



# SPONSORSHIP OPPORTUNITIES 2024/25

Connect your brand to every corner of  
WA's electrical industry with ECA WA

For more information  
Please contact Aimee Hills at  
[sponsorship@eti.org.au](mailto:sponsorship@eti.org.au) or (08) 6241 6100

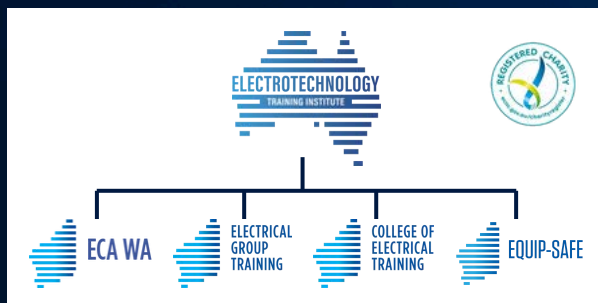


# UNRIVALED REACH

## ACCESS TO 5 LEADING BRANDS

The Electrotechnology Training Institute Limited is a not-for-profit charity committed to building a diversified electrical industry through education and training. Your sponsorship provides you with valuable brand exposure and industry connections across five prominent brands in the WA electrical industry:

- ECA WA, the biggest membership organisation for electrical apprentices, workers and contractors in Western Australia.
- Electrical Group Training (EGT), the largest employer of electrical apprentices in the state.
- College of Electrical Training (CET), an established RTO that trains the majority of WA's electrical apprentices and provides post-trade training to electrical workers.
- Equip-Safe, an RTO offering safety and equipment training and high-risk work licenses to the construction industry.



# SPONSORSHIP BEYOND ECA WA



We're all about empowering and enhancing a diverse electrotechnology industry through education, training and advocacy. Our purpose is to train and skill the electrotechnology workforce of tomorrow to meet the community's and industry's future sustainable needs.

We believe actions are more important than words, and that we work better together. This is why we are proud to be involved with like-minded organisations driving improvements and changes for the future of the industry.

## OUR INDUSTRY PARTNERS

-  Apprentice Employment Network WA
-  National Apprentice Employment Network
-  UEEA Training Council
-  Strategic Industry Advisory Body
-  CEOs for Gender Equity
-  WA Electrical Women Advisory Group
-  Australia and New Zealand Electrotechnology Training Alliance Inc
-  Powering Skills Organisation
-  National Association for Women in Construction (NAWIC)

We look forward to learning more about how we can connect your brand with our highly engaged audiences and help you achieve your business objectives.

*Welcome on board!*

# ECA WA AT A GLANCE



We offer membership services to everyone in the WA electrical industry, providing businesses and individuals with expert technical, legal, business, and safety support through a variety of services, initiatives, and events.

At ECA WA, our reach across the WA electrical industry is unparalleled. With more than 2,400 members, a sponsorship with ECA WA gives you targeted access via an extensive range of digital platforms and unique face-to-face engagement opportunities.

Discover how we can elevate your brand's presence through every facet of an electrical career pathway — from apprenticeships and training to business development and beyond, partnering with ECA WA is your key to success within the WA electrical sector.

## ECA WA MEMBER SNAPSHOT



1650

Contractor  
members



771

Apprentice  
members



58

Electrical  
Worker  
members



ECA WA  
members  
employ  
**7,400+**  
WA workers

50.8%



average  
email  
open  
rate

## HIGH MEMBER ENGAGEMENT

94% of members used our  
services in 2023

## MEMBER BUSINESS SIZE

55% 55% members are  
Group 1 (sole contractors)

