

Women's Index™

Deloitte. AMP 

Financy™

The Financy Women's Index Sponsorship packages

About Financy

Financy is an independent Australian start-up company that advocates for action towards financial gender equality.

We do this by providing quarterly data insights, particularly via the Financy Women's Index™, we also publish multi-media content focused on women's financial progress and support companies in taking action through our strategic consultancy service.

In 2021 we will be launching a Membership offering and Equality Progress Tracker to encourages companies and individuals into taking action towards financial gender equality.

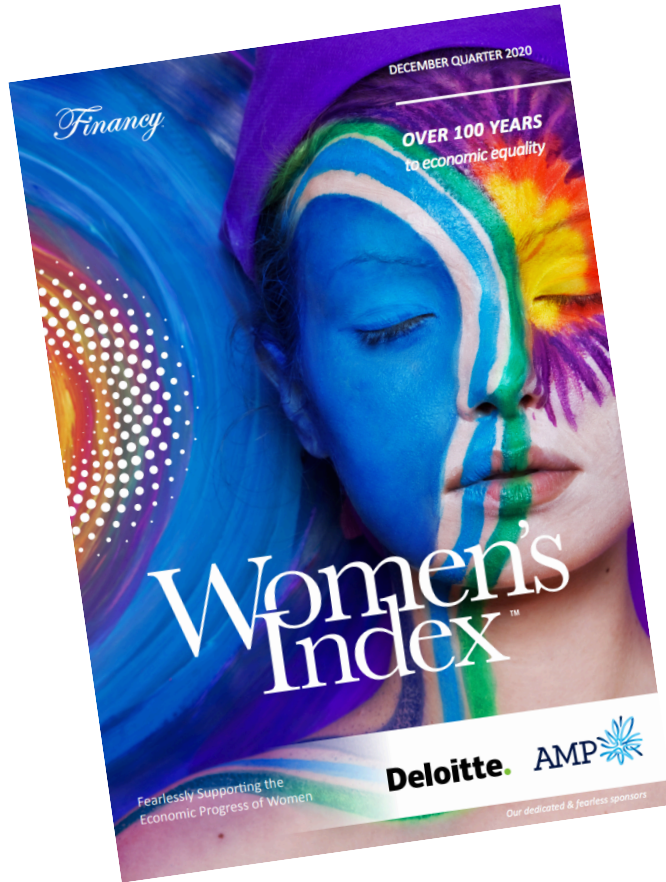
Financy is a signatory to the United Nations Women's Empowerment Principles.

Financy is supported by a business advisory board which includes:

[Judith Beck](#), [Nicki Hutley](#), [Cathryn Lyall](#) and [Kristin Westlake](#).



About The Financy Women's Index



- The Financy Women's Index strives to increase gender equality awareness and highlights the importance of gender-lens data and taking action.
- The Women's Index report is timely attracting an audience of over 500,000 Australians per quarter through media exposure and commentary, according to Stream Media Monitors.
- Modelling for the Women's Index is produced in partnership with Deloitte Access Economics, and data is also provided with the support of the HILDA Survey/ Melbourne University and the Australian Bureau of Statistics.
- The Women's Index is supported by an Advisory Committee of six high profile Australian economists including, [Simone Cheung](#), [Bruce Hockman](#), [Jo Masters](#), [Dr Shane Oliver](#), [Roger Wilkins](#) and [Danielle Wood](#).
- The Women's Index™ is currently sponsored by Deloitte and AMP.

Australian gender equality benchmark

- Financy, Deloitte Access Economics and the FWX Advisory Committee are all working to develop the Women's Index into Australia's main measurement of gender equality progress.
- Similar to what's happening internationally such as [Scotland's Gender Equality Index](#).
- The FWX provides the ability to share and compare Australia's progress on equality internationally.
- It also offers the ability to further showcase Australian company efforts/actions around gender equality.



Why? To lead the world on gender equality

RATES: FWX SUPPORTER – BRONZE



BRONZE *proud supporter of women's financial progress*

1. Receive a Bronze Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress and equality.
2. Increase your brand exposure and alignment to gender equality by having your company logo on all FWX materials and related Financy website, content, newsletter and social media channels.
3. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
4. Receive Financy Business Membership 5 logins.
5. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.

INVESTMENT: \$5,000

ONE YEAR, FOUR REPORTS: MARCH '21, JUNE '21, SEPT '21, DEC '21.

RATES: FWX SUPPORTER – SILVER



SILVER *thought leader on women's financial progress*

1. Receive a Silver Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress.
2. Increase your brand exposure and alignment to gender equality by having your company logo on all FWX materials and related Financy website, content, newsletter and social media channels.
3. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
4. Be featured as a thought leader in the FWX report and via Financy website and social media channels as a thought leader and be exposed to an audience of approximately 500,000 per quarter.
5. Be promoted out to an extensive media network via the FWX media release.
6. Opportunity to receive Financy Business Membership 10 logins. (Being built 2021)
7. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.

INVESTMENT: \$15,000

ONE YEAR, FOUR REPORTS: MARCH '21, JUNE '21, SEPT '21, DEC '21.

RATES: FWX SUPPORTER – GOLD



GOLD *thought leader on women's financial progress*

1. Receive a Gold Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress.
2. Prominent appearance of your company logo on all FWX materials, Financy website and newsletter as well as social media banners including across LinkedIn, Facebook, Twitter and Instagram.
3. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
4. Be featured as a prominent thought leader in the FWX report and via Financy website and social media channels as a thought leader and be exposed to an audience of approximately 500,000 per quarter.
5. Be promoted out to an extensive media network via the FWX media release.
6. Work with us with a 1 hour per quarter FWX workshop to boost your media/events plans.
7. Opportunity to receive Financy Business Membership 20 logins. (Being built 2021)
8. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.
9. Opportunity to sponsor Financy Equality Podcast.

INVESTMENT: \$25,000

ONE YEAR, FOUR REPORTS: MARCH '21, JUNE '21, SEPT '21, DEC '21.

RATES: FWX SUPPORTER – DIAMOND



DIAMOND *leading change on gender financial equality.*

1. Receive a Diamond Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress.
2. Dominant appearance of your company logo on all FWX materials, Financy website and newsletter as well as social media banners including across LinkedIn, Facebook, Twitter and Instagram.
3. Co-spokesperson contact role on FWX report and media release.
4. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
5. Be highlighted as a thought leader in the FWX report and via Financy website and social media channels as a thought leader and be exposed to an audience of approximately 500,000 per quarter.
6. Media opportunity with company spokesperson included in media release.
7. Work with us with a 1 hour per quarter FWX workshop to boost your media/events plans.
8. Content share partnership to maximise potential audience reach during and around FWX release.
9. Opportunity to receive Financy Business Membership 30 logins. (Being built 2021)
10. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.
11. Opportunity to be the prominent sponsor of the Equality Progress Awards

INVESTMENT: \$50,000

ONE YEAR, FOUR QUARTERLY REPORTS: MARCH '21, JUNE '21, SEPT '21, DEC '21.

For more information on Financy products and services,
please contact us on the information below.

Bianca Hartge-Hazelman | 0403 656 399

biancahh@financy.com.au

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