

AUSTRALIAN SPACE DIVERSITY ALLIANCE

# Prospectus

# 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 draft 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:

Caz Craven  
Anntonette Dailey  
Mei He  
Tiffany Sharp  
Linda Spurr  
Cassandra Steer  
Elise Stephenson  
Stephanie Wan

# 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.



# Activities & initiatives

The draft 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.



**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.



**Establish organisational functions** such as website and social media presence.



**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

\$40,000 (excl GST)

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.
- Identified as the equivalent of a platinum event partner on all events.
- 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.

## Platinum event partner

\$20,000 (excl GST)

This will enable an annual conference to occur, keeping the cost for participation at an equitable level to ensure maximum participation.

Benefits include:

- Invited plenary speaker at the annual conference.
- Identified, with the Champion, as the platinum event sponsor.
- Identified as a sponsor of ASDA on all collateral.
- Recognition on all collateral regarding events hosted by ASDA.
- Invitation to attend all events of ASDA and be recognised as a VIP.
- Opportunity to set up a 'booth' at the annual conference.

## Event partner

\$5000 - 10,000 (excl GST)

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.

## Supporter

\$2,000 - 4,000 (excl GST)

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. 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.

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.

## Friends of the Alliance

\$100 (excl GST)

Membership of ASDA is free to ensure maximum participation. Acknowledging that many in the industry are keen to contribute, ASDA is seeking the first 100 'friends' who can contribute a small amount annually that can go towards operational requirements. This includes aspects like website and IT management, professional services, marketing, business registration etc.

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The Co-founders are currently in discussions with an industry association to host ASDA for up to two years. 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.