



## WA TRAINING AWARDS 2025 STAKEHOLDER KIT

As a valued stakeholder we would love you to help us promote the WA Training Awards. Our stakeholder promotional kit contains a wealth of resources you can use on your communications channels including website, newsletters, emails and social media.

Resources including posters, social media tiles, email signature graphics, and the WA Training Awards 2025 logo are available to download from the WA Training Awards [‘Promote the Awards’ webpage](#).

If you have any questions or require additional resources to promote the awards to your network, please email the WA Training Awards team at [watrainingawards@dtwd.wa.gov.au](mailto:watrainingawards@dtwd.wa.gov.au).

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### **Background**

The WA Training Awards puts the spotlight on excellence in VET and the outstanding achievements of our students, apprentices and trainees, practitioners and training providers, organisations and employers across the State. The Awards have eight individual categories, and five organisation categories.

In addition to the recognition and opportunities these prestigious awards bring, winners in individual categories will receive \$3,000.

Organisation winners are recognised as industry leaders and promoted and celebrated through a variety of media and marketing opportunities.

Winners of selected categories\* may have the opportunity to represent WA and be acknowledged nationally at the Australian Training Awards (ATAs). State winners attend the ATAs finalists’ week and presentation ceremony, where the national winners for each category are announced.

*\*Does not include the Cultural Diversity Training Award or International Student of the Year*

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### **Key dates**

17 February	Applications open
11 April	Applications close
11 July	Semi-finalist Judging Day – Individual categories
Late July/Early August	Organisation + Individual finalists announced
August	Tickets to the presentation dinner go on sale
5 September	Presentation Dinner at Perth Convention and Exhibition Centre
November/Dec	Australian Training Awards in Darwin

### **Key messages**

- The WA Training Awards are the State's top awards program recognising excellence in the VET sector.
- The WA Training Awards celebrates the best-of-the best in vocational education and training.
- The WA Training Awards provides a spotlight on the State's elite VET students, apprentices and trainees, practitioners and training providers, organisations, and employers across the State.
- WA winners from selected categories represent WA at the Australian Training Awards. This program is industry-wide and has a national pathway for individuals and organisations to be recognised as Australia's best.
- Dedication, passion and skill from WA Training Award finalists are celebrated across 13 different categories, highlighting the State's exceptional VET sector.
- The WA Training Awards take those involved in training to the next level in their careers or business.
- Winning a WA Training Award is a great opportunity to network with other high achievers, industry representatives and potential employers.



## **Website/Newsletter content**

Calling all apprentices, trainees and vocational students, as well as their employers and training providers: take the leap and apply for a WA Training Award this year!

In addition to the recognition, networking, and professional development opportunities these prestigious awards bring, winners in individual categories receive \$3,000 and organisation winners are recognised as industry leaders and promoted through a variety of media and marketing opportunities.

Applications open on 17 February 2025, with eight individual categories and five organisation categories to choose from. The program celebrates excellence across the VET sector and provides an opportunity to showcase impactful stories that highlight why training is such a great pathway.

### Individual categories

- WA Apprentice of the Year
- WA School-based Apprentice of the Year
- WA Trainee of the Year
- WA Vocational Student of the Year
- WA Aboriginal and Torres Strait Islander Student of the Year
- WA Cultural Diversity Training Award
- WA International Student of the Year
- WA Trainer of the Year

### Organisation categories

- WA Large Employer of the Year
- WA Small Employer of the Year
- WA Industry Collaboration of the Year
- WA Small Training Provider of the Year
- WA Large Training Provider of the Year

Eligible winners of the WA Training Awards go on to represent Western Australia at the Australian Training Awards (ATAs), hosted in Canberra this year, where they participate in professional development opportunities, and attend the ATA Presentation Ceremony to hear winners from each category announced.

Applications for the WA Training Awards close Friday, 11 April 2025.

Winners will be announced at a Presentation Ceremony in September. For more information visit [wa.gov.au/watrainingawards](https://www.wa.gov.au/watrainingawards).



## **Social media**

### **Hashtags**

#WATA2025

#TakeTheLeap

#LeapIntoYourCareer

#LeapIntoYourFuture

#ThisIsYourYear

#VocationalEducationAndTraining

### **Links**

WA Training Awards website: [wa.gov.au/watrainingawards](https://wa.gov.au/watrainingawards)

WA Training Awards application portal: [watraining.awardsplatform.com](https://watraining.awardsplatform.com)

Social media tiles are available to download from the [WA Training Awards: Promotional resources](#).

## **Promotional schedule**

Below is a schedule outlining key promotional points during the application phase of the program.

<b>Date</b>	<b>Title</b>	<b>Content</b>
17 February 2025	Applications open	<p>Applications for the WA Training Awards are now open.</p> <p>If you, or someone you know is a VET superstar, apply for a WA Training Award. It will be the best thing you do in 2025! Winning a training award offers endless networking and career opportunities.</p> <p>Apply today!</p> <p>Visit <a href="https://wa.gov.au/watrainingawards">wa.gov.au/watrainingawards</a> for more information.</p> <p>Applications close 1 April 2025.</p> <p>#WATA2025 #TakeTheLeap #ThisIsYourYear</p>
17 March 2025	Halfway there	<p>We are halfway through the WA Training Awards application period.</p> <p>In addition to the recognition, networking, and professional development opportunities these prestigious awards bring, winners in individual categories receive \$3,000 and organisation winners are recognised as industry leaders and promoted and celebrated through a variety of media and marketing opportunities.</p> <p>Take the leap and apply now!</p> <p>#WATA2025 #TakeTheLeap #ThisIsYourYear</p>

28 March 2025	Applications closing soon - 11 April 2025	<p>The WA Training Awards provide a spotlight on the State's elite vocational students, apprentices and trainees, practitioners and training providers, organisations and employers across the State.</p> <p>Put your name up in lights and you could win \$3,000 and have the chance to represent Western Australia at the Australian Training Awards.</p> <p>Download an application guide today.  <a href="http://wa.gov.au/watrainingawards">wa.gov.au/watrainingawards</a> Applications close Friday 11 April 2025.</p> <p>#WATA2025  #TakeTheLeap  #ThisIsYourYear</p>
4 April 2025	Applications close 11 April 2025	<p>Applications for the WA Training Awards close in 1 weeks' time.</p> <p>If you've got a story to tell! We want to hear from you! This is your year, to take the leap! Apply today and get the recognition you deserve.</p> <p>Visit <a href="http://wa.gov.au/watrainingawards">wa.gov.au/watrainingawards</a> for key information.</p> <p>#WATA2025  #TakeTheLeap  #ThisIsYourYear</p>