

NATIONAL MANUFACTURING SUMMIT 2024

PATHWAYS TO SUCCESS

Making the Renewable Energy Revolution a Reality

31 JULY & 1 AUGUST | QUEENSLAND

SPONSORSHIP PROSPECTUS



A MESSAGE FROM OUR CEO



An Invitation to Sponsor the 2024 National Manufacturing Summit

On behalf of Weld Australia, I invite you to be a part of this exciting event program as a valued sponsor. Sponsors are essential to the success of our Summit; without you, we would be unable to facilitate our industry-leading program.

Weld Australia's National Manufacturing Summit is one of the most prestigious events on the manufacturing industry calendar.

With a diverse range of attendees from across Australia, we offer curated sponsorship packages that give you unparalleled access to your ideal customer base. Not only will you enjoy superior brand exposure opportunities, you can rest assured that your marketing is reaching an engaged group of industry professionals.

On top of the chance to market your brand in front of industry decision-makers, you will also be reinvesting in the welding and fabrication industry—giving back to the industry that makes your business so successful.

We look forward to your support in 2024 and encourage you to explore all the options available in this Sponsorship Prospectus. Keep in mind that while we have a range of sponsorship opportunities available, we are more than happy to tailor a package that suits your company's needs and budget.

Geoff Crittenden
CEO, Weld Australia

WHO WE ARE

Weld Australia is the peak body representing the welding industry in Australia.

Our members are made up of individual welding professionals and companies of all sizes. Weld Australia members are involved in almost every facet of Australian industry and make a significant contribution to the nation's economy.

Our primary goal is to ensure that the Australian welding industry remains both locally and globally competitive, both now and into the future. A not-for-profit, membership-based organisation, Weld Australia is dedicated to providing our members with a competitive advantage through access to industry, research, education, certification, government, and the wider industrial community. Weld Australia is the Australian representative member of the International Institute of Welding (IIW).

ABOUT THE SUMMIT

Hosted by Weld Australia, the 2024 National Manufacturing Summit will see a diverse group of industry stakeholders assemble in Brisbane on 19 and 20 June.

The Summit gathers leading representatives from all the major stakeholders in Australia's manufacturing sector—business, unions, universities, the financial sector, suppliers, and government—to discuss the sector's prospects, and identify promising, pragmatic policy measures designed to support industry.

With the theme of *Pathways to Success...Making the Renewable Energy Revolution a Reality*, the Summit will delve into the practical aspects of manufacturing in the renewable energy sector, highlighting the essential components that will drive Australia's transition to a sustainable future.



PATHWAYS TO SUCCESS

Making the Renewable Energy Revolution a Reality

The 2024 Summit will delve into the practical aspects of manufacturing within the renewable energy sector, highlighting the essential components that will drive Australia's transition to a sustainable future.

Context

The Australian Government's commitment to reducing emissions by 43% by 2030 and achieving net zero by 2050, as outlined in the Climate Change Act 2022, sets the stage for a transformative era in renewable energy.

With an anticipated growth in renewable energy generation from 64GW to over 218GW by 2050, the manufacturing sector is at the forefront of this change, presented with unparalleled opportunities and significant challenges in renewable energy in Australia.

Focus Areas

The 2024 Summit will concentrate on four focus areas that are crucial for realising these ambitious goals.

Stakeholders: A collaborative approach is vital; achieving a social license from the key interest groups of conservationists, farmers, unions, and planning departments is essential to realising our renewable energy goals. The Summit will explore how different stakeholders can work together to drive the renewable energy sector forward.

Logistics: The massive scale of infrastructure development demands a meticulous logistics strategy. Discussions will revolve around efficient resource allocation, transportation challenges, and supply chain optimisation specific to manufacturing Australia's renewable energy future.

Workforce Capacity: Recognising that a skilled workforce is the backbone of successful manufacturing, this focus area will address the growing demand for skilled professionals, particularly in welding and other technical fields. We will explore strategies for workforce development, training programs, and the integration of new technologies to improve productivity.

Policy: Robust policy frameworks are essential for guiding and supporting the renewable energy sector. This segment will focus on current policies, potential legislative changes, and the role of policy in facilitating a smooth transition to renewable energy.

BACKGROUND

2024 marks the fifth National Manufacturing Summit; the event was held in 2018, 2017, 2019 and 2023 at Parliament House and the Australian Synchrotron. Hosted by the Centre for Future Work, the 2017 Summit was themed *Converting Opportunity into Action*. The 2018 Summit theme was *Solutions to Critical Issues: Energy and Technical Training*, the 2019 theme was *Skills for the Future*. Last year, we looked at *Renewable Energy: Challenges and Opportunities*.

