



NATIONAL MANUFACTURING SUMMIT 2025

MANUFACTURING AUSTRALIA'S FUTURE
LOCAL STRENGTH, GLOBAL IMPACT
23 & 24 JULY 2025 | VENUE TO BE CONFIRMED

SPONSORSHIP PROSPECTUS



A MESSAGE FROM OUR CEO



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An Invitation to Sponsor the 2025 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 2025 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 2025 National Manufacturing Summit will see a diverse group of stakeholders come together on 23 and 24 July.

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 *Manufacturing Australia's Future: Local Strength, Global Impact*, the Summit will delve into the unique opportunity to revitalise Australia's industrial base, ensuring that it not only survives but thrives in the forthcoming decades.



MANUFACTURING AUSTRALIA'S FUTURE

LOCAL STRENGTH, GLOBAL IMPACT

In an era where global dynamics heavily influence local economies, the Australian manufacturing industry is poised to drive future economic prosperity. With the theme of *Manufacturing Australia's Future: Local Strength, Global Impact*, the 2025 National Manufacturing Summit seeks to highlight the crucial role of local content and local government procurement in spearheading this transformation. The Summit is set to harness the vast opportunities within sectors critical to Australia's future—renewable energy, infrastructure, defence, and critical minerals.

The historical significance of manufacturing in Australia, once accounting for 28% of GDP during its peak in the mid-20th century, contrasts sharply with its present contribution of just 5.9% (as at December 2024). This decline underlines the urgency for a strategic revival.

The Australian manufacturing landscape is at a critical juncture, marked by the potential to significantly impact national economic growth. There is a unique opportunity to revitalise Australia's industrial base, ensuring that it not only survives but thrives in the forthcoming decades.

The Summit will focus on key issues like:

- Clear, enforceable policies and practices that ensure a minimum local content threshold in all governmental and significant private procurements.
- Enhanced collaboration across industry to boost innovation, training and technological adoption.
- Substantial investments in infrastructure and advanced technology to elevate the productivity, efficiency and global competitiveness of Australian manufacturers.
- The growing demand for skilled professionals, with a focus on strategies for workforce development, apprenticeships and training programs.

The 2025 National Manufacturing Summit invites industry leaders, policymakers, educators, and the workforce to unite in shaping a resilient and innovative manufacturing landscape.

Your participation and insights are invaluable in transforming potential into tangible growth and establishing a sustainable industrial future for Australia. Help actively shape the policies and practices that will define the landscape of Australian manufacturing.

Join us at the 2025 National Manufacturing Summit to contribute to a discourse that moves beyond survival strategies to a proactive transformation of the Australian manufacturing sector. Register today to help shape a robust, innovative, and prosperous manufacturing future.

ABOUT THE SUMMIT

FOCUS AREAS

Renewable Energy

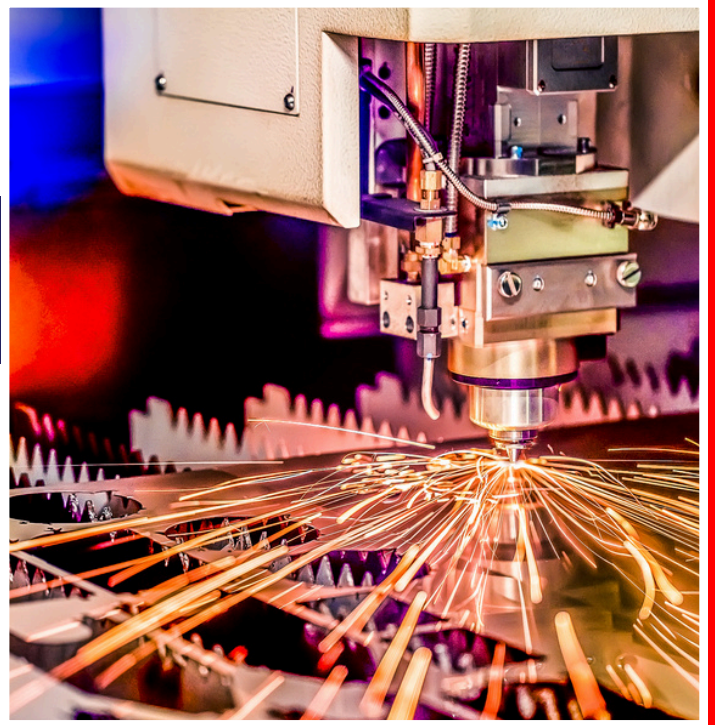
As Australia works towards achieving net-zero targets and implementing the renewables revolution, the focus will be on amplifying the local production capabilities for wind and transmission towers and other renewable infrastructure. Speakers will address the imperative to reduce dependency on imports, which jeopardise local jobs and compromise safety standards, with a call for the enforcement of stringent quality controls and adherence to Australian standards.

