



TAFE NSW

ENTERPRISE

PARTNER ADVOCACY PROGRAM

GETTING THE RECOGNITION YOU DESERVE

TAFE Enterprise understands how hard it is to get the right people for your business, particularly when many industries are facing a skills shortage. That's why we want to recognise the great work we have done together through our Partner Advocacy Program.

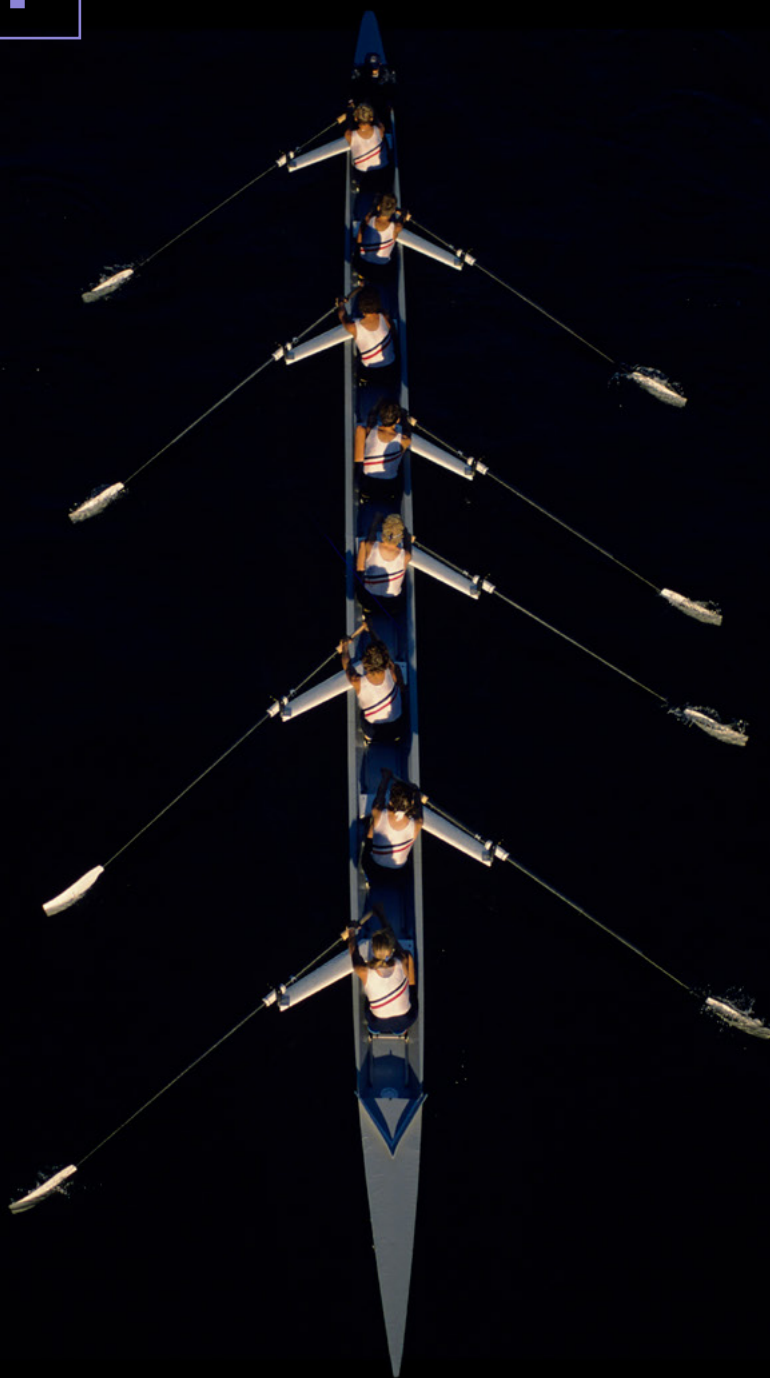
Our Partner Advocacy Program will celebrate your investment in training your staff and the outcomes you've achieved, as well as highlighting your business and raising the profile and success of your innovative project or training program.

MULTIPLE OPPORTUNITIES TO PARTICIPATE, TAILORED TO MEET YOUR NEEDS

TAFE Enterprise's Partner Advocacy Program offers a variety of approaches for sharing your experience and success with as wide an audience as possible.

Our professional marketing team will develop a range of materials promoting your business and its partnership with TAFE Enterprise, and ensure these resources are available for your own internal and external promotional purposes.

All promotional materials will be tailored to ensure minimal impact on your time, with maximum success for both parties.



tafensw.edu.au/enterprise

+ OPTIONAL PARTNER OPPORTUNITIES

WHAT ARE THE BENEFITS OF PARTICIPATING?

- Raise your profile and gain positive exposure for your organisation through multiple channels
- Share your successes to build industry recognition as an innovative market leader
- Document the initiative/program for your internal communication and promotion for internal recognition
- Be associated with the TAFE NSW brand, Australia's largest training provider
- Benefit from our professional marketing services at no cost to you
- Enhance your status in your sector as a thought leader

WHAT OUR PARTNER ADVOCACY PROGRAM CAN PROMISE YOU

- A professional, well managed relationship that makes the best use of your limited time
- A guarantee that participating in our Partner Advocacy Program will come at no cost to you - save for sharing your time and experiences
- Transparency in all our marketing material that relate to you and your business, meaning you get a reviewal and approval process that ensures complete signoff before any live date

BRAND/COMPANY NAME

We can help you promote your business by including your logo in a range of communication channels (web, social media, presentations and brochures).

CASE STUDIES

Our professional copywriters and video producers work with you to showcase your business and the success you have achieved using TAFE Enterprise. This material may be published on our website, publications, newsletters, emails and social media, as well as used for your own promotional purposes.

SPEAKING ENGAGEMENTS

We participate and organise a range of conferences and events with business and industry, and are happy to approach you with opportunities to speak at such events to raise the profile of the work and success of your company, as well as your partnership with TAFE Enterprise.

PRESS AND MEDIA COVERAGE

When opportunities arise, our public relations team will work with you to proactively promote your story to leading business, industry and other publications. Our team will work with you to develop press releases and articles that are of mutual interest to both parties.

SALES REFERENCE OR REFERRAL

We will work with you to develop a key statement that captures your experience and success, which can be used as a sales reference by TAFE Enterprise in future business opportunities with your permission.

HOW TO JOIN?

To join our Partner Advocacy Program, simply register your interests with your TAFE Enterprise Account Manager or email partnerships@tafensw.edu.au

LEARN MORE ABOUT OUR OTHER PARTNERS

Please visit our case studies

tafensw.edu.au/enterprise/case-studies

RTO 90003 | CRICOS 00519E | HEP PRV12049

