

A small  amount of help offered
at the right time can make a world
of difference. Johnny Appelkamp 2007 NESA Achiever of the Year. Proprietor, Apples Tree Care

grant **Vision.**
provide **Voice.**
give **Support.**

In 2007 I bought my own company.
In the past 12 months it has
flourished and I am now an
accomplished small business owner.
So why am I asking for your help?

Johnny Appelkamp 2007 NESAs Achiever of the Year, Proprietor, Apples Tree Care.



Johnny 'Apples'
Appelkamp's story

When I was six months old I had a stroke and my left arm hasn't ever really worked properly since. Sometimes I just want to grab a chain saw and chop it off!

I had what you'd call a tough upbringing. I had a hard time, did some time in prison which I'm not proud of, and I really hadn't had full time work for 10 or 12 years.

I signed on for the Salvation Army Employment Plus program which helps people coming out of prison rejoin the workforce. The Salvation Army is a member of NESAs, the National Employment Services Association.

The Salvos arranged an interview for me with a tree lopping company and I thought: here we go, another waste of time, but I rocked up to the interview and I was hired. I was so proud to be employed and I thrived on the work.

A year later the owners decided that they wanted to travel around Australia and asked me if I wanted to take on the company.

In 2007 I won the NESAs Achiever of the Year award.

To have a national award that I can proudly say I've won means more to me than anything. It shows that I've actually done something with my life.

Why am I asking you for your help?

Because there are more than 2,300,000 Australians on some form of income support like I was two years ago.

**Sponsor NESAs and help
its members help people
like me find work.**



What does it take to get somebody into work?

It takes **Vision, Voice** and **Support** to help somebody into work, or to return to work.

NESA members offer intensive assistance to people of working age who are unemployed.

Here are some of the ways our members help people facing obstacles to employment such as those with a disability, parents, Indigenous Australians, people from non-English speaking backgrounds, the young and mature-aged workers.

Education

Presentation skills

Personal development

Mentoring

Vocational training

Direct marketing skills

Interview techniques

Career counselling

Wellness programs

Language skills

Literacy/ numeracy skills



What about employers?

NESA members also assist employers to find and retain staff, create inclusive workplaces and generate more work opportunities.

“We do all our recruitment through (NESA member) Community First,” says Tony Bessell, plant manager at WAMMCO. “They run a two-week training program that simulates real working conditions, testing prospective employees’ commitment to work, our organisation and our industry. It’s a unique program that works for employees and for us.”

How you can grant Vision, provide Voice, give Support?


There is almost no limit to the ways in which you can grant Vision, provide Voice and give Support.

Support our work supporting others to work, and help people to feel productive, contribute to society and provide for others, endow a sense of satisfaction, accomplishment and validity, boost self esteem and help people define themselves.

While we have outlined some sponsorship packages included here, our sponsorship structure is by no means rigid and we **embrace flexible partnerships** that offer our supporters meaningful and wanted benefits.

Sponsorship will provide you with access to more than 150 not for profit public and private sector organisations, and the 40,000 employment services professionals who staff them nationwide.



 NESA Excellence Award
Winners 2007>
L-R Carli Carney,
Johnny Appelkamp,
Christian Carthew
and Eloise Cadogan

 NESA's Support sponsorship package supports the NESA Industry Excellence Awards which recognise and reward outstanding achievement in the employment services industry.



Vision sponsorship package

Each year, NESA works with its **Vision partner** to develop major initiatives and projects that address important issues impacting employment in Australia. These projects and initiatives focus on solving problems and finding better ways of doing things, and reinforce the leadership of NESA and its Vision partner.

NESA will work with its Vision partner to develop and implement innovative, long-term approaches to support all Australians into employment.

Benefits for the Vision partner include:

- > Opportunity to play a key role in solving Australia's employment challenges.
- > Involvement in employment services strategy and policy formulation.
- > An annual briefing with the NESA board and CEO.
- > Exclusive invitation to attend the CEO Leadership Forums (four per annum).
- > Naming rights to NESA's Big Ideas and Sustainable Solutions Leadership Breakfast.
- > Prominent co-branding on all NESA collateral, policy documents and at all NESA events.
- > A full page feature in the NESA annual report about your organisation and your partnership with NESA.
- > Your organisation's logo to appear on all NESA communications.
- > Prominent presence on NESA's website that links directly to your own site.
- > Opportunity to promote your product or services directly to the industry from NESA's website.
- > Regular paragraph included (bi monthly) in the CEO's leadership newsletter.
- > Advertisement in NESA's monthly whole-of-industry *Constant Connections and Professional Connections* e-newsletters.