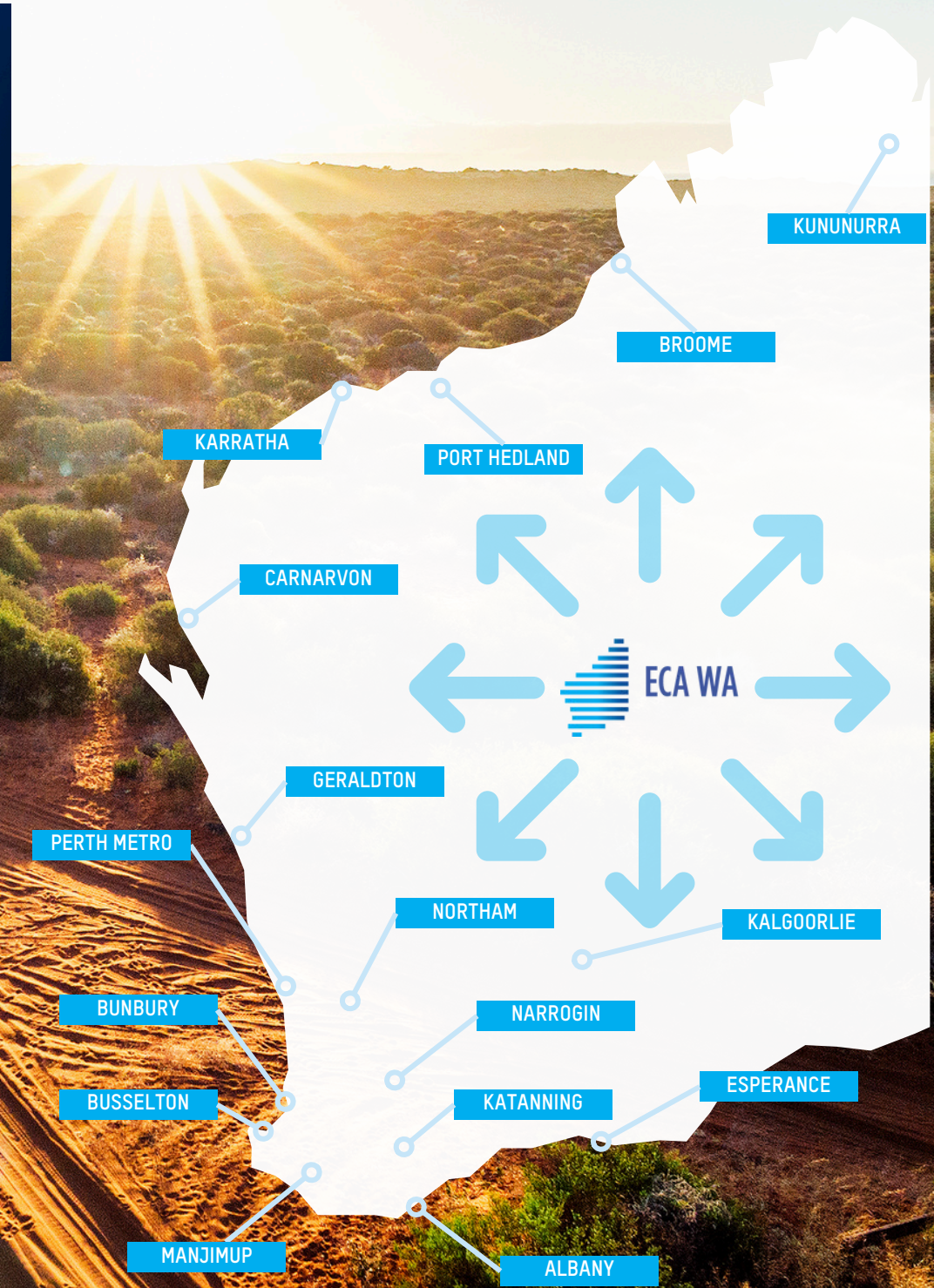
90% 90% members are Group 1 - 4  
(6 or less people on the tools)



23,591  
phone  
calls  
and  
emails



# MEMBERSHIP REACHING ACROSS THE STATE



The value of in-person meetings and events has never been stronger. Get exclusive face-to-face access with ECA WA members at our sought-after events program.

Our members are drawn to these events to hear not only from ECA WA, but also from our key industry stakeholders - Western Power and Building & Energy who support these events with crucial industry updates.

ECA WA Electrical Roadshows are one of the most popular sponsorship benefits, offering prime networking opportunities.



# EVENTS

## ECA WA ELECTRICAL ROADSHOW

### EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2 x brand representatives
-  Event trade table and brand presence
-  B2B networking
-  Access to industry insights



Over 1,500 attendees throughout the year



Events in 20 locations across the entire state

# ECA WA DIGITAL YOUR BRAND FRONT AND CENTRE



## ECA WA Website

- Placement of your logo with a direct link to your company website
- Home page banner ad to appear on desktop version of the website for four weeks per year



## ECA WA Facebook

- Minimum of two boosted posts per year
- Rolling digital exposure across all digital platforms



## ECA WA LinkedIn

- Two LinkedIn posts to the ECA WA page per year



## Technical Knowledge Base (TKB)

- Five complimentary TKB logins
- Access to submit technical queries



## ECA WA EDM Campaigns

- Two EDM campaigns to ECA WA members



## ECA WA eNews

- Logo displayed in footer of ECA WA eNews
- Two 100-word editorials to be published in ECA WA eNews



## ECA WA Member Guide









- Full page advert features in ECA WA Member Guide for both new and existing members



# EVENTS

## ECA WA BUSINESS RETREAT

### EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2x brand representatives
-  Logo presence in multimedia and digital signage
-  Media wall logo display
-  Recognition in opening and closing speeches
-  The very best in B2B networking
-  Trade table in our tradeshow area
-  Access to all the business sessions

The ECA WA Business Retreat is the ultimate event for our members. This retreat is designed to spark innovation, build connections and empower leaders in the industry to shape the future of electrical contracting.

Gain prime visibility, valuable industry sessions and exclusive networking opportunities with today and tomorrow's key decision-makers.



