

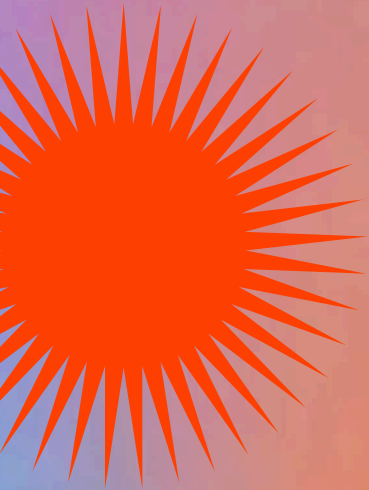


ON THE HORIZON MELBOURNE'S WEST - WILLIAMSTOWN

Sponsorship, Partnership & Exhibitor Prospectus

Where insight, leadership and opportunity meet

Williamstown | Thursday 11 June 2026





Executive Summary

On the Horizon: Melbourne's West is a one-day cross-sector experience designed to bring leaders into direct engagement with the forces shaping Melbourne's West and the capability already operating across the region. Held in Williamstown, the event combines an afternoon forum, a curated maritime experience and an evening dinner and keynote.

For sponsors, partners and exhibitors, the value of the event sits in the quality of the room, the credibility of the program and the opportunity to align with a thoughtful, future-focused conversation about what Melbourne's West is already building next. This is a relationship-driven event with substance, not saturation.

What sponsors are aligning with

- A curated room spanning business, government, economic development, housing, tourism, community, education and civic leadership.
- A place-led format that uses Williamstown to connect discussion with movement, trade, identity and future growth.
- A strong contributor line-up, including government, banking, housing, tourism, regional leadership and local cultural voices.
- A post-event insight paper, *On the Horizon: What Melbourne's West is Building Next*, extending the conversation beyond the day itself.
- A 3Minds event platform that can grow beyond a single date and support longer-term regional and strategic dialogue.





About 3Minds

At 3Minds we are “architects of strategy & innovation” and work nationally and internationally with large and small businesses, government, not-for-profits and new enterprises to drive positive transformation at an individual, group and organisational level. Our core areas are Strategy, Innovation & Advisory, Coaching, and Leadership & Team Development.

Our work is grounded in practical delivery, strong facilitation, positive cultural change and clear strategic thinking. On the Horizon sits naturally within that broader practice as a live platform for high-quality dialogue, relationship-building and future-focused collaboration.

Our Values

Trust

We create environments grounded in honesty, fairness and integrity. Trust is the foundation of every relationship we build — with our clients, collaborators, and community.

Learning

We are lifelong learners, fuelled by curiosity and committed to growth. We create space for reflection, experimentation, and shared learning, because progress depends on it.

Creativity

We encourage unconventional thinking and value diverse perspectives. Creativity isn't just for the big ideas; it's how we find real, workable solutions that shift what's possible.

Connection

We believe in the power of community. Through collaboration, respect, and meaningful relationships, we build bridges that empower people and strengthen systems.

Impact

We care about outcomes that matter. Whether we're working one-on-one or system-wide, our focus is on creating real, lasting value, not just ticking boxes.

Scan QR Code
or Visit our
Website





About On the Horizon - Melbourne's West

On the Horizon: Melbourne's West is a place-led strategic dialogue designed to create a stronger conversation about the future of one of Victoria's most dynamic and consequential regions. Held in Williamstown on 11 June 2026, the event brings together leaders from business, government, industry, housing, tourism, economic development, research, education, community and civic life in one connected experience.

The event is designed for people who want to better understand what is unfolding across Melbourne's West, hear directly from those helping shape it, and take part in a more thoughtful conversation about what comes next. Melbourne's West is not positioned as a backdrop or a case study from a distance, but as a living example of change in motion. Rapid population growth, major infrastructure investment, industrial transformation, workforce transition and changing community needs make the region a powerful lens through which to examine broader economic, social and leadership conditions.

The deeper purpose of On the Horizon is not simply to discuss the West. It is to understand what organisations, industries and communities are already building in response to change, and what the next three to five years will require. The program has been deliberately structured to reduce the distance between sectors that do not often share the same room, connecting place, policy, infrastructure, leadership and lived experience across the day.

Through curated speakers, contributor engagement, place-based experience and facilitated conversation, participants will be invited to move beyond commentary and into direct engagement with the ideas, projects, pressures and opportunities shaping the region. This is not an expo, a promotional showcase or a series of disconnected speeches. It is a curated environment for serious, grounded and constructive conversation, designed to test assumptions, widen perspectives and build stronger cross-sector understanding.