Infrastructure

The Summit will discuss extensive forthcoming infrastructure projects and the potential for local manufacturers to significantly contribute to national developments such as public transport systems and urban development projects. The Summit will consider economic pressures from global competitors and the need for decisive governmental support to secure local content in public and significant private projects.

Critical Minerals

The program will consider into the strategic importance of Australia's rich deposits of critical minerals necessary for high-tech industries, focusing on enhancing local processing to add value, secure supply chains, and advance technological innovations. Discussions at the Summit will touch on the technical, environmental, and policy barriers currently inhibiting the full-scale development of an integrated critical minerals sector in Australia.



Defence

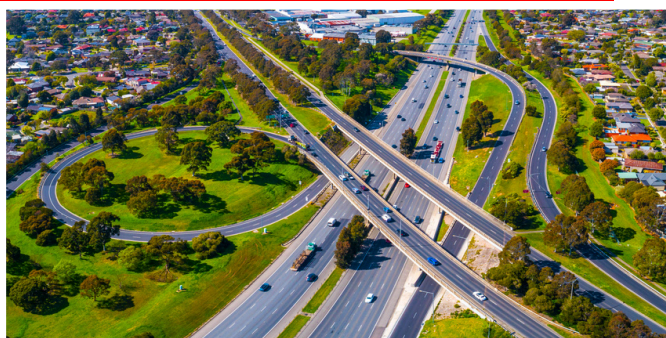
The Defence sector is a pivotal arena for advancing local manufacturing capabilities. This sector is poised to stimulate technological innovations and economic growth through increased production of defence equipment and infrastructure. The Summit program will explore how strategic investment in this area not only bolsters national security but also fosters advancements in manufacturing.

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 manufacturing industry. This year's Summit will focus on current policies, potential legislative changes, and the role of policy in facilitating a stronger industry.



BACKGROUND

2025 marks the sixth National Manufacturing Summit. The industry leading event has been held at venues such as Parliament House and the Australian Synchrotron. Themes have included *Converting Opportunity into Action*, *Solutions to Critical Issues: Energy and Technical Training*, *Skills for the Future*, *Renewable Energy: Challenges and Opportunities*, and *Pathways to Success*.

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 (SIMEC ZEN Energy), Dr Jim Stanford (Centre for Future Work), Tania Archibald (BlueScope), Steven Miles (Queensland Premier), Simon Kuestenmacher (The Demographics Group), Neil Coulson (Victoria Skills Commissioner), Dr Jens Goennemann (Advanced Manufacturing Growth Centre), the Hon Mark Butler (Shadow Minister for Climate Change and Energy), the Hon Karen Andrews (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 2025 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



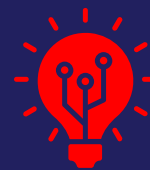
Strengthen & Grow

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

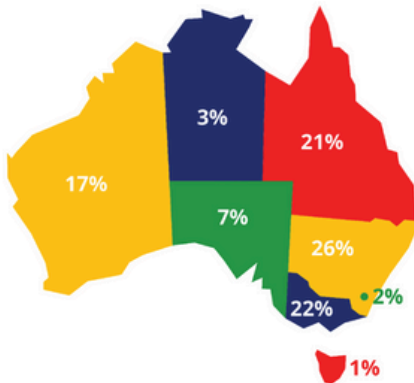
We reach the players who make the decisions in the manufacturing, construction, welding, fabrication, engineering and industrial industries—those people with the authority to choose, purchase and recommend your products and services.

