



**AS
DA** AUSTRALIAN SPACE
DIVERSITY ALLIANCE

Prospectus

FOR SPONSORS AND PARTNERS

Introduction

A unanimous outcome of the first Diversity at the Frontier Conference held in Canberra in April 2023 called for greater focus on growing an innovative space ecosystem, by attracting talent from diverse groups. Evidence based surveys suggest that opportunities for greater participation, safe work places, education and awareness of space industry opportunities are needed to achieve ongoing innovation in our space industry.

The purpose of the Australian Space Diversity Alliance (ASDA) is to transform and extend participation of diverse and minoritised groups in space to achieve a thriving and innovative space community that reflects the capability of the nation. We have developed a Charter to guide the ASDA in its establishment.

The current Australian Civil Space Strategy identifies ambitious targets of growth for the space sector. If we are going to meet these targets, it is going to require attracting and retaining a diverse cohort. There is a significant skills shortage, and there are opportunities

to attract talent from adjacent sectors and pivoting skills into new areas. A key component of this is ensuring that the space sector is open and inclusive to ensure the best talent and innovation comes together, with anti-discrimination systems in place to support and retain diverse talent.

True transformation cannot come from pure volunteer efforts by a cohort already stretched. Minoritised and under-represented groups already face increased barriers to entry, and a lack of community in industry. This is why we are seeking founding partners to support the ASDA's establishment.

We invite you to be the first and founding partners for the ASDA.

With thanks from the
Co-founders and National Committee:

Caz Craven	Anntonette Dailey
Anntonette Dailey	Dwayne Fernandes
Mei He	Eleanor Ingram
Tiffany Sharp	Jacqui Tyack
Linda Spurr	Katie Mouser
Cassandra Steer	Keira Chrystal
Elise Stephenson	Larry D. James, Lt Gen, USAF (Ret)
Jacqui Tyack	Mei He
Stephanie Wan	Mitch Porteous
	Dr Sheila Gough Kenyon



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Why it Matters

Given Space 2.0 is about bringing unprecedented opportunities for nations, building on humanity's first endeavours in space by increasing accessibility, improving technology, and rapidly growing the surrounding space industry, ensuring our progress does not outpace the development of the right kind of space sector remains a crucial challenge.

Whilst we know that women's inclusion in international affairs results in better decision-making and higher levels of collaboration and consensus and the 'business case' for diversity can be made on moral and strategic grounds, currently, inclusion, diversity, equality and access (IDEA) in space is not guaranteed.

However, evidence clearly shows that more diverse workforces bring greater innovation, better decision-making, and greater collaboration. This is why governments, industry, academia and the broader public are calling for greater leadership. There is an enormous opportunity in Australia with a young industry to normalise and mandate equality and leadership right from the start.

Benefits to Local, State and Federal Sponsors

The ASDA charter seeks to align with Local, State, and Federal government priorities to improve the space sector talent and retention pipeline, by promoting further diversity and inclusivity in the industry. This provides benefits on multiple levels:

- Demonstrate support of talent and employment from a wide variety of sources, culture, First Nations, gender, non-binary, disability, LGBTIQ+ and underrepresented cohorts.
- Align with Fed. gov. goals to develop an outreach strategy into diversity and inclusion, by offering a strategic framework (Diversity in STEM Review, Rec 11).
- Increase the interdisciplinary space workforce with depth that supports healthy exchange of professionals between industry and/or academia.
- Provide insights and engagement with Australian organisations employing STEM workers to adopt, make public, and implement a plan to increase attraction, retention and promotion of underrepresented cohorts (Diversity in STEM Review, Rec 4).
- Encourage organisations employing STEM workers to commit and provide a pathway to the elimination of bullying, harassment, discrimination and racism (Diversity in STEM Review, Rec 3).

Activities & Initiatives



The Charter of the ASDA identifies an ambitious plan to have a functional and paid position to ensure initiatives are implemented. The ASDA seeks to:



Host an annual conference on Diversity in Space.



Establish a not for profit organisation to enable sustainability in future.



Establish organisational functions such as website and social media presence.



Deliver on the objectives of ASDA

outlined in the draft Charter

- Education and awareness activities
- Advocacy for IDEA implementation in the space sector, including with the public and decision-makers.
- Sponsorship (rather than just mentoring) representatives from a diverse background.



Generate productive dialogue

by providing a safe place to learn, discuss issues and advocate for anti-discrimination change regarding safe work places, anti-bullying, anti-sexual harassment, anti-racism.



Provide organisations with information

on their obligations to create inclusive and safe workplaces, and holding them accountable.