For organisations within Melbourne's West, the event is an opportunity to contribute to a more visible and strategic conversation about the region's future. For organisations beyond the West, it is an invitation to attend, listen and engage with a region that is already shaping the future of Victoria in significant ways. Insights from the day will be captured and shared after the event, extending the conversation beyond the room and helping to identify the themes, opportunities and priorities emerging from this place-led dialogue.





The Experience

Afternoon Forum | Hobsons Bay Yacht Club | 12:00pm - 4:45pm

The afternoon forum brings together keynote perspectives, contributor showcases, industry insight and cross-sector dialogue in an active, welcoming environment designed for learning, exchange and connection. Featured contributors include voices from WoMEDA, NAB, Western Melbourne Tourism, Committee for Wyndham, Sun Theatre Yarraville, Community Housing Limited, LeadWest and MGI D&C, with the program designed to give attendees a clearer view of the scale, opportunity and future of Melbourne's West.

Maritime Experience | Nelson Place | 4:45pm - 5:45pm

The maritime experience offers a curated transition through Williamstown's working waterfront, connecting the themes of the day to place, trade, movement, history and regional identity. It creates space for reflection and conversation before the evening program begins.

Evening Dinner and Keynote | Royal Yacht Club of Victoria | 6:00pm - 8:30pm

The evening program brings guests together for a premium waterfront experience featuring canapés, a seated dinner, keynote address and panel conversation. The Hon. Melissa Horne MP will deliver the keynote, with Michael Smith, owner of the Sun Theatre and Australian Geographic's Adventurer of the Year, as MC for the evening. Michael will also share a selection of his Westside reels and short films, offering a creative lens on the people, places and stories of Melbourne's West. The evening will explore the broader conditions, leadership and alignment required to support the region's next phase of growth, investment and transformation.



Program Highlights & Contributors

- **Afternoon forum hosted by 3Minds, with MC support from NAB** - creating a structured and professional forum for place-led conversation, contributor insights and cross-sector engagement.
- **Opening address: Melbourne's West in Clear View** - Giulia Baggio, WoMEDA, will open the program by setting the regional context and framing Melbourne's West as a place of growth, complexity and strategic significance.
- **Industry spotlight: Place, Perception and the Visitor Economy in the West** - Richard Ponsford, Western Melbourne Tourism, will explore how the West is being seen, experienced and positioned through tourism, destination development and the visitor economy.
- **Growth, Housing and Social Infrastructure** - Danny Dracic, CEO, Community Housing Limited, will examine the relationship between population growth, housing, social infrastructure and the conditions needed to support strong communities.
- **Cross-sector panel conversation** - Contributors from NAB, MGI D&C, LeadWest, WoMEDA and Committee for Wyndham, will bring perspectives across finance, development, economic strategy, regional advocacy and civic leadership, helping connect the practical realities shaping Melbourne's West.
- **Civic leadership and youth conversation** - Cr Susan Yengi and youth leaders will bring civic and intergenerational perspectives into the program, grounding the conversation in lived experience, local leadership and the future of community voice.
- **Evening keynote** - The Hon. Melissa Horne MP will deliver the evening keynote, bringing a broader policy and leadership lens to the conditions, investment and alignment required for the next phase of Melbourne's West.
- **Evening MC and Westside storytelling** - Michael Smith, owner of the Sun Theatre and Australian Geographic Adventurer of the Year, will MC the evening and share Westside reels and short films that bring the places, stories and character of the West into the room.
- **Live audience participation** - Participants will be invited to contribute throughout the day, with audience insights helping shape the post-event insight paper and extending the value of the conversation beyond the event itself.

Event Output

Insights gathered across keynote perspectives, panel dialogue and live audience participation will inform a short post-event paper: *On the Horizon: What Melbourne's West is Building Next*. Gold and Platinum partners will be acknowledged in that output.



Partner with On the Horizon: Melbourne's West

Align your organisation with a high-quality strategic dialogue focused on the future of one of Victoria's most dynamic and consequential regions.

On the Horizon: Melbourne's West gives participants direct exposure to the people, projects and organisations shaping Melbourne's West, while creating space for thoughtful discussion about what the next three to five years will require.

Partnering with On the Horizon is an opportunity to support a stronger conversation about **growth, leadership, investment, infrastructure, culture and community**, while **building relationships** with the people and organisations helping shape the region's next phase.

This is not traditional event sponsorship. Partners are invited to show up as contributors to an important regional conversation, not simply as logos on a page. Grounded in place, the event is intimate enough to feel considered and high-quality, while broad enough to matter. It combines daytime insight with an evening waterfront experience, giving partners multiple ways to be seen, experienced and associated with the future of Melbourne's West.

