



SPONSORSHIP OPPORTUNITIES 2025/26

Connect your brand to every corner of
WA's electrical industry with ECA WA

For more information

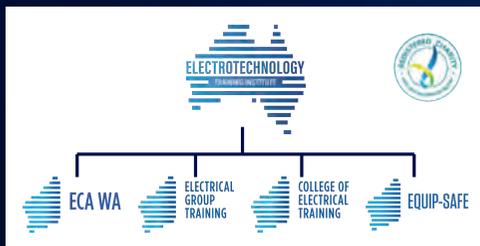
Please contact our sponsorship team at
sponsorship@eti.org.au or (08) 6241 6100

UNRIVALED REACH

ACCESS TO 5 LEADING BRANDS

The Electrotechnology Training Institute Limited is a not-for-profit charity committed to building a diversified electrical industry through education and training. Your sponsorship provides you with valuable brand exposure and industry connections across five prominent brands in the WA electrical industry:

- ECA WA, the biggest membership organisation for electrical apprentices, workers and contractors in Western Australia.
- Electrical Group Training (EGT), the largest employer of electrical apprentices in the state.
- College of Electrical Training (CET), an established RTO that trains the majority of WA's electrical apprentices and provides post-trade training to electrical workers.
- Equip-Safe, an RTO offering safety and equipment training and high-risk work licenses to the construction industry.



SPONSORSHIP BEYOND ECA WA



We're all about empowering and enhancing a diverse electrotechnology industry through education, training and advocacy. Our purpose is to train and skill the electrotechnology workforce of tomorrow to meet the community's and industry's future sustainable needs.

We believe actions are more important than words, and that we work better together. This is why we are proud to be involved with like-minded organisations driving improvements and changes for the future of the industry.

OUR INDUSTRY PARTNERS

-  Apprentice Employment Network WA
-  National Apprentice Employment Network
-  UEEA Training Council
-  Strategic Industry Advisory Body
-  CEOs for Gender Equity
-  WA Electrical Women Advisory Group
-  Australia and New Zealand Electrotechnology Training Alliance Inc
-  Powering Skills Organisation
-  National Association for Women in Construction (NAWIC)

We look forward to learning more about how we can connect your brand with our highly engaged audiences and help you achieve your business objectives.

Welcome on board!

MEMBERSHIP REACHING ACROSS THE STATE



ECA WA AT A GLANCE



We offer membership services to everyone in the WA electrical industry, providing businesses and individuals with expert technical, legal, business, and safety support through a variety of services, initiatives, and events.

Discover how we can elevate your brand's presence through every facet of an electrical career pathway — from apprenticeships and training to business development and beyond, partnering with ECA WA is your key to success within the WA electrical sector.

MEMBERSHIP

1,074



ECA WA
Business
Members

72



Electrical
Worker
Members

668



Apprentice
Members

1,130

Visitors to the
Business Member
Resource Hub
since it's launch
last year

92%



of ECA WA Business Members
are sole contractors and small
businesses (Group 5 and below)

7,000

logins to
MyECA Member
Portal last
year



EGT AT A GLANCE

Electrical Group Training is the biggest employer of electrical apprentices in WA, training more than 500 apprentices and hiring them out to host employers for short and long term placements.

APPRENTICES & HOSTS

500+



Apprentices
employed
at all times

148



New
apprentices
on the tools

123



Newly
qualified
electricians
last year

299



Active host employers training the
future generation of electricians

60+



Awards won
by our host
and
apprentices
over the years

CET AT A GLANCE

RTO Code 2394



The College of Electrical Training offers electrical apprenticeships and post-trade training courses to more than 5,500 students every year from their campuses in Joondalup and Jandakot.

CET is a significant part of WA's electrical training sector, training more than 50% of WA's electrical apprentices.

