



@swytaus



@ShipforWorldYouthAustralia



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SPONSORSHIP PROSPECTUS

SHIP FOR WORLD YOUTH AUSTRALIA



ABOUT SWY AUSTRALIA

SWY Australia is a registered charity organisation representing the SWY program in Australia. We assist young Australians to attend the SWY program, organise SWY program visits to Australia and promote ongoing community service activities by SWY alumni.

SWY Australia supports a space where people can reflect on their cultural identity, and contribute to Australian society in a supportive environment. SWY Australia provides leadership and mentorship to young people and provides a space where people can explore Australian identity. This is achieved through group discussions, social meetings, presentations, training and community events.

SWY Australia's objectives are to:

Dear Sponsors,

On behalf of the Ship for World Youth Australia, I would like to personally thank you for taking the time to read about the opportunities to partner with us in 2018/19.

The Ship for World Youth Leadership (SWY) program is a unique international youth exchange program led by the Government of Japan. SWY provides young people of various backgrounds an opportunity to come together from around the world. It is an opportunity to discuss common global issues, experience cultural exchange, and join seminars and workshops conducted by experts and participants themselves. Young people enhance their ability to engage with different cultures and expand their communication skills, thereby improving their leadership and management skills.

The SWY program is supported by a global network of SWY alumni organisations that make the program possible through promotion, mentoring youth delegates, facilitating predeparture training, organising ports of call and spreading the messages of SWY within communities through ongoing service projects.

We have grown strongly in recent years with ongoing invites for Australia to attend this global program and strong community engagement within Australia. 2019 will be a huge year for us with the SWY ship bringing the program to Australia for the first time in 10 years. Even more exciting is that the program will be visiting two Australian ports, Darwin and Brisbane, which is unprecedented.

We are committed to making the Australian ports of call special for both the visiting global young leaders and the local community and ensuring our Australia delegation is fully supported to represent our great nation. Without your generous support we will not be able to make this happen.

I hope you find this prospectus informative and look forward to discussing this with you further.

Kind Regards

Regan Ashley
President | SWY Australia



Engage Australian Youth

- Promote the program to young Australians
- Encourage applications from all communities to ensure selection of diverse delegations



Support & Prepare Australian Youth

- Support Australian youth to attend the program, including financial assistance
- Provide predeparture training to prepare young people to represent Australia to a global audience



Organise Ports of Call & SWY Events in Australia

- Run Ports of Call when the Ship itself visits Australian ports
- Organise international SWY events in Australia



Alumni Community Service

- Support SWY alumni to run community programs nationally and internationally



THE SWY PROGRAM

SWY is a six week leadership and cultural understanding program that travels the world with a truly international delegation mix. Ten countries each year are invited to take part in the SWY program, with Australia being one of the most invited nations.

The program starts off in Japan, with approximately two weeks of training in core subject areas including leadership, project management and cross-cultural understanding, as well as in the many elective courses ranging from disaster relief to social entrepreneurship.

Participants are also given the chance to travel to unique parts of Japan meeting 'living cultural treasures' and attending visits with the Japanese Prime Minister and His Royal Highness, the Crown Prince of Japan.

The program then moves to the cruise ship Nippon Maru where teaching continues, not only by world class lecturers but by the participants themselves in their area of expertise/passion. The Nippon Maru takes a different course each year. In 2019, we are very excited to announce that the Nippon Maru will be visiting both Darwin and Brisbane –for its first visit in ten years!



2019 SWY Route

Tokyo -> Yokohama -> Naha -> Palau ->
Darwin -> Brisbane -> Honiara -> Tokyo



"Our continued success can only be possible with sponsorships from generous corporate sponsors like yourself. It would be an absolute privilege to have your support in preparing our future community leaders."

Qisthy Kodarusan
Australian SWY Delegate 2017/18



WHO WILL BE ATTENDING?

Australian Delegates

SWY Australia ensures Australian delegations represent our great nation in all its forms whether it be state of origin, career background, ethnicity, religion, sexuality or gender.

Delegates must be 18 to 30 years of age and Australian citizens. There are 11 Australian delegates selected who come from broad backgrounds, but who all represent and lead their community in some way.

We work hard to select the best group of young people that will represent Australia and our citizens and be able to share ideas and insights in to a wide variety of topics. By selecting a diverse group of delegates we ensure that Australia is able to contribute significantly to the wider SWY group and also bring home a wealth of new ideas.

All delegates, not just those from Australia, have been identified as the next generation of community, national and global leaders making the program an invaluable networking opportunity for Australia's next generation of leaders.

It is not a matter of delegates simply attending the program on the specified dates, there is a significant amount of work required before they depart. They must complete predeparture training and preparation in Canberra, organise national uniforms, prepare gifts for foreign dignitaries and complete a large volume of pre-program course work.

Attending predeparture training and purchasing uniforms and official gifts can be expensive. SWY Australia works with sponsors and conducts ongoing fundraising to cover as many of these costs as possible to ensure all young Australians have the opportunity to participate, and are not excluded due to financial barriers.