Insights from the event will be captured and shared afterwards, extending the value of the conversation beyond the day itself and generating practical insight that can support future discussion.

The audience is being intentionally curated across:

- government and civic leadership
- economic development and regional strategy
- banking, capital and business advisory
- infrastructure, logistics, property and development
- housing, health and social infrastructure
- tourism, hospitality and place-based enterprise
- research, education and community leadership
- local business, traders and regional institutions



Partner Value Across the Event Journey

Before the event

- Logo presence on the event webpage and selected digital materials, aligned to tier.
- Opportunity to be referenced in pre-event communications and selected social media posts.
- Use of supplied event assets to promote your involvement through your own channels.
- Association with a curated contributor line-up and a strengths-based narrative about Melbourne's West.

On the Day

- Visibility across signage, program materials and MC acknowledgements aligned to package level.
- Access to a carefully curated audience through tickets, hospitality and shared spaces.
- Opportunity for approved collateral, activations or contribution moments, depending on package.
- A high-quality environment that combines insight, movement, hospitality and conversation.

After the Event

- Acknowledgement in post-event communications and selected wrap-up content aligned to tier.
- Visibility within the post-event insight paper where included in package.
- Opportunity to leverage the event in your own communications using supplied assets and approved imagery.
- A relationship with 3Minds and the wider On the Horizon platform beyond a single event date.



Strategic Partnership Options

Partnership options have been designed to provide meaningful visibility, relationship-building and alignment with the purpose of On the Horizon: Melbourne's West. Each level offers a practical way for organisations to support the event, contribute to the conversation and be connected with the people, sectors and ideas shaping the region's next phase.

Benefit	Bronze \$1,500	Silver \$2,500	Gold \$5,000	Platinum \$10,000
Event webpage logo	Yes	Yes	Priority	Premier
Program / flyer logo	Yes	Yes	Priority	Premier
Pre-event partner acknowledgement	-	Yes	Yes	Yes
Partner description on webpage/program	Short line	50 words	75 words + link	100 words + link
MC acknowledgement on the day	Yes	Yes	Priority	Principal
Partner signage at venue	-	Shared	Priority	Principal
Use of event asset pack	Yes	Yes	Yes	Yes
Curated registration collateral item	-	One item	One item	Enhanced item / activation
Forum tickets	2	3	4	6
Dinner & keynote tickets	-	1	2	4
Acknowledgement in post-event insight paper	-	-	Yes	Principal
Social media feature / thank-you post	Shared	Yes	Priority	Priority + feature
Curated contribution to program	-	-	By invitation & program fit	By invitation & program fit

**Pricing is indicative and GST will be applied where required. A curated contribution means a contribution designed with 3Minds to suit the event, strengthen the program and protect the quality of the room.*



Bronze and Silver Strategic Partner

Bronze Strategic Partner

\$1,500

Bronze is for organisations that want credible alignment with the event and a clear presence in the room. It suits banks, professional services firms, local institutions, precinct organisations and businesses seeking visible association without a formal program role.

Includes

- Logo on the event webpage and in selected digital materials.
- Logo included in the event program and flyer.
- Verbal acknowledgement during the event.
- Two forum tickets.
- Short partner listing aligned to the spirit of the event.
- Access to a simple event promotional asset for your own channels.

Silver Strategic Partner

\$2,500

Silver is for organisations seeking stronger positioning and clearer acknowledgement before and during the event. It provides elevated visibility and a more deliberate partnership signal while remaining participation-focused.

Includes

- Everything in Bronze.
- Elevated logo placement across selected digital and printed materials.
- Partner acknowledgement in selected pre-event communications.
- 50-word partner description with logo.
- Option to provide one curated collateral item at registration, subject to fit.
- Three forum tickets and one dinner & keynote ticket.
- One dedicated social acknowledgement or thanks post.

Who Bronze and Silver suit best

These tiers work well for organisations that want visible alignment with the quality and credibility of the event, want to be in the room, and want a package that is straightforward, professional and useful without requiring a larger activation commitment.



Gold and Platinum Strategic Partner

Gold Strategic Partner

\$5,000

Gold is designed for organisations that want a stronger leadership presence within the event environment. It combines prominent visibility, hospitality access and stronger acknowledgement across the event journey.

Includes

- Everything in Silver.
- Priority logo placement across key event materials and partner signage.
- Recognition as a Gold Strategic Partner in event communications.
- 75-word partner profile with logo and website link.
- Priority MC acknowledgement during the event.
- Four forum tickets and two dinner & keynote tickets.
- Acknowledgement in the post-event insight paper.
- Option to discuss a short curated contribution or spotlight, subject to program fit.

