

Corporate Sponsorship Proposal

Young Aerospace Professionals Programme

1. Executive Summary

The Royal Aeronautical Society New Zealand Division (RAeS NZD) is seeking corporate support for its 'Young Aerospace Professionals' programme. This programme seeks to address one of the most pressing challenges facing New Zealand's aerospace sector: the development of a sustainable, skilled, and future-ready workforce.

The Young Aerospace Professionals programme is a strategic programme designed to inspire, attract, and support individuals between the ages of 18 and 30 who are interested in undertaking a course of study or employment in the aerospace sector. It aligns closely with the New Zealand Government's aerospace strategy and directly supports the New Zealand Civil Aviation Authority's (NZCAA) and International Civil Aviation Organisation's (ICAO) 'next generation of aviation professionals' (NGAP) strategy, both of which emphasise the urgent need to build an aerospace-capable workforce.

To launch this initiative, RAeS NZD seeks to establish a program for a 'Careers and Outreach Coordinator' role. This dedicated position will lead the national outreach strategy by facilitating industry pathways and opportunities, coordinate internships and mentorships, build partnerships with tertiary institutions, and create a centralised information hub for young people pursuing aerospace careers.

RAeS NZD is a volunteer-run organisation and requires external support to fund this role. We are therefore seeking corporate sponsors to establish the program.

This proposal outlines the value of the initiative, the duties of the 'Careers and Outreach Coordinator', benefits to corporate sponsors, the funding required to support the pilot phase, and a timeline for scheme implementation.

2. The Young Aerospace Professionals Initiative

The aims of the Young Aerospace Professionals programme are:

- To address the New Zealand aerospace industry's growing need for skilled professionals and ensure a sustainable future workforce. The programme aims to bridge the gap between the increasing demand for aviation professionals and the limited supply of skilled workers by inspiring and attracting aerospace professionals to sustain New Zealand's aerospace sector.
- To enhance the quality and relevance of the aerospace education programmes. This objective seeks to ensure that aerospace professionals possess the necessary skills, competencies and knowledge to perform their roles effectively by focusing on the development and implementation of harmonized education programs that align with the evolving needs of the industry.
- To create a Young Persons' Network which provides support, resources, networking opportunities and access to continued professional development (CPD) events. Additionally, the scheme will provide professional recognition and registration as required during career advancement.

- To provide a central online location young people can access for information on national programmes, career pathways, and networking and mentorship opportunities.
- To foster a sense of community and collaboration among young aviation enthusiasts and professionals in New Zealand.
- To mentor young aviation enthusiasts to develop into aviation professionals.
- To support and assist the New Zealand Government in its policies.
- To support the NZCAA and ICAO NGAP strategy.

3. Careers and Outreach Coordinator Role

The Careers and Outreach Coordinator will lead national outreach, build partnerships, and support young people entering the aerospace sector.

3.1. Objectives:

- **Grow and Manage RAeS NZD Membership Engagement:** Ensure effective membership management, communications, and engagement strategies that foster a strong and active student and young professional community.
- **Facilitate Industry Pathways and Opportunities:** Develop and manage services that connect students with internships, mentorships, and work experience opportunities within the aerospace sector.
- **Strengthen Stakeholder Relationships and Sponsorships:** Build and maintain partnerships with tertiary institutions, industry stakeholders, and sponsors to support current and future outreach initiatives.
- **Enhance Visibility and Brand Presence:** Promote RAeS NZD through aligned communications and outreach activities, improving recognition among students, industry, and media.
- **Ensure Continuous Improvement and Reporting:** Establish feedback loops, track progress, and provide regular reporting to ensure initiatives remain effective and aligned with strategic goals.

3.2. Responsibilities:

- Membership and Database Management.
 - Set up and maintain the Young Aerospace Professional's membership and networking database.
 - Track and promote Student Affiliate memberships, aiming for high uptake across tertiary institutions.
 - Manage ongoing communications with members, mentors, and partners.
- Internship and Mentorship Programme Coordination.
 - Develop and manage an internship and work experience service in collaboration with tertiary providers and industry.
 - Establish and coordinate a mentorship scheme for young aerospace professionals.
 - Collect and implement user feedback to continuously improve these services.

- Outreach and Communications.
 - Create and maintain Young Aerospace Professional sections on the RAeS NZD website, ensuring clear signposting and accessibility.
 - Develop content and campaigns to advertise Young Aerospace Professional initiatives in line with the RAeS NZD communications strategy.
 - Engage with local media to promote Young Aerospace Professional activities and success stories.
- Partnership Development and Sponsorship.
 - Actively engage with universities, polytechnics, and aerospace organisations to foster relationships and seek sponsorship opportunities.
 - Support fundraising initiatives that enable the delivery of the Young Aerospace Professional's programme and other future focused programmes.
- Monitoring and Reporting.
 - Provide monthly progress summaries to the RAeS NZD Council.
 - Identify resource needs (e.g., communications support) and work with the Council to plan for future resourcing.

4. Benefits to Corporate Sponsors

A sponsoring organisation will receive significant and tangible value, including:

- Direct access to the emerging talent pipeline.
 - Early visibility of students and graduates entering the aerospace sector.
 - Priority access to internship and entry-level candidates.
 - Opportunities to shape the skills and competencies developed through Young Aerospace Professional activities.
- National recognition as a workforce development leader.
 - Public association with a flagship national initiative.
 - Alignment with government workforce and STEM priorities.
 - Visibility across RAeS NZD events, publications, and communications
- Preferential branding and engagement opportunities.
 - Prominent branding on Young Aerospace Professional webpages and outreach materials.
 - Recognition at RAeS NZD conferences and in national newsletters.
- Strong corporate social responsibility and ESG Alignment.
 - Support for STEM education, diversity, and regional workforce development.
 - Contribution to national aerospace capability building.
 - Measurable outcomes suitable for CSR and ESG reporting.

5. Funding Requirement

The total funding required for the first six-months of the program is NZD \$60,000. This covers:

- Contractor remuneration: \$50,000
- Operational costs: \$10,000
 - Website and communications, outreach materials, travel, etc.

6. Sponsorship Options

- Tier One
 - Contribution: \$30,000 - \$60,000
 - Benefits:
 - Influence over programme direction, including participation in the Young Aerospace Professionals Stakeholder Advisory Group and input into outreach priorities, internship frameworks, and skills development.
 - Naming rights, priority access to membership, major branding, event participation.
- Tier Two
 - Contribution: \$10,000 – \$30,000
 - Benefits:
 - Branding, event participation, priority access to membership.

Custom sponsorship arrangements can also be developed to meet organisational needs.

7. Timeline

March 2027

- Advisory group formed (consisting of corporate sponsors, the Careers and Outreach Coordinator, and select members of the RAeS NZD Council).
- Employ contractor to facilitate the program.

June 2027

- Develop database of training facilities and support for young professionals.
- Setup mentoring framework.
- Start discussions with aviation employers, tertiary institutions, training providers and government organizations.
- Develop a sustainable funding plan for the program.

September 2027

- First Young Aerospace Professional's national event.

8. Conclusion

The Young Aerospace Professionals programme represents a key role in developing a sustainable, skilled, and future-ready workforce for New Zealand's aerospace sector. Establishing this program will lay the foundation for a coordinated national talent pipeline, and the support of corporate sponsors will be instrumental in turning this vision into a reality. RAeS NZD welcomes the opportunity to partner with organisations that share this vision and are committed to strengthening New Zealand's aerospace capability.