



# *Beyond the Long Lunch*

20  
25

**CREATING POSITIVE CHANGE**

Sponsorship information



# Foreword

FROM THE WITH WA CHAIR



Anneke  
Brown

WITH WA CHAIR

As Chair of Women in Tourism & Hospitality WA I am proud to be bringing an exciting new event to the WA calendar in 2025.

International Women's Day means different things to different people. It's a day to celebrate the achievements, and contributions of women around the world. Along with the celebration, it is important to highlight there are still significant gender gaps in certain sectors and leadership roles. Over time we have seen the gap closing, and the more we see women in leadership, executive and C-suite roles the more we can aspire to this. If you can see it, you can be it!

It is well understood that workplace culture starts at the top. The changing landscape for women in leadership roles

requires a cultural shift, it's about workplaces understanding the great value of equality. It's been shown that women at the top has translated to better company performance, and greater productivity and profitability.

International Women's Day is significant for us at WITH WA as it marks the launch of our association. It was on this day, March 8th 2021, that the vision become a reality.

For the following years WITH WA has hosted a wonderful lunch event to celebrate the achievements of successful women in our industry. And whilst these events have been well received, it was evident that in 2024 there was an abundance of events across the week leading up to International Women's Day. It was great to see so many organisations taking time to acknowledge the date, however the question that we asked ourselves, was could this be done

better. Were all the events really meaningful? Did attendees walk away with learnings or practical tips to improve equity in their workplaces?

We decided then and there that we need to step it up and deliver something more meaningful – a day of learning and tangible practical tips to implement in the workplace or at home. The event is for men and women, advocates for positive change, and all those who play a role in workplace equity. We will hear from, and celebrate, those who enable women into leadership roles, those men and women in senior roles who identify talent, nurture it, celebrate it and open doors to opportunities.

Women in Tourism & Hospitality WA look forward to delivering this most important event. We are excited to see a room full of incredible women and men lifting each other up!

# International Women's Summit

20  
25

## DATE

Wednesday 5th and  
Thursday 6th March  
2025

## LOCATION

Crown Perth  
Western Australia

*Beyond the Long Lunch* is an inaugural summit dedicated to empowering women across industries.

This dynamic event brings together leaders, professionals, and change-makers to discuss strategies, share insights, and build networks that drive meaningful progress towards workplace equity. Attendees will leave feeling inspired, equipped with practical tools, and ready to implement changes that foster an inclusive and equitable environment for all. The summit will include impactful sessions, engaging workshops, and networking opportunities designed to empower attendees to make a lasting difference well beyond the long lunch.

Our vision is for this summit to become part of the fabric of the West Australian calendar.

Our measure of success will be attendees leaving feeling empowered and uplifted, walking away with tangible tools to take action in their workplaces.

# Women's Day WA

**WELCOME RECEPTION - WEDNESDAY 5TH MARCH, 6PM - 8PM**

**SUMMIT AGENDA - THURSDAY 6TH MARCH**

8:30am – 9.00am	Registration
9:00am – 9:30am	Opening & Welcome Address
9:30am – 10:30am	Keynote Address
10:30am – 10:45am	Coffee Break
10:45am – 11:30am	Panel - Empowering Women in Industry: Building Positive Futures
11:30am – 12:15pm	Women's Financial Empowerment – Building Wealth and Confidence
12:15pm – 1:15pm	Lunch
1:15pm – 2:00pm	The Art of Negotiation: Strategies for Success
2:00pm – 2:45pm	Panel - Empowering Women on Boards – Driving Change
2:45pm - 3:00pm	Coffee Break
3:00pm – 3:45pm	Panel – The Power of Mentoring – Unlocking Potential and Fostering Growth
3:45pm – 4:45pm	Closing Keynote Speech
4:45pm – 5:15 pm	Summit Closing
6:00pm – 8:00pm	Celebration Cocktail Event

PROFESSOR

# Fiona Wood

AO, FRCS, FRACS

Fiona Wood is one of Australia's most innovative and respected surgeons and researchers.

