network and share stories with women and allies as we progress our diversity, equity and inclusion journey.



258%

attendee growth
over 5 years

Our promotional reach

“

It has been an absolute privilege to be AusIMM's International Women's Day Event Series Ambassador.

– **Kim Solomons,**
Superintendent for Inclusion & Talent, Newmont

”



NEW SERIES AMBASSADORS

Our 2024 **Signature Partners** will have the opportunity to feature an exceptional employee as a Series Ambassador.

As a top tier partner for AusIMM's International Women's Day Event Series 2024, spotlight an outstanding woman in your organisation who embodies your commitment to diversity, equity and inclusion (DEI). This remarkable individual will serve as a Series Ambassador, joining three others to collectively represent different approaches to DEI.

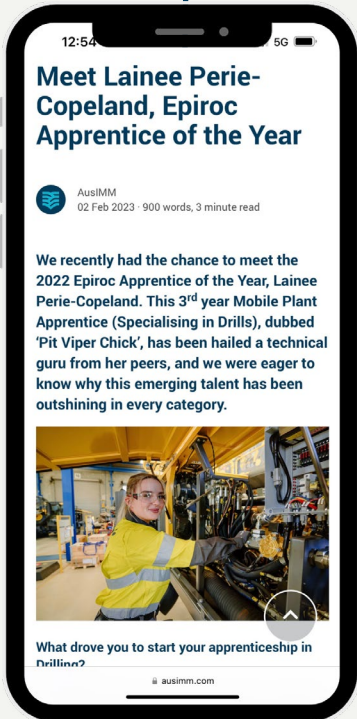
The Series Ambassadors will be the faces of the marketing campaign and actively participate in shaping conversations during the Series as we drive positive change together.

Hear what our 2023 Ambassador had to say:

Kim Solomons, our 2023 Ambassador shares the privilege she felt representing such an esteemed Event Series, as it created lots of important and interesting conversations that wouldn't have otherwise happened.

Watch her as she reflects on her ambassador role [here](#).

CELEBRATING WOMEN IN MINING



44K AusIMM social media followers

450K Social media impressions

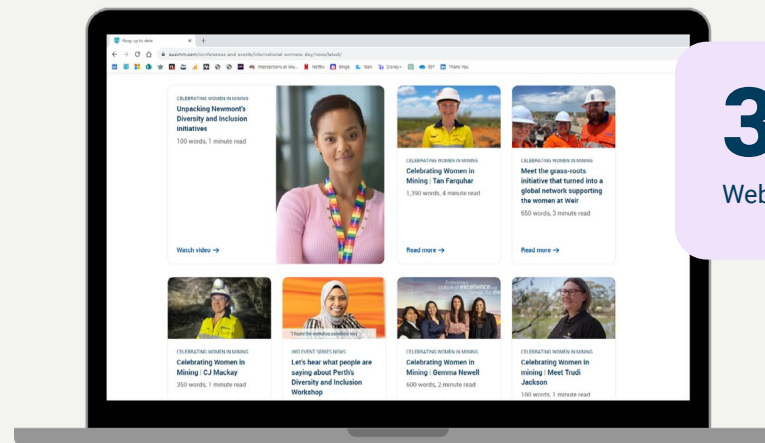
22K Video plays

52K Subscribers to Professional Development e-newsletter

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

The [#CelebratingWomeninMining](#) campaign shares personal stories, inspirational quotes, outstanding achievements of women working in resources. We also showcase the incredible work of our Event Partners committed to improving diversity and inclusion in their workforce through, videos, social media posts, news items and eDMs.

Join us as an Event Partner in 2024 to be part of our high-profile marketing campaign as we showcase diversity, equity and inclusion, and celebrate women's achievements in the resources sector.



33K
Webpage views

Partnership packages

SIGNATURE PARTNER

\$40,000 (excluding GST)

Four (4) opportunities

As one of our top tier partners, you will secure premium brand elevation with the most visible campaign championing gender equality in mining. Spotlight a woman driving change within your organisation through a Series Ambassador role, a featured lead article and a compelling short video. Enjoy the benefits of hosting three tables at your chosen lunch and host four guests at the VIP Sundowner Event's.

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

\$27,000 (excluding GST)

Unlimited opportunities

As a Major Partner, receive the opportunity to profile a changemaker within your organisation through AusIMM's inspiring [#CelebratingWomeninMining](#) campaign. Held annually, 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. Receive excellent opportunities to elevate your brand with acknowledgment in the welcome speech and prominent logo placement.



