

Australian Women at Work Survey *invitation to sponsor*



Our 2020 Setback

Women have been disproportionately affected by the impacts of COVID-19 in Australia. As a result, efforts to achieve gender equality in corporate Australia may be set back years.

This research seeks to investigate:

- The impact of COVID-19 on women in the workforce.
- Changes in time spent on parenting and household unpaid domestic labour.
- Voluntary and involuntary reductions in paid work and departure from the workforce.
- The need and want Australian women have to increase their workforce participation.

How you can help

As a sponsor we would ask you to:

- Provide a financial contribution to support the research (three tiers available).
- Circulate the survey to your community and encourage participation.
- Promote findings to your audience via website and social media.

Benefits of sponsoring

As sponsor, you will:

- Have your logo displayed on the survey site indicating support.
- Be named in media releases about the survey findings and mentioned in corresponding press coverage.
- Receive exclusive early access to the white paper on survey results and data.

Research Methodology

The research will be performed as follows:

- Survey methodology on secure, anonymous platform.
- Targeting 1,500 responses.
- Mixture of qualitative and quantitative questions.
- Mixture of closed and open questions.
- Participation incentive to encourage survey responses of 5 x \$250 Westfield vouchers drawn randomly.



Research Outcomes

Research findings will be used in several different ways:

- Media releases of findings including mainstream media and women's interest platforms.
- Results will be shared with relevant lobby groups.
- Responses will be used to increase understanding and debate.

Sponsorship structure

Gold: \$1000	Named as gold sponsor. Early access to white paper of findings. Mentioned in all media releases and interviews. Live presentation to Diversity & Inclusion or relevant team of survey findings. Recording of presentation of survey findings provided for internal use only.
Silver: \$500	Named as silver sponsor. Early access to white paper of findings. Mentioned in the majority of media releases and interviews. Recording of presentation of survey findings provided for internal use only.
Bronze: \$250	Named as bronze sponsor. Early access to white paper of findings.

Help change the future of Australian women

To be involved as a sponsor of the Australian Women at Work Survey, please complete the attached form and return to samantha@samanthasutherland.com.au