Speakers and panel participants have included leading industry spokespersons from across industry, as well as the political spectrum. Just some of the keynote speakers have included Professor Ross Garnaut (President, SIMEC ZEN Energy), Dr Jim Stanford (Economist and Director, Centre for Future Work), Neil Coulson (Victoria Skills Commissioner), Dr Jens Goennemann (Managing Director, Advanced Manufacturing Growth Centre), the Hon Mark Butler (Shadow Minister for Climate Change and Energy), the Hon Karen Andrews (then Assistant Minister for Vocational Education and Skills), the Hon Doug Cameron (Shadow Minister for Skills, TAFE and Apprenticeships), and The Hon Gayle Tierney (Minister for Training and Skills, Minister for Higher Education). This year's speakers and panellists are set to be equally as exciting and engaging.

Attended each year by over 100 delegates, the Summit program is designed to open new ground in the policy dialogue over how to sustain and nurture manufacturing: a vital segment of Australia's economy.



WHY SPONSOR?

Sponsoring the 2024 National Manufacturing Summit will give your company unparalleled exposure to an interested, engaged audience. You'll receive multi-level promotion opportunities, showcasing your brand at events and in Weld Australia's media. You'll also enjoy the support of Weld Australia and ensure that your brand is viewed as an engaged and passionate member of the industry. Your involvement in the Summit will demonstrate your organisation's commitment to innovation and excellence.



Connect & Build

Connect with a highly targeted audience and build professional relationships



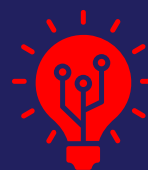
Strengthen & Grow

Increase and strengthen brand awareness, and gain instant market feedback



Showcase & Highlight

Showcase your new products and services, and promote your business



Innovate & Demonstrate

Stay at the forefront of industry innovations and demonstrate your support

OUR AUDIENCE

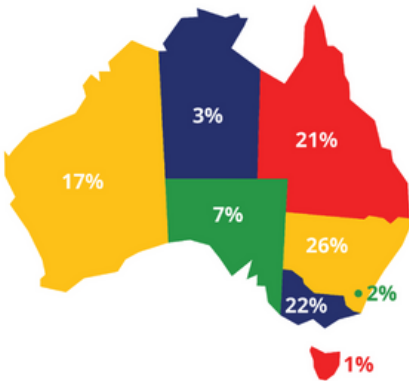
We reach the players who make the decisions in the manufacturing, construction, welding, fabrication, engineering and industrial industries—those people with the authority to choose, purchase and recommend your products and services.

Our audience is continually growing year-on-year. Since 2020, Weld Australia has seen a year-on-year 50% growth in its audience across all distribution streams. Our audience includes:

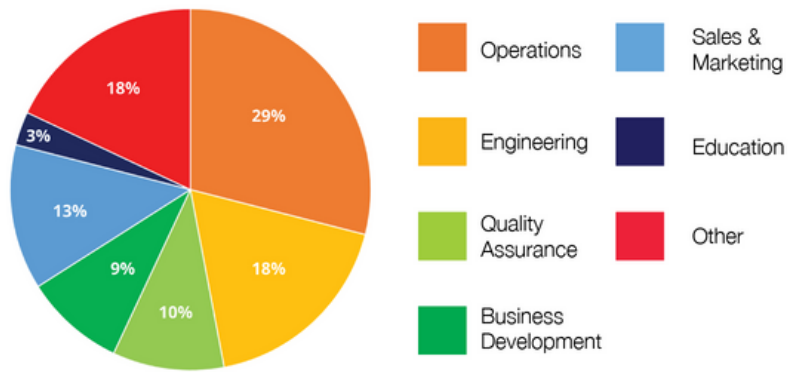
- Industry professionals and top C-suite decision-makers
- Small-to-medium business owners and managers
- Apprentices employed throughout the manufacturing, engineering, construction, welding and industrial sectors
- Educational institutions, including researchers and academics
- Leading media outlets and journalists
- Government departments, ministers and shadow ministers
- Innovators throughout all of Australia's industrial and manufacturing sectors
- All Weld Australia members



AUDIENCE LOCATION



AUDIENCE JOB ROLE



eNEWS SUBSCRIBERS

Whether it's Our Weekly Wrap, or a custom EDM, you can get your message out direct to our subscribers to drive a direct response.

Average Open Rate: 34.9%

Click-Through Rate: 9.7%

Subscribers: 5,862



SOCIAL AUDIENCE



SPONSORSHIP OPPORTUNITIES

NATIONAL
MANUFACTURING
SUMMIT 2024



GOLD PARTNER \$10,000 + GST

As a Gold Partner of the National Manufacturing Summit, you'll secure the opportunity to showcase your company as one of the leaders in the Australian manufacturing and renewable energy industry. With fantastic exposure across the industry, this is an opportunity not to be missed.

