SA Social Worker of The Year AWARDS

2016 Sponsorship Prospectus

Involvement in these awards can help promote your organisation and its commitment to actively supporting the social justice principles of the Social Work profession via direct access to key contacts within the broad range of allied health organisations where our nearly 900 Members are employed.

www.aasw.asn.au/south-australia/about-us
Contents:

- Introduction 3
- The Awards 5
- Sponsorship Packages 6
  - Gold Sponsor 7
  - Silver Sponsorships 7
  - Bronze Sponsorships 8
- Getting Involved 9

“These Awards are opportunity to celebrate the achievements and justified pride social work services elicit within South Australia.”

- Dr Mary Hood, AAW SA Branch President
Introduction

This year the Australian Association of Social Workers are launching the South Australian Social Worker of the Year Awards with the aim to celebrate and recognise the commitment and hard work of qualified social workers in our state.

The Awards are a result of partnerships between the Australian Association of Social Workers (South Australian Branch with nearly 900 Members) and key stakeholders from across Allied Health, Social Services, Education, welfare and the South Australian (SA) community. Social Workers who are nominated must be eligible for Membership of the Australian Association of Social Workers.

The nomination process culminates in a lively event marking an important celebration in the SA allied health industry. Positive support has been drawn from across the South Australian community; engaging people from a diverse range of professions, human services organisations, social work education providers as well as the general community.

These Awards highlight the positive impact of social work on individuals, families and communities in SA. The Awards showcase the immense diversity, professionalism, commitment, and capacity of social work practitioners, teams and organisations and what they collectively achieve to strengthen the South Australian community.

The AASW recognises the special place of Aboriginal and Torres Strait Islander peoples as the First Australians. We are committed to working in partnership with Aboriginal and Torres Strait Islander social workers and communities, turning our good intentions into actions wherever possible.

Our objectives are to:

• Raise the profile and esteem of the profession of social work in SA
• Increase positive public perceptions of social work in the community
• Recognise the achievements and commitment of individual social workers in the SA community
• Marketing the social work profession to the general public as an attractive and diverse career.

As an Award Sponsor, you will gain:

• Promotional opportunities with our nearly 900 SA Members
• Promotional opportunities within health and community sectors and the greater public
• Opportunity to have web traffic directed to your nominated site
• Public alignment of your organisation with the strong values of the Social Worker of the Year Awards and gain exposure to a committed and vibrant professional community
• Your logo to be kept at the forefront of involved industry leaders during the awards campaign.

The SA Social Worker of the Year Awards is a non-profit event with sponsorship contributing to the Award prizes and presentation ceremony.
The South Australian Social Worker of the Year Awards Organising Committee would like to invite any interested financial partners and sponsors to participate in the 2016 Awards.

There are several sponsorship package options outlined in this brochure for your perusal.

THANK YOU FOR YOUR SUPPORT
The Awards

There will be five (5) Award categories, for which any member of the public can nominate a qualified social worker.

Each category wins a year of Australian Association of Social Workers (AASW) Membership, or equivalent in free AASW SA CPD if already a Member. In addition, a professional development cash prize of $1,000 will be included.

Profile summaries of all nominated parties will be contained within the Awards Casebook which will be published on the AASW SA website for 12 months.

The 5 Award Categories

Social Work Practitioner OF THE YEAR

‘Head, Heart & Hands Award’ recognises the outstanding career of a social worker with more than four years’ experience who demonstrates commitment to best practice, makes an outstanding positive difference and a significant impact in their work for clients, community and/or the social work profession.

Inspiring Social Work Leader OF THE YEAR

‘Inspiring Social Work Leader of the Year Award’ recognises excellence and innovation by a social worker in a leadership or management position. Someone who inspires and guides others; serves as a role model for innovation and creative thinking; provides a clear vision of the future; and leads to achieve significant improvements and change.

Rising Social Work Star OF THE YEAR

‘Rising Star Award’ recognises the outstanding performance of a recently qualified social worker (less than three years’ experience), demonstrating potential leadership within the industry and making an outstanding positive difference to individuals, families or communities.

Rural and Remote Social Worker OF THE YEAR

‘Rural & Remote Award’ recognises the outstanding performance of a social worker who works with a rural or remote community in South Australia, working creatively with the resources and assets of a rural or remote context.

