

STAKEHOLDER PROMOTIONAL KIT

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



Government of **Western Australia**
Department of **Training**
and **Workforce Development**





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BACKGROUND ON THE WA TRAINING AWARDS

The WA Training Awards (WATA), proudly delivered by the Department of Training and Workforce Development, is the peak awards program in the State for vocational education and training (VET) recognising excellence in VET and the outstanding achievements of our students, apprentices and trainees, practitioners and training providers, organisations and employers across the State.

As well as 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 represent WA and be acknowledged nationally at the Australian Training Awards (ATAs).

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



PURPOSE OF THIS PROMOTIONAL KIT

This promotional kit is packed full of key information that will help you shine a light on the WA Training Awards amongst your networks.

It contains quick access to digital assets, background information, key messages and links that will help you to promote the Awards and ultimately, help inspire others to help find the next WA Training Awards Ambassadors.



AUDIENCE

The WA Training Awards is aimed at high-school students, vocational students, international and culturally diverse students, Aboriginal and Torres Strait Islander Students, apprentices and trainees, trainers, training organisations, small and large employers who champion VET, as well as parents, career counsellors and community members who support and influence all of the above stakeholders.



KEY MESSAGES

- The WA Training Awards, proudly delivered by the Department of Training and Workforce Development, 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.
- You can make it your year with the WA Training Awards.
- 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.
- The WA Training Awards complement the State Government's ['You can make it here' campaign](#), highlighting the success of those who have made it, thanks to WA's world-class vocational education and training offers.



KEY DATES

Applications Open	16 February
Applications Close	10 April
Semi-finalist notified (individuals)	2 June
Judging Interviews* (organisations)	25 May to 29 May
Judging Day (individuals)	3 July
Finalists announced	End of July
Presentation Ceremony	10 September
Australian Training Awards** (Sydney)	November (TBC)

*Organisational interviews are conducted virtually.

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



SUGGESTED WEBSITE AND NEWSLETTER CONTENT

Calling all VET sector superstars!

You can make it your year with the WA Training Awards 2026. Applications open on 16 February, so get ready to take the leap and make it as a training ambassador today.

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

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.

Eligible winners of the WA Training Awards go on to represent Western Australia at the Australian Training Awards (ATA), hosted in Sydney 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, 10 April 2026.

Winners will be announced at a Presentation Ceremony in September. For more information on how to apply, visit: wa.gov.au/watrainingawards.

PROMOTIONAL SCHEDULE

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

Date	Title	Content
16 Feb 2026	Applications open	<p>You can make it your year with the WA Training Awards. Applications are now open! 🎉</p> <p>If you, or someone you know is a VET superstar, and think you'll make an inspirational training ambassador, then start your application today!</p> <p>Winning a training award offers endless networking and career opportunities. It might be the best thing you do in 2026!</p> <p>Visit wa.gov.au/watrainingawards for more information.</p> <p>Applications close 10 April 2026.</p> <p>#WATA2026 #TakeTheLeap #TransformYourLife #ThisIsYourYear #YouCanMakeItHere #MakeItYourYear</p>
16 Mar 2026	Apply Now	<p>We are halfway through the WA Training Awards application period!! 🕒 If you haven't already started your application and need help, check out the "How to Apply" page on the WA Training Awards website, it outlines the step-by-step process and has some handy templates you'll need for your application.</p> <p>Winning a Training Award provides state-wide recognition, endless networking opportunities, and incredible professional development that could help you make it in 2026! 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 make it your year! Apply now!</p> <p>Visit wa.gov.au/watrainingawards for more information.</p> <p>#WATA2026 #TakeTheLeap #TransformYourLife #ThisIsYourYear #YouCanMakeItHere #MakeItYourYear</p>

PROMOTIONAL SCHEDULE

Date	Title	Content
30 Mar 2026	Applications closing soon - 10 April 2026	<p>Have you got a story to tell? And you think you'll make a great training ambassador? 🥳 Then what are you waiting for?</p> <p>Apply today!</p> <p>The WA Training Awards puts the spotlight on people who have made it, including the State's elite vocational students, apprentices and trainees, practitioners and training providers, organisations and employers across the State.</p> <p>Download an application guide today. Visit: wa.gov.au/watrainingawards</p> <p>Applications close Friday 10 April 2026.🕒</p> <p>#WATA2026 #TakeTheLeap #TransformYourLife #ThisIsYourYear #YouCanMakeItHere #MakeItYourYear</p>
6 Apr 2026	Applications closing soon - 10 April 2026	<p>Applications for the WA Training Awards close this Friday!!!</p> <p>If you've got a story to tell, we want to hear from you. Take the leap and make it your year in 2026! Apply today and get the recognition you deserve.</p> <p>Visit wa.gov.au/watrainingawards for key information.</p> <p>#WATA2026 #TakeTheLeap #TransformYourLife #ThisIsYourYear #YouCanMakeItHere #MakeItYourYear</p>

HOW YOU CAN HELP

Help spread the word amongst your networks! The WA Training Awards is looking for those who have made it, to be the next VET Ambassadors!