APPRENTICES & LEARNERS

2,100+



apprentices
studying at CET

250+



Pre apprenticeship
courses delivered

86



Full course

148



Nominees

123



Business

Learners who completed Electrical Contractor
courses last year

EQUIP-SAFE AT A GLANCE

RTO Code 2394

2,500



units of
competencies
issued last year

16,800



hours of training
delivered last
year

Equip-Safe helps individuals attain the licenses and skills required to safely operate a range of machinery, including Elevating Work Platform, Forklifts and Excavators, and is renowned for its hands-on, practical course delivery where learners benefit from using the equipment.

MARKETING BENEFITS

YOUR BRAND FRONT AND CENTRE

AUDIENCE & REACH

51.1%



Average email open rate

213



Member emails sent

5,622



Views on news articles

24,393



Unique email clicks

2,700+



ECA WA emails contacts

1,200+



EGT email contacts

5,600+



CET email contacts

3,100+



Equip-Safe email contacts

COMMUNICATION ENGAGEMENT ITEMS:

- EDM campaigns sent to all ECA WA contacts
- Editorials in the eNews to ECA WA members
- Editorial in the eNews to EGT apprentices
- Editorial in the eNews to EGT hosts
- Logo displayed on all eNews and course emails

DIGITAL ENGAGEMENT ITEMS:

- Placement of your logo with a direct link to your company website on all our websites
- Posts on ECA WA, EGT, CET and Equip-Safe Facebook pages
- Posts on EGT and CET Instagram pages
- Posts on ECA WA, EGT and CET LinkedIn pages

The value of in-person meetings and events has never been stronger. Get exclusive face-to-face access with ECA WA members at our sought-after events program.

Our members are drawn to these events to hear not only from ECA WA, but also from our key industry stakeholders - Western Power, Building & Energy, CTF, MEA, and Before You Dig Australia who support these events with crucial industry updates.

The WA Electrical Industry Nights are one of the most popular sponsorship benefits, offering prime networking opportunities.



EVENTS BENEFITS

WA ELECTRICAL INDUSTRY NIGHTS

EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2 x brand representatives
-  Event trade table and brand presence
-  B2B networking
-  Access to industry insights



Over 1,600 attendees throughout the year



Events in 14 locations across the entire state

Nothing but H

EVENTS BENEFITS WA ELECTRICAL INDUSTRY OPEN DAYS

EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2x brand representatives
-  Trade table in the expo area and brand presence
-  B2B networking
-  Access to industry insights

WA Electrical Industry Open Days showcase WA's electrical industry through campus tours, expert talks, and an outdoor industry expo featuring our sponsors alongside our business units.

These community events attract students, apprentices, contractors, and employers — providing you with a unique opportunity to connect directly with the industry and its future workforce.

EVENTS BENEFITS

WOMEN'S INDUSTRY LUNCHEON



The purpose of this event is to bring together women from across the electrical industry, generate discussions around the challenges that women face, reflect on the changes that have occurred in recent years and learn how we can make tangible steps towards a more accessible industry for women.

This exclusive event offers your brand the chance to connect with some of the most influential decision makers who own, operate and drive WA electrical contracting businesses.

EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2 x brand representatives
-  B2B networking

The Major Contractors Events bring together the heavy hitters of the industry - our large group ECA WA members, our Board of Directors, ECA WA Legends, award winners, future leaders and our executive team.

From a casual sundowner to a corporate luncheon, the Major Contractors Events will bring you networking opportunities as well as valuable business insights.



EVENT ENGAGEMENT ITEMS:

-  Logo on all event communications
-  Send 2 x brand representatives
-  B2B networking with our largest members

EVENTS BENEFITS

MAJOR CONTRACTOR EVENTS



EVENTS

CONTRACTOR COURSES

Contractor courses are your chance to get in front of a captive audience of tradespeople who are completing the required training to become a contractor, contractors completing post-trade courses to perfect their trade, or apprentices.

After the presentation, lunch will be provided to encourage a more casual networking opportunity.

EVENT ENGAGEMENT ITEMS:

-  Contractor courses presentation
-  Post-Trade courses presentation
-  Apprentice lunches presentation