Partnership packages

NETWORKING PARTNER

\$27,000* (excluding GST)

Two (2) opportunities

As a Networking Partner, gain exclusive access to enhance your brand visibility at post-event 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 a high foot traffic audience.

SERIES PARTNER

\$17,000 (excluding GST)

Unlimited opportunities

Demonstrate your commitment to diversity, equity and inclusion as the Series Partner. Receive notable brand recognition with acknowledgment in the welcome speech at all events, and your logo displayed on major event signage and on the event website.

ASSOCIATE PARTNER

\$10,000 (excluding GST)

Unlimited opportunities

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 as an Associate Partner. Demonstrate your support by hosting a table at your chosen lunch.



Partnership opportunities

IWD Website

Home

Partnership packages					
	Signature \$40,000 Four (4) opportunities	Major \$27,000 Unlimited opportunities	Networking \$27,000 Two (2) opportunities	Series \$17,000 Unlimited opportunities	Associate \$10,000 Unlimited opportunities
Series Ambassador					
<ul style="list-style-type: none"> ▶ Invitation for your company to nominate a staff member to be involved as a 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 Event Ambassadors or individually 	✓				
<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 at launch events in Perth and Brisbane. 	✓				
<ul style="list-style-type: none"> ▶ Opportunity to be included in a Series Ambassador video that showcases your companies leadership in diversity, equity and Inclusion. The video will be featured on AusIMM's social media platforms and at the lunches 	✓				

*Networking Partner packages start at \$27,000 with opportunities available to book one or both cities. Refer to page 12 and booking form for more information.

Partnership opportunities

IWD Website

Home

	Partnership packages				
	Signature \$40,000 Four (4) opportunities	Major \$27,000 Unlimited opportunities	Networking \$27,000 Two (2) opportunities	Series \$17,000 Unlimited opportunities	Associate \$10,000 Unlimited opportunities
Reach and Profile					
Company representative or Series Ambassador filmed as part of our inspirational International Women's Day video, shown at each lunch event	✓				
Lead article (1,000 words) showcasing a diversity and inclusion leader or initiative, shared across various platforms as part of 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 and Brisbane	✓ 4 guests	✓ 2 guests	✓ 2 guests		
Exclusive invitation for members of your team to attend the launch event in Perth and Brisbane	✓ 4 guests	✓ 2 guests	✓ 2 guests	✓ 1 guest	✓ 1 guest
Table of 10 at event*	✓ 3 tables	✓ 2 tables	✓ 2 tables	✓ 1 table	✓ 1 table
Livestream of Perth lunches accessible to site based employees	✓				

*Additional tables available for purchase

Partnership opportunities

IWD Website

Home

Partnership packages					
	Signature \$40,000 Four (4) opportunities	Major \$27,000 Unlimited opportunities	Networking \$27,000 Two (2) opportunities	Series \$17,000 Unlimited opportunities	Associate \$10,000 Unlimited opportunities
Branding and acknowledgement					
▶ Company logo included in all event collateral and marketing campaign	✓	✓	✓		
▶ 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 Series	✓	✓	✓	✓	✓
▶ Company logo on menus at all events in Series	✓	✓	✓	✓	✓
Ongoing engagement					
▶ First right of refusal for AusIMM's 2025 International Women's Day Event Series	✓				
▶ Company recognition as a Diversity, Equity and Inclusion Partner on the AusIMM website for 2024	✓	✓	✓		

Co-create a bespoke partnership with AusIMM



Driving positive change together in 2024

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



Nathan Wayne

Head of Industry Relationships
and Stakeholder Engagement

nwayne@ausimm.com

0402 989 011



Margaret Temelkovski

Senior Manager, Industry Relationships
and Partnerships

mtemelkovski@ausimm.com

0427 524 107



Rhianna Muir

Senior Manager, Industry Relationships
and Partnerships

rmuir@ausimm.com

03 9658 6191



Greg Boase

Manager, Industry Relationships
and Partnerships

gboase@ausimm.com

0405 298 232

Booking form



Contact details - person/s responsible for partnership liaison

Title (please indicate) Ms Mr 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)	Series Partner \$17,000
Major Partner \$27,000	Networking Partner \$27,000 (choose Perth or Brisbane)	Associate Partner \$10,000
	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

AusIMM, PO Box 660, Carlton South, Victoria, Australia 3053 | ABN 59 836 002 494 | +61 3 9658 6120 | ausimm.com