She is Director of the Burns Service of Western Australia (BSWA); a Consultant Plastic Surgeon at Fiona Stanley Hospital and Perth Children's Hospital; co-founder of the first skin cell laboratory in WA; Winthrop Professor in the School of Surgery at The University of Western Australia; and co-founder of the Fiona Wood Foundation (formerly The McComb Foundation).

Professor Wood's greatest contribution and enduring legacy is her work with co-inventor Marie Stoner, pioneering the innovative 'spray-on skin' technique (Recell), where today the technique is used worldwide. In October 2002, Fiona was propelled into the media spotlight when the largest proportion of survivors from the 2002 Bali bombings arrived in Perth where Fiona led the medical team at Royal Perth Hospital to save many lives.

Throughout Fiona's career, she has received prestigious accolades in recognition of her clinical excellence and burns research outputs that have improved the quality-of-life outcomes of burn patients locally and worldwide.



*Nobody can tell you that you can't do anything. It's just a matter of how hard you're prepared to work to do it.*



Professor Wood was named a Member of the Order of Australia (AM) in 2003. In 2003 and 2004 she won the Western Australia Citizen of the Year award and was then recognised through Australia's highest accolade when she was named Australian of the Year for 2005. In 2024 Winthrop Professor Fiona Wood was honoured with the Officer of the Order of Australia (AO) for her distinguished service to plastic and reconstructive surgery, to medical research, and as clinician scientist and mentor.

Fiona is a wife, a mother to four boys and two girls and a proud grandmother.



# Lacey Filipich

## MONEY SCHOOL

Lacey Filipich helps people become financially independent and reclaim their lives.

Thousands around the world have used her Money School courses to liberate themselves from debt, start saving and raise financially capable kids.

Money School is also the title of her international award-winning book, out now with Penguin Life.

Lacey graduated as valedictorian from the University of Queensland with an Honours degree in Chemical Engineering (if you want to find out how a chemical engineer ends up teaching people about money, check out her TEDx talk.) She is the winner of a 2019 Business News '40 under 40' Award and a LinkedIn Top Voice in Finance.

Lacey will deliver a session she calls 'Choose your own (financial) adventure' which covers the following:

- Why money is important for everyone, but especially women.
- Money School co-founder - Fran's story to show what's possible and inspire even older audience members to reach financial independence.
- The three rules of Financial Independence and a take-home tip for each: Save, Buy Assets, Avoid Bad Debt.

# Also speaking

**Ashley McGrath**  
CEO of CEOs for Gender Equity

**Julia Ewert**  
Sales Strategist and Professional Negotiator

**Alicia Curtis**  
Founder - 100 Women

**Suzanne Ardagh**  
Director Board Advisory Services, Lester Blades

**Janelle Marr**  
Managing Director - Step Beyond Strategy  
Independent Non-Executive Director

...AND  
MORE

# Partnership packages

BE  
THERE

## Our audience

### BEYOND THE LONG LUNCH IS FOR

- Female professionals and leaders aged 25-65, who have an interest in career development, networking, and industry innovation.
- All advocates, male and female, who have an interest in sharing what's working well across industries.
- Leaders who encourage colleagues to come together and play a role in workplace equity.

BE  
SEEN

## All partners receive

### ADVERTISING & MARKETING OPPORTUNITIES

- Summit Promotional Brochure - Reach >5,000.
- Logo recognition on the IWD WA Summit website promoting your company as a Corporate Partner.
- Email – Reach >10,000.
- Website Exposure – Company listing, hyperlink, logo placement and a 30-word company description in the official online summit website.
- 1 social media post per month leading up to the Summit Social media posts - Reach >30,000.
- Company profile in delegate program.
- Advertisement in delegate program.
- Verbal acknowledgement by Chair and MC at opening and closing sessions.
- Pull up banner on stage during Summit.
- Inclusion of Sponsor brochure in event bag.



