

WA  
TRAINING  
AWARDS  
2024



## WA TRAINING AWARDS 2024 STAKEHOLDER KIT

As a valued stakeholder we would love you to help us promote the WA Training Awards. Our stakeholder promotional kit contains a wealth of resources you can use on your communications channels including website, newsletters, emails and social media.

Resources including posters, social media tiles, email signature graphics, and the WA Training Awards 2024 logo are available to download from the WA Training Awards [‘Promote the Awards’ webpage](#).

If you have any questions or require additional resources to promote the awards to your network, please email the WA Training Awards team at [watrainingawards@dtwd.wa.gov.au](mailto:watrainingawards@dtwd.wa.gov.au).

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### **Background**

In 2024, the WA Training Awards will celebrate an important milestone – its 30<sup>th</sup> anniversary. Help us celebrate the long history of the awards program, recognise excellence in the vocational education and training (VET) sector and applaud the incredible VET ambassadors this program has identified over the last 30 years.

The WA Training Awards puts the spotlight on excellence in VET and the outstanding achievements of our students, apprentices and trainees, practitioners and training providers, organisations and employers across the State. The Awards have eight individual categories, and five organisation categories.

In addition to the recognition and opportunities these prestigious awards bring, winners in individual categories will receive \$3,000.

Organisation winners are recognised as industry leaders and promoted and celebrated as such through a variety of media and marketing opportunities.

Winners of selected categories\* may have the opportunity to represent WA and be acknowledged nationally at the Australian Training Awards (ATAs). State winners attend the ATAs finalists’ week and presentation ceremony, where the national winners for each category are announced.

*\*Does not include the Cultural Diversity Training Award or International Student of the Year*

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## **Key dates**

1 March	Applications open
26 April	Applications close
19 July	Semi-finalist Judging Day – Individual categories
Late July/Early August	Organisation + Individual finalists announced
August	Tickets to the presentation dinner go on sale
20 September	Presentation Dinner at Perth Convention and Exhibition Centre
6 December	Australian Training Awards in Canberra

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## **Key messages**

- The WA Training Awards are the State's top awards program recognising excellence in the VET sector.
  - The WA Training Awards celebrates the best-of-the best in vocational education and training.
  - The WA Training Awards provides a spotlight on the State's elite VET students, apprentices and trainees, practitioners and training providers, organisations, and employers across the State.
  - WA winners from selected categories represent WA at the Australian Training Awards. This program is industry-wide and has a national pathway for individuals and organisations to be recognised as Australia's best.
  - Dedication, passion and skill from WA Training Award finalists are celebrated across 13 different categories, highlighting the State's exceptional VET sector.
  - Celebrating the 30<sup>th</sup> anniversary this year, the WA Training Awards take those involved in training to the next level in their careers or business.
  - Winning a WA Training Award is a great opportunity to network with other high achievers, industry representatives and potential employers.
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## **Website/Newsletter content**

Calling all apprentices, trainees and vocational students, as well as their employers and training providers: take the leap and apply for a WA Training Award this year!

In addition to the recognition, networking, and professional development opportunities these prestigious awards bring, winners in individual categories receive \$3,000 and organisation winners are recognised as industry leaders and promoted through a variety of media and marketing opportunities.

Applications open on 1 March 2024, with eight individual categories and five organisation categories to choose from. The program celebrates excellence across the VET sector and provides an opportunity to showcase impactful stories that highlight why training is such a great pathway.

### Individual categories

- WA Apprentice of the Year
- WA School-based Apprentice of the Year
- WA Trainee of the Year
- WA Vocational Student of the Year
- WA Aboriginal and Torres Strait Islander Student of the Year
- WA Cultural Diversity Training Award
- WA International Student of the Year
- WA Trainer of the Year

### Organisation categories

- WA Large Employer of the Year
- WA Small Employer of the Year
- WA Industry Collaboration of the Year
- WA Small Training Provider of the Year
- WA Large Training Provider of the Year

Eligible winners of the WA Training Awards go on to represent Western Australia at the Australian Training Awards (ATAs), hosted in Canberra this year, where they participate in professional development opportunities, and attend the ATA Presentation Ceremony to hear winners from each category announced.

Applications for the WA Training Awards close Friday, 26 April 2024.

Winners will be announced at a Presentation Ceremony in September. For more information visit [dtwd.wa.gov.au/watrainingawards](https://dtwd.wa.gov.au/watrainingawards)

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## **Social media**

### **Hashtags**

#WATA2024

#TakeTheLeap

#LeapIntoYourCareer

#WATA30YearAnniversary

#LeapIntoYourFuture

#ThisIsYourYear

#30YearsOfExcellence

#VocationalEducationAndTraining

### **Links**

WA Training Awards website: [dtwd.wa.gov.au/trainingawards](https://dtwd.wa.gov.au/trainingawards)

WA Training Awards application portal: [watraining.awardsplatform.com](https://watraining.awardsplatform.com)

Social media tiles are available to download from the [WA Training Awards 'About the Awards' webpage](#).

## **Promotional schedule**

Below is a schedule outlining key promotional points during the application phase of the program.

<b>Date</b>	<b>Title</b>	<b>Content</b>
1 March 2024	Applications open	<p>Applications for the WA Training Awards are now open.</p> <p>If you, or someone you know is a VET superstar, apply for a WA Training Award. It will be the best thing you do in 2024! Winning a training award offers endless networking and career opportunities. Be part of our 30<sup>th</sup> year anniversary celebrations and apply today!</p> <p>Visit <a href="#">WA Training Awards</a> for more information.</p> <p>Applications close 26 April 2024.</p> <p>#WATA2024 #TakeTheLeap #ThisIsYourYear #WATA30YearAnniversary</p>
29 March 2024	Halfway there	<p>We are halfway through the WA Training Awards application period.</p> <p>In addition to the recognition, networking, and professional development opportunities these prestigious awards bring, winners in individual categories receive \$3,000 and organisation winners are recognised as industry leaders and promoted and celebrated through a variety of media and marketing opportunities.</p> <p>Take the leap and apply now! #WATA2024 #TakeTheLeap #ThisIsYourYear</p>

12 April 2024	Applications closing soon - 26 April 2024	<p>The WA Training Awards provide a spotlight on the State's elite vocational students, apprentices and trainees, practitioners and training providers, organisations and employers across the State.</p> <p>Put your name up in lights and you could win \$3,000 and have the chance to represent Western Australia at the Australian Training Awards.</p> <p>Download an application guide today.  <a href="#">WA Training Awards</a>  Applications close Friday 26 April 2024.</p> <p>#WATA2024  #TakeTheLeap  #ThisIsYourYear</p>
19 April	Applications close 26 April 2024	<p>Applications for the WA Training Awards close in 1 weeks' time.</p> <p>Celebrating 30 years of excellence in WA's vocational education and training sector – this is your year to take the leap! Apply today and get the recognition you deserve.</p> <p>Visit <a href="#">WA Training Awards</a> for key information.</p> <p>#WATA2024  #TakeTheLeap  #ThisIsYourYear  #WATA30YearAnniversary  #30YearsOfExcellence</p>