

# PARTNERSHIP OPPORTUNITIES

## WITH LEADERSHIP WA

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*“If you want to go fast, go alone.  
If you want go far, go together”*



## LEADERSHIP WA

Leadership WA is an independent, not-for-profit organisation that brings together leaders from the corporate, not-for-profit and government sectors in a collaborative environment to inspire and enhance exemplary leadership. Since 2004, our vision has been to be the catalyst for creating courageous leaders in Western Australia, fostering a strong leadership philosophy and practice that goes beyond personal and professional development. Through our Signature Leadership Program and Rising Leadership Program, we have provided leadership development, invaluable insights and unique experiences to leaders from **across diverse sectors**.

Leadership WA's key objective is to **build stronger communities through leadership** development programs and courses, as well as social impact initiatives. Today's leaders have the potential to make a real difference and **our Alumni set the standard**. Every year, experts from a wide variety of professional disciplines donate their time to provide strategic advice and support of an estimated value of over \$4 million in skilled volunteering to not-for-profit and community entities and projects across Western Australia.

Through our ground-breaking Skillsbank initiative, our Alumni give their time, energy, insights and ideas in **community service on a pro bono basis**. Leadership WA currently has over 860 Alumni working across all the sectors and regions of Western Australia. Community contributions take many forms, including board support, mentoring, event planning, advocacy, brand development, community consultation, project facilitation, workplace relations and industrial relations advice and PR/media communications advice.

The Deloitte Global Human Capital Trends 2019© survey which polled nearly 10,000 respondents in 119 countries, saw CEOs rating their **most important measure of success as "impact on society, including income inequality, diversity, and the environment"**. These global leaders highly rated the importance of leading a social enterprise— an organisation whose mission combines revenue growth and profit-making with the need to respect and support its environment and stakeholder network – and reinvent themselves around a human focus.

80% of survey respondents stated that leadership was an important or very important issue, and 80% said that "21st century leaders" face unique and new requirements.

Partnering with Leadership WA is an opportunity to take your own lead in shaping the Western Australian leaders of the future to have a human focus and to achieve sustainable and genuine results for their organisations and our State.

## PARTNERSHIP OPPORTUNITIES WITH LEADERSHIP WA

Leadership WA looks to partner with suitable organisations to continue to create sustainable benefits to WA business, government and community.

You stand to benefit by association with WA's established leader in leadership development and have direct access to channels to current and future local, national and international leaders – founded here in Western Australia.

In addition, your support will enhance Leadership WA's and our Alumni's ability to make a direct and measurable impact on Western Australia. You will **help make a difference**.

We have provided below a number of initial options for consideration, however we would be happy to discuss other opportunities for collaboration.

This can be the start of a conversation with you.



1. Major Sponsor
2. Partner
3. Leadership WA Foundation Scholarship Donor
4. Sponsor a high potential leader from your organisation as a Program participant
5. Event or experience host

## 1. MAJOR SPONSOR INVESTMENT OPPORTUNITY

Sponsorship of Leadership WA - \$50,000 (ex GST) per year for three (3) years

### Marketing Leveraging Opportunities

- Recognition as a Major Sponsor of Leadership WA
- Invitation for CEO or senior executive to present to the Signature Leadership Program group. *This an excellent opportunity to directly share your message and vision with the decision-makers and influencers in this state. Or to have a ‘think tank’ bringing your leadership challenge to be discussed by a diverse Signature or Rising cohort*
- Opportunity to work with the Leadership WA team to identify key issues and themes for exploration during the Signature Leadership Program including:
  - Suggested pre-reading
  - Suggested speaker presentations
  - Possible site visits

### Sponsor Acknowledgement

- Profile on Leadership WA website
- Logo acknowledgement as Major Sponsor on Leadership WA digital marketing and promotional materials (Perth and regional)
- Acknowledgement at events
  - Leadership WA leadership program experiences
  - Alumni and special events
- Invitations to our events - Alumni, Program experiences, Special events featuring key WA leaders as a networking opportunity including opportunities to bring your valued clients along ( ie sponsor guest plus 1) for leadership insights and networking
- Tailored solutions in house
  - *Tailored to **where you want to take your people** in terms of organisational transformation. We can be a flagship part of your own Professional Development Programs*

