LinkUp Careers

Sponsors Media Kit | Discover careers you never knew existed

13,000+	10,000+	3,000+
NAWIC Members	Churchill Fellows Network	Social Media Community

Sponsor practical support that removes the barriers keeping women out of Construction, Energy and Manufacturing. Every opportunity pays for something specific, so you can see exactly what your support made possible.

THE CHALLENGE

Interest is rarely what stops her. Practical barriers do.

Never meeting someone who does the job. The cost of getting to a try-a-trade day. Not owning safety gear that fits. Not having the network that so much recruitment relies on: around 1 in 4 Australian employers recruit through word of mouth (Jobs and Skills Australia, 2025). Sponsorship removes those barriers directly.

SPONSORSHIP OPPORTUNITIES

Each opportunity can be sponsored once, for a set number of events or participants, or across a full year.

Role models in schools

Covers: Fuel, food and accommodation for role models, women and male allies, visiting schools and events, including in regional and remote areas.

Removes: Girls never meeting women, or male allies, who do the job and can support them.

PPE for try-a-trade days and site visits

Covers: Personal protective equipment sized for women, which participants keep for their next step.

Removes: Missing out because safety gear does not fit or is not provided.

Pathways Explorer webinar

Covers: Speaker costs for a live virtual webinar, free for anyone to attend.

Removes: Not knowing which hidden jobs suit your existing skills.

Transport to Try it programs

Covers: Travel for women attending try-a-trade days and site visits.

Removes: The cost and distance of getting there, often where public transport does not reach.

Networking event attendance

Covers: Registration for a woman to attend an industry networking event.

Removes: Being outside the networks where jobs are found.

Prizes and giveaways

Covers: Prizes and giveaways at LinkUp Careers events. Branded items are welcome.

Removes: Low engagement and reach at events.

Community organisations we work with: Empowered Women in Trades (EWIT), National Association of Women in Construction (NAWIC) and APM.

WEBSITE
linkupcareers.com

EMAIL
contact@linkupcareers.com.au

PARTNER OF
NAWIC Australia

LinkUp Careers | Sponsors Media Kit

SPONSOR RECOGNITION LEVELS

Recognition grows with your support

Contributions are shaped together, based on the events, schools or participants you would like to support.

Supporter

Typical support: one opportunity for a single event or a set number of participants

- Acknowledgement at the event
- Listed on the LinkUp Careers sponsors page

Champion

Typical support: two or more opportunities, or one across several events

- Supporter recognition
- Monthly newsletter feature
- Acknowledgement on social media

Founding Sponsor

Typical support: several opportunities across a full year

- Champion recognition
- Your name across the platform
- Annual impact summary

WHO WE WELCOME

Philanthropists and foundations | Industry associations | Local councils | Businesses of every size

ACCOUNTABILITY AND STANDARDS

What we report

- How your contribution was spent, itemised against the opportunity you sponsored
- Schools visited, events held and participants supported
- Participant feedback and, with consent, stories and photos
- Webinar attendance and recording views

Our standards

- **Funds used as agreed.** If plans change, we agree any changes with you first.
- **Safety first.** Role models visiting schools hold current working with children checks.
- **Consent first.** Participants choose what is shared and may withdraw consent at any time.
- **Independence.** LinkUp Careers is a founder-led venture operating independently of any other organisation, with all partnership activity conducted outside the founder's other professional commitments. Sponsorship does not influence information shown on the platform.

PARTNER VOICES

PARTICIPANT OUTCOME

"I've successfully passed the pre-enrolment stage with Alstom. I'll be starting the program in October, and I'm hoping this leads to an apprenticeship."

Sam
Jobseeker, now pursuing an apprenticeship

INDUSTRY VOICE

"Polly's research across Canada, England, Denmark, Germany and Portugal offers a compelling roadmap for change. Her findings make sense. Now it's up to the public and private sectors to act."

Rosanne
Senior Project Manager, Construction

Ready to remove a barrier?

Contact Polly at contact@linkupcareers.com.au to start your sponsorship conversation.

WEBSITE
linkupcareers.com

EMAIL
contact@linkupcareers.com.au

PARTNER OF
NAWIC Australia