



Business Case:

Why Sponsor the TechDiversity Awards 2025? Invest in the next decade of progress.

Background

The TechDiversity Awards 2025 marks a decade of championing Diversity, Equity, and Inclusion (DE+I) in Australia's tech workforce. This 10th Anniversary is more than a milestone; it is a pivotal moment to reflect on the progress made and amplify the future of DE+I through our theme, "Framing DE+I Futures".

As a sponsor, your organisation has the unique opportunity to join this legacy of transformation, showcasing your commitment to building a tech workforce that reflects the diversity of society while aligning your brand with an impactful and celebrated initiative.

Why Sponsorship Matters: The Business Case for DE+I

TechDiversity Awards Aligns Seamlessly with ESG goals

With DE+I metrics increasingly becoming a vital component of ESG reporting, involvement in the Awards positions organisations as a forward-thinking leader in sustainable business practices, building trust with stakeholders, enhancing brand image, and meeting the expectations of ethically conscious consumers and investors. Integrating this sponsorship into an organisation's ESG strategy ensures budgets drives both societal impact and long-term value creation.

According to the 2024 study - Global Blueprint for Belonging and Diversity, 85% of Australian organisations have a dedicated DE+I budget, with 45% planning to increase their DE+I spending in the next financial year. This demonstrates a growing commitment to embedding DE+I within broader business practices.





Enhanced Brand Image and Loyalty

Research shows that companies that actively promote DE+I are viewed as more aligned with current social values, which can be a differentiating factor in competitive B2B markets.

By demonstrating a commitment to DE+I, B2B companies can foster deeper, more enduring relationships with their clients.

Industry Visibility and Thought Leadership

Sponsoring the TechDiversity Awards positions your organisation as a leader in DE+I. You'll gain unparalleled visibility across the tech industry, Government, and associations while aligning your brand with a trusted platform that's setting the agenda for inclusivity and innovation.

Key Opportunities for Sponsors

Integrated Communications Program

Your brand will be featured in the comprehensive communications strategy surrounding the 10th Anniversary Awards, reaching a wide audience of tech leaders, policymakers, and change-makers. From social media campaigns to media outreach, your organisation will be a central part of the conversation.

Co-Creation of DE+I Content

Sponsors have the opportunity to co-create content that addresses DE+I challenges, highlights best practices, or shares inspiring stories of their own initiatives. These collaborations will elevate your brand, demonstrating your commitment to fostering meaningful change in the tech industry.

Exclusive Keepsake Advertisement

One of our sponsorship offerings is a one-page feature in the 10th Anniversary Winners' Booklet, a timeless keepsake distributed to leaders and changemakers. This placement ensures your brand's message is seen and remembered by those shaping the future of DE+I.

The Impact of Framing DE+I Futures

This year's theme, "Framing DE+I Futures", embodies the collective power of the tech community to build structures that disrupt barriers, drive innovation, and redefine inclusion. By sponsoring the Awards, you actively contribute to shaping this future, creating pathways for underrepresented groups and ensuring lasting, systemic change.

The ROI of Sponsorship

Sponsoring the TechDiversity Awards is more than an act of support; it's a strategic investment.

- **Enhanced Consumer Trust:** Ethical and socially responsible businesses are more attractive to consumers and partners.
- **Employee Engagement:** Demonstrate your commitment to inclusivity, attracting top talent and boosting retention. In Australia, 43% of organisations cite attracting and recruiting a diverse workforce as a top driver for DE+I initiatives (Source: Global Blueprint for Belonging and Diversity).
- **Market Differentiation:** Stand out as a pioneer in DE+I, driving innovation and inclusivity in a competitive industry.

Be Part of a Historic Movement

Sponsoring the TechDiversity Awards 2025 means joining a group of organisations committed to shaping the future of DE+I. It's a chance to elevate your brand, align with a cause that matters, and make a tangible impact on Australia's tech workforce.

Invest in the next decade of progress. Sponsor the TechDiversity Awards 2025 and be a driving force in framing a more inclusive and innovative future.



Partnering with the TechDiversity Awards as a sponsor provided Microsoft with an invaluable platform to showcase our commitment and advancements in diversity, equity, and inclusion. It also provided many of our people with the opportunity to learn, enrich their network, and feel valued for the contributions they make every day towards an inclusive tech industry.

Microsoft

Francesca Salvo

Strategic Account Director
Victorian Branch Leader



We were thrilled to be a Gold Sponsor of the TechDiversity Awards for 2024. One of our program's focus areas is to drive greater diversity in the cyber security workforce. Our sponsorship of the awards allowed us to collaborate closely with TechDiversity to raise awareness of our program among those who could benefit the most, while also supporting and celebrating initiatives that promote diversity and inclusion in 'all' tech workforces across Australia.

This sponsorship has been a key factor in the success of our program.

**Cyber Skills Enrichment Program
Cyber Audit Team (CAT), and Griffith University**

Rachel Pleasant

Chief Marketing Officer