## 2. PARTNER INVESTMENT OPPORTUNITY

Sponsorship: \$20,000 (ex GST) per year for three (3) years

### Marketing Leveraging Opportunities

- Recognition as a Partner of Leadership WA
- Invitation for executives to speak to the Rising Leadership Program

### Partner Acknowledgement

- Logo acknowledgement as Partner on Leadership WA digital marketing and promotional materials (Perth and regional)
- Acknowledgement at events
  - Leadership WA leadership program experiences
  - Alumni and special events
- Invitations to our events - Alumni, Program experiences, Special events featuring key WA leaders as a networking opportunity including opportunities to bring your valued clients along ( ie sponsor guest plus 1) for leadership insights and networking

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## 3. LEADERSHIP WA FOUNDATION SCHOLARSHIP DONOR

The Leadership WA Foundation scholarship program is designed to allow more individuals to participate in our leadership development programs and therefore have greater capacity and impact in their organisations and throughout their communities. Fully funded or partially funded scholarships will be made available to suitable leaders from not-for-profit and community organisations or to leaders working in an identified sector or representing a key community stakeholder group.

LWA Foundation Ltd is a wholly owned subsidiary of Leadership Western Australia and has Public Benevolent Institution and Deductible Gift Recipient Status.

### Marketing Leveraging Opportunities

- Recognition as a Scholarship Donor to the Leadership WA Foundation
- Opportunity to co-brand a Specialist Scholarship eg “The WA University Signature Program Scholarship for Women in STEM”

### Investment options

- Donation (one full scholarship - 2022 fee) Signature Leadership Program scholarship: \$ 15,550
  - Donation (one full scholarship - 2022 fee) Rising Leadership Program scholarship: \$ 7,990
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As an example, CBH Group currently provides two “CBH Signature Program Scholarships” each year:

*“CBH offers WA grain growers the opportunity to undertake Leadership WA scholarships as part of CBH’s commitment to building capacity and skills within regional communities. We are proud to be partnering with Leadership WA in fostering leadership growth in our regions and ensuring we have strong future leaders for our communities and industry.”*

**Brianna Peake**, CBH General Manager Grower and External Relations

#### 4. SPONSOR A HIGH POTENTIAL LEADER FROM YOUR ORGANISATION AS A PARTICIPANT ON A LEADERSHIP WA PROGRAM

Through supporting applicants on our programs, you will:

- Experience a significant positive change in your high potential employees’ leadership practice in your workplace.
- Your participant will gain significant skills and knowledge and grow in confidence. They will be a more effective leader in your organisation and be better equipped to
  - be part of succession planning for your organisation.
  - pass on their learning to colleagues (within the constraints of the Chatham House Rule).
- Participation in Leadership WA’s leadership development programs gives your employees:
  - A network of leaders across corporate, government and not-for-profit sectors (the Leadership WA alumni network has over 900 members).
  - An enhanced ability to take up leadership roles within your organisation and within the community sector.
  - A greater awareness of their leadership abilities and behaviours and understanding of how these can be harnessed to build stronger, high performing teams.

- Your organisation’s profile will be raised with the other leaders in the program group and also with the speakers, who are all leaders across WA.
- You will also benefit from having the challenges and opportunities in your sector understood by others in the group. This increased awareness of your organisation facilitates more meaningful networking which can lead to innovative partnerships and collaboration.

#### 5. EVENT OR EXPERIENCE HOST

This support provides in-kind or financial contribution for venue and catering for our Program (up to 45 people) or Alumni experiences (35-80 people) for a full day program experience or shorter Alumni event experience.

##### Marketing Leveraging Opportunities

- As a host, your CEO (or equivalent) is invited to address the group as a speaker and/or welcome the keynote speaker.
- Your Chair and/or CEO is invited and up to two other employees to join the group for the experience.
- As host, you have the opportunity to share your business and vision with participants as part of a site visit experience.

By supporting Leadership WA, you are supporting a diverse and inclusive Western Australian leadership community well positioned to meet the challenges and opportunities of the future. Thank you!



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