Take note of the key dates and encourage all Western Australians undertaking a training pathway, or making a difference in the sector, to apply.

You can make it with the WA Training Awards! We want people to apply who are passionate about VET, who are confident sharing their training journey to inspire others, and those who have a great story to tell!

- **Share it wide** – share videos and social media tiles across your social media and digital channels.
- **Follow us** – directly share our social media posts on your platforms.
- **Pin it up** – display posters and flyers in your schools, offices, worksites, training centres or community spaces.
- **Send it out** – feature WA Training Awards key information in your newsletters and email updates.
- **Pass it on** – share the campaign toolkit with your staff and industry contacts.
- **Word of mouth** – talk about the WA Training Awards with people who you think would make exceptional ambassadors.



SOCIAL MEDIA LINKS AND HASHTAGS

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[Flickr](#)

Hashtags

#WATA2026

#TakeTheLeap

#TransformYourLife

#YouCanMakeItHere

#MakeItYourYear

#ThisIsYourYear

#VocationalEducationAndTraining



IMPORTANT LINKS FOR APPLICANTS

WA Training Awards website:
wa.gov.au/watrainingawards

WA Training Awards application portal:
watraining.awardsplatform.com



INDIVIDUALS: WHY APPLY?

Let our past winners tell you why:

Chanelle Williams - 2025 WA Trainer of the Year

"Applying for the WA Training Awards was one of the most rewarding decisions I've made.

"The journey opened doors to opportunities that I would otherwise not have been afforded, connected me with like-minded, passionate, and inspiring people, and allowed me to expand on my relationships across the sector in which I work.

"Most importantly, it gave me the confidence and platform to share my unique story and experiences.

"Winning this award has not only recognised my work, but has strengthened my purpose and reaffirmed why I do what I do. I would encourage anyone considering applying to take the leap- you never know where the journey might lead."



Robert Nicolosi - 2023 WA School-based Apprentice of the Year

"It's quite simple, there is nothing to lose. It doesn't matter where your WATA journey ends; whether you make it to an interview or to the final, you gain valuable learning along the way. This includes personal development, networking opportunities, and career growth."

"It's not as hard as it might seem to apply. Take that leap. What makes this journey so special is learning everyone else's story too, because everyone has one."

"The journey has opened so many doors over the past few years, especially winning the award while in Year 12. It helped me realise a lot about my own journey and where I want to be in the future."

"The networking opportunities and confidence I've gained, not realising how important these were before winning, have been instrumental in progressing through TAFE and now being fortunate enough to attend university."

"It has allowed me to do more of what I love, such as mentoring and training other young people, as well as many people older than me, supporting them through their traineeships and helping them continually improve in the workplace."



ORGANISATIONS - WHY APPLY?

For organisations, being recognised as the best of the best when it comes to VET cements their place as a leader in workforce development and skills provision within WA, and it provides a national pathway to the Australian Training Awards and potentially being recognised as the best in the country.

MAKE HEADLINES

Winning a training award provides new and positive opportunities for proactive media relations as well as marketing content to share on your digital platforms.

ACKNOWLEDGE YOUR WORKFORCE

Applying for an award helps showcase innovation within your workforce and recognise valuable employees and their achievements.

NETWORKING OPPORTUNITIES

Standing alongside your VET peers allows for networking opportunities that can help grow your business, as well as demonstrate to industry high standards and best practice for the sector.

ELEVATE YOUR BRANDING

Winning an award allows you to celebrate your achievements to new and existing clients, industry stakeholders, employees and the community providing confidence in your organisation.



PROMOTIONAL RESOURCES

Resources for the WA Training Awards 2026 are available for download from the our website: ['Promote the Awards' webpage](#).

Digital posters

Social media tiles

Email signature graphics

WA Training Award logo

Videos - WA Training Awards [Youtube](#) channel

Photos - [WA Training Awards flickr](#)



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CONTACT

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 or call us on (08) 6551 5155.