Social Work Change Agent OF THE YEAR

‘Agent of Change Award’ recognises the outstanding contribution by a social worker who makes transformative difference to individuals, families or communities through organisational or systems change.
Sponsorship Packages

The Australian Association of Social Workers’ (AASW) South Australian (SA) sponsorship packages are specifically designed to give our financial partners and sponsors as much promotional opportunity as possible, including coverage on our website, email newsletter, promotional materials, major media outlets, local media, social media and at the Awards Presentation Ceremony and related events.

Sponsorship also presents the opportunity to align your brand and organisation with the ideals, values and community support offered by the South Australian Social Worker of the Year Awards and the social work profession.

The AASW SA accepts sponsor arrangements that reflect the needs and interests of our Members and are consistent with the Association’s core objectives. Generally, advertising in AASW publications is confined to activities such as services, events and programs designed to assist social workers to further develop their professional career; and activities or issues of interest to social workers either in a professional sense or relating to the pursuit of social justice.

Benefits to Sponsors:

This is an ‘open for all’ event, we will be accepting more than one sponsor from within any given industry.

All sponsors are provided with these collaboration opportunities:

• Regular e-mail advertisements to AASW SA Branch Members (as part of regular monthly newsletters) for the duration of the awards program
• Flyer inclusion within participants satchel at the presentation ceremony
• AASW SA Branch Awards website page – landing page section dedicated to your involvement (including company with logo), photos from the Awards and a link to your nominated website
• Display of Promotional Material at the Awards Ceremony
• Electronic copy of the Evaluation Report
• Promotional usage rights of the SA Social Worker of the Year Awards logo for the duration of the campaign and the subsequent three months.
Gold / Partner Sponsor

Our Major Sponsors’ of the Award: We have **one** opportunity for a sponsor to align themselves as our key partner for the **South Australian Social Worker of the Year Awards 2016**.

Package benefits:

- All of the collaboration benefits listed above, and
- Naming rights as the gold / partner sponsor
- Mentioned as major sponsor in all relevant written material, including press releases and award certificates
- Logo placement and naming rights on nomination forms
- Two representatives on judging panels
- On stage signage at the Awards presentation ceremony
- Two tickets to the Awards Ceremony
- Formal recognition of sponsorship by the Master of Ceremonies
- Short speech for opening the Presentations section of the Awards ceremony.

Investment: $3,300 (incl. GST)

Silver / Category Focus Sponsorships

A Silver Sponsorship package is the direct sponsorship of one of five categories of the **South Australian Social Worker of the Year Awards 2016**. The five category details are highlighted within this prospectus.

Sponsorship Benefits:

- All of the above collaboration sponsorship benefits, and
- Awards ceremony signage
- Two representatives on judging panels
- 2 Tickets to the Awards Ceremony
- Formal presentation of the relevant Award category to the relevant winner at the awards presentation ceremony.

Investment: $1,100 (Incl. GST)
**Bronze / In Kind Sponsorships**

A Bronze Sponsor organisation of the *South Australian Social Worker of the Year Awards 2016* is a valued contributor (one of eight) with opportunities for involvement created around the sponsor organisation’s alignment with the awards objectives.

Bronze sponsors receive all of the collaboration sponsorship benefits, and

- Two representatives on judging panels.

Suggestions for collaborative arrangements with Bronze Sponsors include:

- nominee or short-listed prizes
- entertainment on the presentation night
- event supplies
- hosting the judges dinner
- social inclusion support (eg travel arrangements for short-listed participants)
- CPD prize contributions.

Arrangements with Bronze Sponsors will exclude those of Gold and Silver Sponsors.

Investment: $550 (Incl. GST)
Getting Involved

If you wish to become a sponsor of the South Australian Social Worker of the Year Awards 2016, or if you would like to learn more about our sponsorship packages, please contact:

Miriam Hobson
State Manager / Sponsorship Liaison
P: 0421 201 766
E: aaswsa@aasw.asn.au.

If there are alternative benefits to those listed above that would suit your organisation, please feel free to ask.

We thank you for your consideration of the South Australian Social Worker of the Year Awards 2016 and look forward to further discussing partnership opportunities.