# Platinum

LIMITED  
PARTNERSHIPS  
AVAILABLE

## PARTNERSHIP

### + PLATINUM PARTNER BENEFITS

- Media interview with Sponsor
- Complimentary Registrations full summit: 4 participants
- Recognition & promotion as a partner of IWD WA Summit 2025
- Permission to use the IWD WA Summit PLATINUM partner Logo
- Partnership certificate
- Booth (3m\*3m): 2 spots

### NETWORKING

- The opportunity to attend WITHWA events in 2025
- Business referrals

**\$15,000** (ex GST)



## Gold

### PARTNERSHIP

### + GOLD PARTNER BENEFITS

- Media interview with Sponsor
- Complimentary Registrations full summit: 3 participants
- Recognition & promotion as a partner of the IWD WA Summit 2025
- Use of the IWD WA Summit GOLD partner Logo
- Partnership certificate
- Booth (3m\*3m): 1 spot

**\$10,000** (ex GST)

## Silver

### PARTNERSHIP

### + SILVER PARTNER BENEFITS

- Complimentary Registrations full summit: 2 participants
- Recognition & promotion as a partner of the IWD WA Summit 2025
- Use of the IWD WA Summit SILVER partner Logo
- Partnership certificate
- Booth (3m\*3m): 1 spot

**\$5,000** (ex GST)

## Bronze

### PARTNERSHIP

### + BRONZE PARTNER BENEFITS

- Complimentary Registrations full summit: 1 participant
- Recognition & promotion as a partner of the IWD WA Summit 2025
- Use of the IWD WA Summit BRONZE partner Logo
- Partnership certificate

**\$2,000** (ex GST)

# Sponsorship opportunities



BE  
IN IT

**Sponsor  
a summit  
experience**

**BE A PART OF THE ACTION**

We have limited places for direct sponsorship of specific summit experiences. It's your chance to attach your brand to something that's making a difference right here in WA.

# Welcome Reception

## SPONSOR

Start the Summit with impact - be the first name that they remember!

- A 15 minute speaking opportunity at the Welcome Reception
- Priority logo placement at the Welcome Reception
- Prominent branding on all summit materials, including recognition as Welcome Reception sponsor
- Complimentary Registrations for full summit: 4 participants

**\$15,000** (ex GST)

# Keynote Speaker

## SPONSOR

Align your brand with our incredible keynote speaker:

- Unique opportunity to introduce keynote speaker
- Prominent branding on all summit materials, including recognition as official keynote sponsor
- Media coverage and inclusion in event press releases
- On-stage branding, signage and recognition during the keynote address and summit announcements
- Complimentary Registrations for full summit: 3 participants

**\$10,000** (ex GST)

# Breakout Sessions

## SPONSOR

Own the stage and drive discussion:

- Exclusive branding in breakout room
- Opportunity to introduce the breakout session
- Complimentary Registration for the full Summit: 1 participant

**\$3,000** (ex GST)

# Coffee Cart

## SPONSOR

Put your brand in the hands of every delegate and fuel conversation:

- Branded signage in high-traffic areas near the coffee cart
- Recognition during summit announcements and coffee breaks

**\$2,500** (ex GST)

# Custom Lanyard

## SPONSOR

Put your brand front and centre for all attendees:

- Exclusive logo placement on all attendee lanyards
- Ensures your brand is shown across the venue, and captured in event photography
- Recognition in the event program and website

**\$1,000** (ex GST)



## SPONSORSHIP AND MEDIA ENQUIRIES

[info@withwa.com.au](mailto:info@withwa.com.au)

## ABOUT US

Women in Tourism & Hospitality WA (WITH WA) is a Not-for-Profit incorporated association established in 2019 by ten professional women who wanted to support and assist the women of the tourism and hospitality industry in Western Australia.

The association creates a space where women can come together to network, connect, share opportunities and support one another.

## OUR MISSION

To recognise the challenges and opportunities for women within the tourism and hospitality sectors and to advocate for greater balance across the leadership roles within the industry.

## OUR VISION

To inspire, motivate, connect, encourage, mentor and support women across the tourism and hospitality industries.

Powered by



**Women in  
Tourism & Hospitality**

Western Australia

[WITHWA.COM.AU](http://WITHWA.COM.AU)

[f](#) [in](#) [@](#) #IWDWASUMMIT

Proudly supported by

**WESTERN  
AUSTRALIA**

**BUSINESS  
EVENTS  
PERTH**