Prices on application

To sponsor NESA contact Carole Gregson on 03 9686 3500 or caroleg@nesa.com.au



Voice sponsorship package

NESA's **Voice Sponsorship** offers the opportunity to connect with and make a contribution to the employment services industry via NESA's two 'must attend' industry conferences - the National and Practitioners conferences.

Benefits for the Voice sponsor include:

- > Exclusive naming rights to both conferences.
- > A presentation about your organisation and its partnership with NESA.
- > Five complimentary registrations.
- > Four invitations to the conference dinner.
- > A trade stall.
- > A full page advertisement in the official program.
- > Branding on all conference collateral and on the NESA website.
- > A full page feature in the NESA annual report about your organisation and our partnership.

NB: Voice sponsorship benefits apply to both the National and the Practitioners conferences.



Support sponsorship package

NESA's **Support sponsors** support the NESA awards. This sponsorship recognises and rewards innovation and outstanding achievement in the industry.

Benefits for the Support sponsor include:

- > Exclusive naming rights to the NESA Industry Excellence Awards.
- > Official Awards Presenter.
- > Co-hosting of the Champions Reception.
- > An awards night presentation about your organisation and our partnership.
- > A table at the Awards dinner.
- > Two seats at the Awards VIP table.
- > Access to award winners for corporate promotional purposes.
- > Co-branding on all awards collateral.

Prices on application

To sponsor NESA contact Carole Gregson on 03 9686 3500 or caroleg@nesa.com.au

What is NESAs?



The National Employment Services Association (NESAs) represents providers of employment and related services.

Sally Sinclair
Chief executive officer

What do we do?

NESAs is all about supporting organisations to help get people into work. We want to see all working aged Australians - especially those facing disadvantage who need to and want to work - get a job.

How do we do it?

Vision: NESAs offers strategic and practical leadership to members of the employment and related services industry in Australia and explores new and better ways of increasing employment.

Voice: NESAs advocates on behalf of the employment services industry and represents our members' views and ideas in Canberra.

Support: NESAs organises industry forums and provides our members with professional development, products and services that sustain them in their challenging work environment so that more Australians can find work.

Who are our members?

NESAs's members are individuals and organisations that assist unemployed people to prepare for, find and retain work, and assist employers to create employment opportunities, find and retain employees, and foster inclusive workplaces.

NESA is dedicated to the development and improvement of the employment services industry.

- **330,422** Australians are long-term* unemployed and **216,449** Australians are very long-term** unemployed. (House of Representatives, Nov 2008)
- Australian Government Employment Services providers currently help to fill more than **1-million** vacancies annually.
- From **April 1, 2009**, retrenched workers will have access to immediate and personalised employment services assistance to help get them back into work. (Minister for Employment Participation, Feb 2009)
- **One in five** part-time workers want to work more hours than they do. (Australian Bureau of Statistics, Sep 2008)
- **72,979** long-term unemployed* and **52,773** very long-term** unemployed Australians undertake educational placements annually. (House of Representatives, Nov 2008)
- Fewer than **one in 10** people on the Disability Support Pension are in any kind of paid work. (Characteristics of Disability Support Pension Recipients, Dec 2008)
- **100,000** Indigenous Australians need to find and keep jobs in order to halve the employment gap between Indigenous and non-Indigenous Australians. (Department of Families, Housing, Community Services and Indigenous Affairs, Dec 2008)
- **Work grants a sense of satisfaction, accomplishment and self worth.**
- NESA's membership covers not for profit, public and private sector organisations and individuals who provide more than **\$2 billion** per annum in government contracted employment services in Australia.
- NESA members provide services from **3,500** sites across Australia staffed by **40,000-plus** employment services staff.
- More than **2,300,000** people of working age are receiving some kind of social security benefit. (Centrelink administrative data, May 2007)
- **Work enables financial independence, allows people to set and achieve goals, feel productive, make a contribution to society.**

*12 months-plus. **24 months-plus.

1 Become a sponsor

Contact Carole Gregson
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