# EGT ACCESS APPRENTICES AND HOST EMPLOYERS



Electrical Group Training is the biggest employer of electrical apprentices in WA, training more than 550 apprentices and hiring them out to host employers for short and long term placements.

## EGT DIGITAL



### EGT website

Placement of your logo with a direct link to your company website



### EGT Facebook

Two messages per year posted on the EGT Facebook page



### EGT Instagram

Two messages per year posted on the EGT Instagram page



### EGT LinkedIn

One post per year posted on the EGT LinkedIn page



### EGT Host eNews

One 100-word editorial to be published in one edition of the quarterly eNews to EGT hosts. Logo displayed on every email newsletter



### EGT Apprentice eNews

One 100-word editorial to be published in one edition of the quarterly eNews to EGT apprentices. Logo displayed on every email newsletter

# EVENTS




## WOMEN'S INDUSTRY LUNCHEON



The purpose of this event is to bring together women from across the electrical industry, generate discussions around the challenges that women face, reflect on the changes that have occurred in recent years and learn how we can make tangible steps towards a more accessible industry for women.

This exclusive event offers your brand the chance to connect with some of the most influential decision makers who own, operate and drive WA electrical contracting businesses.

### EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2 x brand representatives
-  B2B networking

The College of Electrical Training offers electrical apprenticeships and post-trade training courses to more than 5,500 students every year from their campuses in Joondalup and Jandakot.

CET is a significant part of WA's electrical training sector, training more than 50% of WA's electrical apprentices.

## CET DIGITAL



### CET website

Placement of your logo with a direct link to your company website



### CET Facebook

Two messages per year posted on CET's Facebook page



### CET Instagram

Two messages per year posted on CET's Instagram page



### CET LinkedIn

One post per year posted on CET's LinkedIn page



### CET course emails

Logo displayed on CET course emails

## CET SIGNAGE



### CET Classroom / Workshop Signage

Large-scale branding of your company logo along one dedicated wall of a CET classroom or workshop.

# CET ACCESS APPRENTICES AND CONTRACTORS






The Major Contractors Events bring together the heavy hitters of the industry - our large group ECA WA members, our Board of Directors, ECA WA Legends, award winners, future leaders and our executive team.

From a casual sundowner to a corporate breakfast around the federal budget, the Major Contractors Events will bring you networking opportunities as well as valuable business insights.



### EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2 x brand representatives
-  B2B networking with our largest contractors

# EVENTS

## MAJOR CONTRACTORS EVENTS



# EQUIP-SAFE ACCESS

## APPRENTICES AND CONTRACTORS

### EQS DIGITAL



#### EQS website

Placement of your logo with a direct link to your company website



#### EQS Facebook

Two messages per year posted on the EQS Facebook page



#### EQS eNews

Partner logo to be displayed on course emails




Equip-Safe helps individuals attain the licenses and skills required to safely operate a range of machinery, including Elevating Work Platform, Forklifts and Excavators, and is renowned for its hands-on, practical course delivery where learners benefit from using the equipment.

# EVENTS

## EGT & CET ACCESS

### EGT HOST SUNDOWNER

We wrap up the year with a thank you to the EGT Host Employers in a relaxed and social networking format.

-  Logo on all event communications
-  Send 2x brand representatives
-  B2B networking

### CET CONTRACTOR COURSES

-  **Contractor courses**  
Presentation at two contractor courses, followed by a lunch provided by CET
-  **Post Trade courses**  
Presentation at two post trade courses, followed by a lunch provided by CET
-  **Apprentice lunches**  
Presentation at one apprentice course, followed by a lunch provided by CET

# SPONSORSHIP BENEFITS



SPONSORSHIP INCLUSIONS	SILVER	PLATINUM
<b>EVENTS</b>		
ECA WA Electrical Roadshow	✓	✓
ECA WA Business Retreat		✓
Women's Industry Luncheon		✓
Major Contractors Events		✓
EGT Host Sundowner		✓
<b>ECA WA Member Digital Access</b>		
ECA WA website	✓	✓
ECA WA Facebook & LinkedIn pages	✓	✓
ECA WA EDM Campaigns		✓
ECA WA Technical Knowledge Base	✓	✓
ECA WA eNews - logo display	✓	✓
ECA WA eNews - Editorials		✓
<b>Electrical Group Training (EGT) Access</b>		
EGT website	✓	✓
EGT Facebook, Instagram and LinkedIn		✓
EGT Host eNews editorial	✓	✓
EGT Apprentice eNews editorial		✓
<b>College of Electrical Training (CET) Access</b>		
CET website	✓	✓
CET Facebook, Instagram and LinkedIn		✓
Electrical Contractor course presentations		✓
Post-trade course presentations		✓
Apprentice course presentation		✓
Branding on CET course emails	✓	✓
Large-scale class/workshop signage		✓
<b>Equip-Safe (EQS) Access</b>		
Equip-Safe website	✓	✓
Equip-Safe Facebook		✓
Branding on Equip-Safe course emails	✓	✓