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:

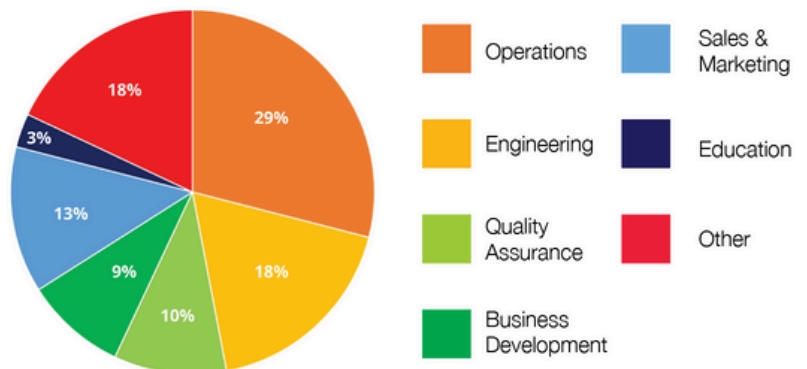
- Industry professionals and top C-suite decision-makers
- Small-to-medium business owners and managers
- Apprentices employed throughout the manufacturing, engineering, construction, welding and industrial sectors
- Educational institutions, including researchers and academics
- Leading media outlets 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: 35.4%
 Click-Through Rate: 8.7%
 Subscribers: 6,410



SOCIAL AUDIENCE



SPONSORSHIP OPPORTUNITIES

NATIONAL
MANUFACTURING
SUMMIT 2025



GOLD SPONSOR \$15,000 + 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. With fantastic exposure across the industry, this is an opportunity not to be missed.

INCLUSIONS

- Logo on all Summit promotional material, including EDMs, newsletters, website, social media, brochures, and magazine
- Acknowledgement as Gold Sponsor on event website, with logo, profile and link
- 45-second promotional video played at the Summit
- 2 x free delegate tickets
- Full page advert in Weld Australia's quarterly magazine *Australian Welding*, in the Summit Feature (September edition)
- 1 x banner advert 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)
- Logo displayed on the media walls at the Summit in the registration area and on the stage
- Logo displayed on the media walls at the Summit Welcome Dinner venue
- Logo, company overview and links included in the digital program
- Logo included on name badges at Welcome Dinner and Summit
- Logo acknowledgement as Gold Sponsor on all slides displayed at the Summit

SPONSORSHIP OPPORTUNITIES



WELCOME DINNER \$30,000 + 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

- Logo on all Summit promotional material, including EDMs, newsletters, website, social media, brochures, and magazine
- Acknowledgement as Dinner Sponsor on event website, with logo, profile and link
- 5 x free delegate tickets
- 45-second promotional video played at the Welcome Dinner
- 5-minute address at the at the Welcome Dinner
- 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
- 2 x banner adverts in Weld Australia's weekly EDM, the *Weekly Wrap-Up*
- Logo displayed on the media walls at the Summit in the registration area and on the stage
- Logo displayed on the media walls at the Summit Welcome Dinner venue
- Logo, company overview and links included in the digital program
- Opportunity to supply branded centrepieces for tables at Welcome Dinner (cost of centrepieces is sponsor responsibility)
- Logo included on name cards at all tables at Welcome Dinner
- Logo included on name badges at Welcome Dinner and Summit
- Logo acknowledgement as sponsor on all slides displayed at the Summit

SPONSORSHIP OPPORTUNITIES



BREAKFAST SPONSOR \$10,000 + GST

The Summit program will feature a VIP Breakfast 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 Breakfast Sponsor on event website, with logo, profile and link
- 2 x free delegate tickets
- 45-second promotional video played at the Summit
- 5-minute address at the at the Breakfast
- Full page advert in Weld Australia's quarterly magazine *Australian Welding*, in the Summit Feature
- Logo displayed on the media walls at the Summit in the registration area and on the stage
- Logo displayed on the media walls at the Summit Welcome Dinner venue
- Logo, company overview and links included in the digital program
- Logo included on name badges at Welcome Dinner and Summit
- Logo acknowledgement as sponsor on all slides displayed at the Summit

SPONSORSHIP BOOKING FORM

Please confirm your sponsorship of the 2025 National Manufacturing Summit as indicated below by signing and returning this booking form to Michelle Tagliapietra (Executive General Manager, Sales and Marketing, Weld Australia) via: m.tagliapietra@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** - \$15,000 + GST
- Welcome Dinner Sponsor** - \$30,000 + GST
- Breakfast Sponsor** - \$10,000 + 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.

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(Executive General Manager,
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