International Delegates

There over 300 international delegates who are sponsored by their respective national SWY organisations. Each nation sends its hand-picked group of young leaders to represent them. SWY creates an invaluable opportunity to network with current and future global leaders – an incredibly valuable asset for any young leader in an increasingly globalised world.



PRE-DEPARTURE TRAINING

All Australian delegates must attend predeparture training in Canberra. This is essential for team bonding and preparing presentations they must give to other delegations & International audiences.



UNIFORMS & MORE

Like many other international conferences or summits, delegations need to prepare various items including national uniforms and gifts for VIPs such as the Japanese Prime Minister.

2019 Ports of Call

Darwin & Brisbane

The Nippon Maru travels a new route every year and visits a number of ports of call. During these ports of call the program attendees visit various institutions and culturally significant sites to learn about the country/city. This is a great opportunity for a port of call to showcase their culture and industry. The next generation of global leaders are able to engage with local people, businesses and organisations to gain an insight into how they operate.

We are excited to have the Nippon Maru visiting both Darwin and Brisbane in February 2019! This is an exciting opportunity for Australian organisations to showcase themselves to the next generation of global leaders.

SWY Australia is responsible for organising and funding the majority of costs associated with port of call visits. SWY Australia partners with sponsors to facilitate these visits and provides various branding and promotional opportunities.



INSTITUTIONAL VISITS



MEETING LOCAL COMMUNITIES



CULTURAL ACTIVITIES



LEARNING ABOUT AUSTRALIA



Darwin - 8th & 9th Feb 2019



Brisbane - 15th to 17th Feb 2019

Darwin is the first Australian port of call for SWY in 2019. This will be the first time the program has visited Darwin and we could not be more excited! Darwin has a long history of international cultural exchange and is a prime location to introduce international delegations to the cultures of Australia's First Nations peoples.

SWY is returning to Brisbane for the first time in a decade! Brisbane provides a great snapshot of life in Australia's numerous multicultural cities. Participants have a chance to learn about a range of aspects of life in Australia - from arts to industry.

WHY WE NEED YOUR SUPPORT

"Sponsorship will be critical in 2018/19 to enable us to showcase Australia to the next generation of global leaders."

Krista Flick
Vice-President | SWY Australia

Our SWY Australia sponsorship levels are flexible and aimed at encouraging multiple sponsors. They start at Business Participation (participation with no financial sponsorship) and go up to \$50,000.



Your sponsorship will assist us in two main areas:

Darwin & Brisbane Port of Call

- Official welcome events
- Delegate events & activities
- Cultural presenters
- Delegate transport
- Community engagement
- Organisational costs

Australian Delegation

- Official Uniforms
- Gifts for official dignitaries
- Australia souvenirs
- Materials for lectures and presentations

SPONSORSHIP OPTIONS



Gold - \$50,000

This exclusive package comes with the full range of benefits, including your organisation's logo on the Delegation's National Uniforms and invitations to VIP Welcome Dinners on the Nippon Maru itself. Only one Gold sponsorship package is available.



Silver - \$35,000

This package comes with a range of exciting benefits such as co-branding and invitations to Port of Call activities. Your organisation will be able to meet SWY participants and see the impact of your contribution directly.



Bronze - \$10,000

This package comes with a range of great benefits for your organisation, including recognition in official reports to the Governments of Japan & Australia and promotion of your organisation via SWY social media platforms.



Business or Community Partner - All contributions welcome

Not all organisations are in a position to be official sponsors, however, all contributions are greatly valued. We welcome all financial donations, goods and services to support our delegations or port of call activities. For example, you may wish to donate art work for official gifts or you may wish to donate your organisation's members' time to help run port of call activities. ALL contributions are greatly appreciated.

SWY Australia is flexible in our sponsorship packages - contact us to talk about how we can create a package that suits your organisation's needs

Regan Ashley, SWY Australia President | regan.ashley@swyaus.org | 0400 842 464

WHY BECOME A SPONSOR



SWY Australia has helped hundreds of Australia's young leaders to attend a life changing program and establish lifelong connections with leaders in all fields from around the world. SWY Australia is committed to building the capacity of our young leaders to promote a more connected and culturally aware world.

Becoming a SWY Australia sponsor allows your organisation to support young leaders in having this life changing experience, demonstrate a commitment to youth and global peace and also the opportunity to connect with the next generation of global leaders.



BUSINESS & COMMUNITY PARTNERS

SWY Australia values all contributions. Some of our most powerful contributions are from small businesses in the donation of goods and services to support our Australian delegations. Businesses may donate items that can be used as gifts or services that may assist the delegation in preparation for the program, such as graphic design for delegation collateral.

Contact us today to discuss how your business could support our young Australian leaders.



