



## TechDiversity Awards Sponsorship Business Case

We are excited to present to you a compelling business case for sponsoring the TechDiversity Awards 2024—an opportunity to align your organisation with excellence in Diversity, Equity, and Inclusion (DE+I).

We outline the significant benefits and impact your sponsorship can bring, especially in light of TechDiversity's new six impact statements.

HRD Australia's recent article highlights Australia's impressive commitment to Diversity, Equity, and Inclusion (DEI), with a resounding 90% of business and HR leaders integrating DEI into their talent strategies, surpassing the global average. An astounding 78% recognise DEI as of paramount importance to their workforce, while 68% acknowledge its positive business impact.

These are the findings of Randstad Enterprise's 2023 Talent Trends Report, which surveyed over 900 C-suite and HR leaders in 18 markets, including Australia.

### 1. Elevate Your Brand as a DE+I Leader

By sponsoring the TechDiversity Awards 2024, your organisation will be recognised as a pioneer in promoting DE+I within the tech industry. In a world where consumers, employees, and investors value social responsibility, this sponsorship will elevate your brand's reputation and position it as a leader in fostering innovation, competitiveness, and talent development.



### 2. Align with TechDiversity's Impact Statements

TechDiversity's new six impact statements—Driving Innovation and Success, Cultivating Talent, Fostering Competitiveness, Building Futures, Bridging Skills Gap, and Celebrating Innovation—represent some of the core values of leading organisations in Australia. Your sponsorship will directly align with one or more of these statements, demonstrating your commitment to leveraging DE+I for tangible outcomes. Whether you're interested in innovation, talent development, or fostering a competitive edge, TechDiversity offers a platform to showcase your dedication and contribute to growing the Australian tech workforce and align with Government and tech industry groups.

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**Getting to 1.2 million: Our roadmap to create a thriving Australian tech workforce is the product of a collaboration between tech industry groups brought together at Australia's Digital Employment Forum.**

**The Hon Ed Husic MP  
Minister for Industry and Science**



### **3. Network with Industry Influencers**

TechDiversity Awards gather influential leaders, experts, and decision-makers from the tech sector. As a sponsor, you'll have exclusive access to this valuable network. Forge partnerships, exchange ideas, and explore collaborations that can drive innovation and growth for your organisation.

### **4. Showcase Your DE+I Initiatives**

The TechDiversity Awards provide a platform to showcase your organisation's DE+I initiatives and success stories. Share your journey, highlight your achievements, and inspire others in the tech community to follow suit. Your commitment to DE+I will be celebrated and recognised.

### **5. Employee Engagement and Talent Attraction**

The Randstad's 2023 Workmonitor report found that 44% of Australian jobseekers won't join a company that wasn't making an effort to improve its diversity and equity practices. Another 50% said they would leave their jobs if they didn't feel a sense of belonging.

Sponsoring the TechDiversity Awards sends a powerful message to your employees and potential recruits. It demonstrates your dedication to creating an inclusive workplace, which can boost employee morale and attract top-tier talent who are passionate about DE+I values.

### **6. Access to TechDiversity's Resources**

As a sponsor, you gain access to TechDiversity's resources research, and networking opportunities including our TD Connect face to face meetings. These resources provide valuable insights and tools to further your DE+I efforts.

In conclusion, the TechDiversity Awards 2024 offer a unique chance to showcase your organisation's commitment to DE+I and align with our six impact statements, ultimately driving innovation, fostering competitiveness, and cultivating talent. We invite you to consider this sponsorship opportunity as an investment in a more inclusive, equitable, and diverse tech industry.

Please feel free to reach out for further details or to discuss how this partnership can align with your organisation's strategic goals. We look forward to the possibility of collaborating with your esteemed organisation.

Request sponsorship brochure:  
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