INCLUSIONS

- Overarching partner logo on all Summit promotional material, including EDMs, newsletters, brochures and magazine
- Acknowledgement as Gold Sponsor on event website, with logo, profile and link
- 5 x free delegate tickets
- 1 x partner announcement through Weld Australia's social media channels, monthly newsletter *Weld Connect* and weekly EDM *Weekly Wrap*
- Full page advert in Weld Australia's quarterly magazine *Australian Welding*, in the Summit Feature
- 2 x page editorial in Weld Australia's quarterly magazine *Australian Welding*, in the Summit Feature
- Full page advert in Weld Australia's monthly newsletter, *Weld Connect*
- Full page editorial in Weld Australia's monthly newsletter, *Weld Connect*
- 2 x banner adverts in Weld Australia's weekly EDM, the *Weekly Wrap-Up*
- Opportunity for 1 x company representative to appear on panel during session (pending approval by Weld Australia for relevance to program)
- Opportunity to display 1 x standard size pull-up banner at the Summit in the registration area and on the stage
- Opportunity to display 1 x standard size pull-up banner inside the Welcome Dinner venue
- Opportunity to place up to 2 x A4 documents and 1 x gift in delegate packs at the Summit (documents and gifts must be supplied to Weld Australia at sponsors own cost)
- Logo included on name badges / lanyards at Welcome Dinner and Summit
- Logo acknowledgement as Gold Partner on Summit program
- Logo acknowledgement as Gold Partner on Welcome Dinner program
- Logo acknowledgement as Gold Partner on all slides displayed at the Summit

SPONSORSHIP OPPORTUNITIES



WELCOME DINNER \$15,000 + GST

The Summit program will feature a Welcome Dinner the night before the day of panel sessions. Sponsor this event to align your company with industry leading experts.

INCLUSIONS

- Overarching partner logo on all Summit promotional material, including EDMs, newsletters, brochures and magazine
- Acknowledgement as Dinner Sponsor on event website, with logo, profile and link
- 5 x free delegate tickets
- 30-second promotional video played at the Welcome Dinner
- 5-minute address at the at the Welcome Dinner
- 1 x partner announcement through Weld Australia's social media channels, monthly newsletter *Weld Connect* and weekly EDM *Weekly Wrap*
- Full page advert in Weld Australia's quarterly magazine *Australian Welding*, in the Summit Feature
- 1 x page editorial in Weld Australia's quarterly magazine *Australian Welding*, in the Summit Feature
- Full page advert in Weld Australia's monthly newsletter, *Weld Connect*
- Full page editorial in Weld Australia's monthly newsletter, *Weld Connect*
- 1 x banner advert in Weld Australia's weekly EDM, the *Weekly Wrap-Up*
- Opportunity to display 1 x standard size pull-up banner at the Summit in the registration area and on the stage
- Opportunity to display 1 x standard size pull-up banner inside the Welcome Dinner venue
- Opportunity to supply branded centrepieces for tables at Welcome Dinner (cost of centrepieces is sponsor responsibility)
- Opportunity to place up to 2 x A4 documents and 1 x gift in delegate packs at the Welcome Dinner and Summit (documents and gifts must be supplied to Weld Australia at sponsors own cost)
- Logo included on name cards at all tables at Welcome Dinner
- Logo included on name badges / lanyards at Welcome Dinner and Summit
- Logo acknowledgement as sponsor on Summit program
- Logo acknowledgement as sponsor on Welcome Dinner program
- Logo acknowledgement as sponsor on all slides displayed at the Summit

SPONSORSHIP BOOKING FORM

Please confirm your sponsorship of the 2024 National Manufacturing Summit as indicated below by signing and returning this booking form to Michelle Bignold (National Manager, Sales and Marketing, Weld Australia) via: m.bignold@weldaustralia.com.au.

CONTACT INFORMATION

Company Name	_____		
ABN / ACN	_____		
Address	_____		
Contact Name	_____	Title	_____
Phone Number	_____	E-Mail	_____

SPONSORSHIP PACKAGE

Please select which type of sponsorship package your company is interested in booking. Please note that this is not an invoice. Weld Australia will issue an invoice on receipt of this completed form.

- Gold Sponsor** - \$10,000 + GST
- Welcome Dinner Sponsor** - \$15,000 + GST

SPONSOR CONFIRMATION

I authorise the above expenditure and acknowledge receipt of this order.

Signature	_____		
Name	_____	Title	_____
Date	_____		



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Keep in mind that we're more than happy to tailor a sponsorship package to suit your needs and budget.

Michelle Bignold
(National Manager, Sales &
Marketing, Weld Australia)
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+61 437 106 726
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