SPONSORSHIP PACKAGES

Benefit		Bronze	Silver	Gold
1.	Recognition on our website 'Sponsors' page	✓	✓	✓
2.	A link & summary on our website to/about your products or services	✓	✓	✓
3.	Your organisation's logo will feature on our website's home page			✓
4.	Acknowledgement in official reports	✓	✓	✓
5.	Your organisation verbally acknowledged at presentations & events			✓
6.	Your organisation acknowledged in multimedia & collateral at presentations & events	✓	✓	✓
7.	Emails disseminated from SWY Australia will carry a link to your home page			✓
8.	Emails disseminated from SWY Australia will carry your organisation's logo		✓	✓
9.	Use of SWY Australia's logo in your marketing and promotional material	✓	✓	✓
10.	Tagged in (x) number of SWY Australia social media posts over 12 months	6	9	12
11.	Reference to your organisation and tagging of your organisations social media accounts in all social media posts about the SWY Australia delegation			✓
12.	Your organisation's logo on all branded SWY Australia delegation uniforms			✓
13.	Tickets to official Port of Call functions in Darwin & Brisbane		4	6
14.	Opportunity to speak to international delegates at Port of Call welcome function			✓
15.	Banners and branding at Port of Call events	✓	✓	✓
16.	Refence to your organisation in all media releases relating to the Ports of Call & delegation			✓
17.	Invitation to speak to Australian delegates at pre-departure training			✓
18.	Exclusive rights to all the above items	Contact us to discuss opportunities		

1. One of SWY Australia's main communication tools is the swyaus.org website. A prominent page on our website is our 'Sponsors' page. Here our sponsors have their contribution recognised
2. On the swyaus.org 'Sponsors' page, each sponsor has their logo, sponsorship level, a paragraph outlining their key products and services and a link to the sponsor's relevant website. Sponsors are listed in order of sponsorship level.
3. Gold sponsors have their organisation logo featured on the swyaus.org home page to ensure all visitors are aware of the organisation's contribution to SWY Australia. The logo also links directly to the relevant section on the 'Sponsors' webpage.
4. SWY Australia reports to various affiliate bodies throughout the year, from the Cabinet Office of the Government of Japan to DFAT here in Australia. Gold sponsors will receive recognition in all official SWY Australia reports.
5. SWY Australia attends events across the country and speaks about the amazing SWY program. Gold sponsors will receive verbal recognition of their support in all presentations.
6. Carrying on from point 5 above, SWY Australia also produces multimedia and collateral to support information provided at these events. Sponsors of all levels have their logo appear on all such material.
7. Every year, SWY Australia sends out thousands of emails to stakeholders across Australia from politicians to general community members. Gold sponsors will have their logo, weblink and recognition of sponsorship appear in the official SWY Australia signature on every email.
8. Carrying on from point 7 above, Silver sponsors will also have their company logo appear in the official SWY Australia email signature.
9. All sponsors are provided with a high definition version of the SWY Australia logo for use in their own material.
10. Over a 12 month period, SWY Australia will publish the stipulated number of posts across social media platforms acknowledging a single sponsor, their contributions, briefly outlining their products or services and providing a link to a website of their choice.
11. Gold sponsors will have the contribution recognised in all SWY Australia social media posts (apart from those detailed in point 10) as well as their relevant social media tagged.
12. SWY delegates have designated uniforms for the program duration. The casual/active wear uniform items will include the logo of Gold sponsors under the primary SWY Australia logo.
13. Sponsors will receive the stipulated number of tickets to official welcome functions at the Ports of Call in Brisbane & Darwin. Official welcome functions are attended by VIPs from various levels of government and industry.
14. Gold sponsors will be given the opportunity to speak at the official welcome function in either Darwin or Brisbane. This event is attended by all SWY participants, Japanese Government representatives and Australian community leaders and VIPs.
15. During the Nippon Maru's stay in the Ports of Call, various activities are organised for the approximate 300 delegates. Where appropriate, through consultation with SWY Australia and relevant venues, silver sponsors and above are able to display their organisation's banners and collateral.
16. The Ship for World Youth's arrival generates media interest. SWY Australia will acknowledge the valuable support of Gold sponsors in all media releases and any media interviews.
17. Gold sponsors are invited to meet and talk to Australian SWY delegates at predeparture training in Canberra in October.
18. Organisations are invited to discuss exclusive sponsorship rights (excluding Business Partners) to all sponsorship benefits. Once an exclusive sponsorship is signed, SWY Australia will not enter into any other sponsorship agreements for 12 months.

SWY Australia values all our sponsors and is open to working with sponsors to develop sponsorship agreements that work for both parties.





PREPARING AUSTRALIAN YOUTH TO LEAD ON A GLOBAL LEVEL

Have a nice life

Japan Embassy





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SHIP FOR WORLD YOUTH AUSTRALIA
SPONSORSHIP PROSPECTUS
2018-19

The Ship for World Youth Australia Incorporated is a registered charity
with the Australian Charities and Not-for-Profit Commission.



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