Platinum Strategic Partner

\$10,000

Platinum is the principal partnership tier. It is intended for organisations seeking premium visibility, senior alignment and the opportunity to contribute credibly to the event. This tier is intentionally limited.

Includes

- Everything in Gold.
- Premier logo placement across event materials and communications.
- Recognition as Principal Strategic Partner.
- 100-word partner profile with logo and link.
- Six forum tickets and four dinner & keynote tickets.
- Principal acknowledgement in the post-event insight paper and wrap-up communications.
- Opportunity to shape a curated contribution, subject to relevance and event design.
- Enhanced on-the-day signage and activation discussion, where appropriate.



Vendor Package Options

Vendor participation has been designed to create meaningful presence within the afternoon program, while maintaining the quality, flow and strategic intent of the event. Vendors are not positioned as exhibitors on the edge of the room, but as part of a curated contributor environment where attendees can engage directly with organisations, services, ideas and practical examples connected to Melbourne’s West.

Each package provides a different level of visibility, engagement and program integration, depending on the organisation’s role, objectives and fit with the event themes.

Benefit	Community Vendor \$350	Classic Vendor \$600	Premium Vendor \$750
Allocated table within contributor area	Yes	Yes	Yes
Website and program vendor listing	Yes	Yes	Yes
Logo in vendor directory and signage	Yes	Yes	Priority
Premium table placement	-	Yes	Priority
Curated spotlight mention	-	2 to 3 minutes	Included
Workshop or case presentation opportunity	-	-	Subject to fit
Forum tickets	1	2	2
Pre-event social acknowledgement	-	Yes	Priority
Post-event thank-you acknowledgement	Shared	Shared	Yes



Vendor Packages

Designed for local businesses, community organisations, service providers, trader associations and independent practitioners seeking a meaningful presence and quality conversation without formal program delivery.

This package includes:

- allocated table within the afternoon contributor area
- inclusion in digital event materials and website vendor listing
- logo placement within vendor listings
- direct engagement with attendees
- one general admission forum ticket
- shared post-event thank-you acknowledgement

This option is well suited to smaller organisations or local operators who want to be present in the room, connect with attendees and contribute to the broader place-led atmosphere of the event.

Community Vendor

\$350

Designed for organisations seeking stronger visibility, better positioning and light program integration within the afternoon forum.

This package includes everything in the Community Vendor package, plus:

- premium table placement
- short curated spotlight introduction of 2 to 3 minutes within the afternoon program
- pre-event social media acknowledgement
- additional general admission forum ticket
- enhanced visibility within the contributor environment

The spotlight introduction is designed as a concise articulation of contribution and relevance, not a sales pitch. This option is suitable for organisations wanting clearer recognition and stronger positioning within the dialogue environment.

Classic Vendor

\$600



Vendor Packages

Designed for organisations seeking deeper program integration through a curated workshop, case discussion or practical contribution aligned with the event themes.

This package includes everything in the Classic Vendor package, plus:

- priority logo placement in vendor directory and signage
- priority table placement
- elevated pre-event acknowledgement
- post-event social media acknowledgement
- opportunity to host or co-host a short workshop, facilitated discussion or case presentation, subject to program fit

Workshop and case presentation opportunities are curated and time-limited to protect the quality, relevance and flow of the event. They are expected to be practical, interactive and strategically aligned.

This tier is well suited to larger organisations, infrastructure and development firms, financial institutions, major service providers, education providers, health and community organisations, and businesses with a clear contribution to the future of Melbourne's West.

Premium Vendor

\$750

Vendor logistics

Detailed setup times, venue guidance, display parameters and technical requirements will be provided once a vendor place is confirmed. All activations remain subject to venue constraints, safety requirements, program fit and event flow.



Next Steps - Get in Contact

- Review the package options and identify the most suitable tier or opportunity.
- Contact 3Minds to discuss fit, availability and any package tailoring required.
- Once confirmed, an invoice and asset checklist will be issued.
- Partners provide logos, links, profile copy and approved materials by the required deadlines.
- Final placements remain subject to package level, timing and event design.

Terms in brief

- All packages are subject to availability and curation.
- Package sharing is not permitted unless agreed in writing.
- All promotional content, collateral and activations are subject to relevance and approval.
- Payments are required prior to event delivery unless otherwise agreed.
- Cancellations made after confirmation may incur costs depending on production and timing.



Thank You



Scan QR Code for More Information

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Event: 3minds.com.au/events/on-the-horizon-melbournes-west-2/