Create awareness

of the impact of diversity and inclusion on innovation in the space industry, e.g. space awards, showcasing talent.



Create social meet-ups

in each jurisdiction, to provide a safe place to discuss, innovate and collaborate.



Promote allyship

by educating privileged/over-represented demographics on how they can support diverse experiences in space (e.g. seminars, workshops).

Funding is required to enable successful implementation of ASDA activities and initiatives.

Sponsorship Levels

Champion Support

\$40,000

This will enable the equivalent of 0.4 FTE to work on activities to progress the purpose of ASDA for a year. This would go considerably towards real actionable outcomes delivered in a timely manner.

Benefits include:

- Recognition as the founding and primary sponsor on all collateral.
- Be at the centre of all announcements regarding ASDA.
- Recognised in all engagement with Parliamentarians and Government representatives.
- Invited to speak at events and attend important meetings as appropriate.
- Opportunity to set up a 'booth' at the annual conference.
- Acknowledgement in all advocacy and education campaigns.
- Invitation to the Annual General Meeting (AGM)
- Regular engagements with ASDA representatives with feedback, strategic collaboration on improving the space sector talent and workforce capability.

National Diversity Conference

\$80,000

This will be the exclusive sponsor and host city for the premier annual conference on diversity and inclusion. Funding of this level ensures that the cost for participation at an equitable level to ensure maximum participation.

Benefits include:

- Invited plenary speaker at the annual conference.
- Identified as the platinum event sponsor.
- Identified as a sponsor of ASDA on all collateral.
- Access to all content and research materials developed as part of the conference
- Invitation to attend all events of ASDA and be recognised as a VIP.
- Opportunity to set up a 'booth' at the annual conference.
- Invitation to the AGM
- Regular meetings with ASDA representative with feedback, strategic collaboration on improving the space sector talent and workforce capability
- Meetings with voting capability and feedback on employment of ASDA representative/s

Event partner

\$10,000

Capped at three sponsors, the event partners support the annual conference and/or other smaller events hosted by ASDA over the year. The funding will enable participation at free or very low cost to participants for those who would otherwise be unable to participate

Benefits include:

- Invited speaker to an appropriate event.
- Identified as a sponsor of ASDA on all collateral.
- Identified as a sponsor, or the lead sponsor, of a specific event.
- Invitation to attend all events of the ASDA.

Platinum Supporter

\$20,000

Recognising that many businesses wish to be a contributor to initiatives that support greater diversity of the space sector, this funding will go towards pressing requirements of ASDA in the delivery of the charter. This could be towards an event, operational requirements or sponsorship for individuals of a diverse background to gain travel support to attend events or meetings. Funding will go towards education, outreach and mentorship opportunities.

Benefits include:

- Recognition as a supporter of ASDA at all events and collateral.
- Invitation to attend all events of ASDA and be recognised as a VIP.
- Where appropriate, to be invited to speak at events and/or key meetings.
- Ability to influence programs either through content or provision of case studies
- Invited as a learned contributor to resources.

Supporter

\$2,000 - \$4,000

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Benefits include:

- Recognition as a supporter of ASDA at all events and collateral.
- Invitation to attend all events of ASDA.
- Where appropriate, to be invited to speak at events and/or key meetings.

ASDA is hosted by Aviation Aerospace Australia. This will allow ASDA to focus on set up and consultation without resources being directed towards business and legal requirements. It will also give more time to enable the best type of organisational structure to be established. All funding will go through this industry association and be auditable.



About the Australian Space Diversity Alliance logo

The Australian Space Diversity Alliance logo symbolises the brand's story around connectivity. **"We come together to yarn about space"**

Designed and created by Ngarla woman Cathy Brown, Aboriginal artist and photographer, living learning and creating on Kurna country.

This artwork depicts a yarning circle, a meeting place created for a collective of people to share their thoughts and ideas in a safe space where everybody is valued and heard. Yarning circles are a key element of Aboriginal culture and have been used for thousands of years. Yarning circles bring people together to help build respectful and appreciative relationships.

The keywords of space and diversity were chosen when creating this design. There is an inner ring of multicoloured u shapes depicting a diverse group of people coming together to yarn, they are being watched over by the Moon and the stars. Some of the stars in the outer ring reflect the multi colours of the people to show the appreciation and support of diversity from the Ancestors.

The logo was created as an original painting using acrylics on canvas. More of the artist's work can be found on **Instagram** under **Jirtamarra Art** and **Jirtamarra Photography**.

Aboriginal and Torres Strait Islanders – speak over 250 distinct languages and stretch back for over 65,000 years. They are the oldest astronomers and the oldest continuing cultures in the world.

Contact us

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