



**1-7  
September  
2024**  
**Sponsorship  
Prospectus**



[www.wynlearnfestival.org.au](http://www.wynlearnfestival.org.au)



**EMPOWERING  
COMMUNITIES  
THROUGH LIFELONG  
LEARNING**







Victoria University (VU) takes pride in its enduring partnership as the gold sponsor of the Wyndham Learning Festival, a testament to our shared dedication to lifelong learning and fostering opportunities for the local community in the west. This annual festival holds great significance for Wyndham, and VU remains steadfast in its commitment to support the diverse communities, ensuring they can live, learn, and work locally

Wayne Butson,  
Chief TAFE Officer, Victoria University

## Welcome

The Wyndham Learning Festival is the city's largest annual learning event and its reach has grown significantly since its inception in 2015.

The seven day Festival features a curated program ensuring that all members of the community can find a learning event that interests them.

In 2024, with a theme of "Empowering Communities Through Lifelong Learning", events will be delivered in multiple venues across the City.

The opportunity to be a Festival sponsor has enormous visibility and cost-effective benefits for your organisation, our community, the sustainability of our Festival and Wyndham's proud status as an official UNESCO Learning City. Our program provides your business with the opportunity to realise tangible marketing benefits through partnership with one of Wyndham's biggest events. Partnership opportunities begin at \$1000 with benefits accruing as your investment increases.



### Acknowledgement of Country

The Wyndham Learning Festival team recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded.

The team acknowledge the Bunurong and Wadawurrung people as the Traditional Custodians of the lands on which the Wyndham Learning Festival is run.

The team pays respect to the wisdom and diversity of past and present Elders. We share commitment to nurturing future generations of Elders in Aboriginal and Torres Strait Islander communities, including in learning and education.





## What is the Wyndham Learning Festival?

Great Question! The annual Wyndham Learning Festival is a whole of community event that provides opportunities for FREE learning activities across the City of Wyndham annually. The festival has activities for all ages and interests, promoting lifelong learning for all and welcoming new events, sponsors and participants to reflect this diverse and dynamic learning community.

Previous Learning Festival activities have included jobs for a Changing World, Growing Salad Greens at Home, Positive Mental Health, Developing a Resilient, Healthy Sustainable Future, African Drumming; Creative Writing, Knitting, Spanish, Ceramics, Drawing, Gaming, Music Therapy and Science, Technology, Engineering and Mathematics (STEM).

## Background

The City of Wyndham is one of the fastest growing cities in Australia. The City of Wyndham population forecast for 2024 is 334,180, and is forecast to grow to 505,822 by 2040. Almost half of Wyndham residents come from overseas and with this rapid expansion comes many opportunities and challenges for the city and its residents. To take full advantage of these opportunities and promote sustainable inclusion, the city is dedicated to focusing on lifelong learning for its community.

Participants have also learned about Smart Cities at the Wyndham Tech School, talked to the animals at Rhyme Time at the Zoo, heard inspirational stories of refugee survival and learnt about local Aboriginal culture.

The Festival encourages the community to get out and try new things in both formal and informal learning settings. The Learning Festival is led by Wyndham Community & Education Centre, with support from Wyndham City.

Sponsorship of the Learning Festival ensures we can promote, support and reach the whole community across the municipality from all age groups and backgrounds.



## Why have a Learning Festival in Wyndham?

A learning community addresses its own learning needs through partnerships. It uses the strengths of individual, social and institutional relationships across sectors to bring about cultural shifts in the perceptions of the value of learning. Learning communities explicitly use learning to enhance social, economic, cultural and environmental conditions on a sustainable, inclusive basis. The Wyndham Learning Community Strategy 2018-2023 reflects the Wyndham 2040 Vision of striving to be a socially inclusive community with diverse and plentiful education and employment for everyone, and learning is key for realising this vision.

The Festival is one important way to both celebrate the many learning opportunities that exist in our great city and to encourage people to venture out and try something new.

"Your program was diverse accessible and provided quality learning opportunities. I enjoyed and benefited from every event i attended"

Event Participant





## 2024 Launch

The launch of the Festival will be on 31 August to coincide with the Signature Event Wyntalk. The event will be held at the Encore Events Centre.

## Media Coverage

As a sponsor, your brand will be showcased and celebrated as a part of the festival across promotional avenues, including the Star Weekly, Wyndham News, Wyndham Buzz newsletters, Wyndham City website What's On calendar, on social media and at signature events that media may attend.

## What's new for 2024?

2024 Wyndham Learning Festival 1-7 September 2024

Theme: Empowering Communities Through Lifelong Learning

Eight Learning Categories:

- The Arts
- Sports & Recreation
- The World of Biz & Tech
- Wellbeing & Self-Care
- History, Culture & Diversity
- Food & Cooking
- Families & Children
- Environment & Sustainability

As a photographer, leading photography workshops at the Wyndham Learning Festival has given me extensive exposure. It's been fulfilling to work closely with my local community and contribute to a place that holds a special place in my heart. Through these workshops, I've had the opportunity to interact with people from diverse backgrounds who have made Wyndham their home. This has been an excellent way to share my experiences and create collaborative activities that help individuals build valuable skills for the future.

-Imran Abul Kashem, Lead Photographer, Westend Photography

## 2023 WYNDHAM LEARNING FESTIVAL BY THE NUMBERS...

**7 DAYS**  
Over 1200 participants

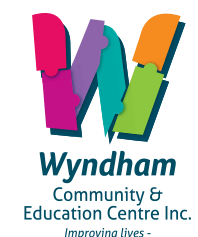
70+ In place and Online  
free talks and workshops

At least 15 unique promotional  
activities including social media  
posts with over 11,000 views.

## OUR SPONSORS FROM 2023



PACIFICwerribee



## Sponsorship Opportunities

Suggested packages are below. If you would like to discuss a bespoke package, to suit your company or organisation's needs, do not hesitate to contact us.

**Platinum Sponsor: \$10,000** (plus GST)

**Gold Sponsor: \$5,000** (plus GST)

**Silver Sponsor: \$2,500** (plus GST)

**Bronze Sponsor: \$1,000** (plus GST)

SPONSORSHIP PACKAGE	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo on Facebook post prior to and post festival	✓	✓	✓	✓
Logo included in Social Media advertising (circ 52,000)	✓	✓	✓	✓
Provided promotional material in festival showbag	✓	✓	✓	✓
Provided banner on main stage at festival launch signature event	✓			
Provided banner in foyer at festival launch signature event	✓	✓	✓	
Logo in invitation to festival launch signature event	✓			
Featured post on social media highlighting the sponsor and their work in the community	✓	✓		
Priority Booking at WLF Keynote events	✓	✓		
Logo and link to sponsors' website on WLF website	✓	✓	✓	✓
Logo and link to sponsors' website featured on WLF website footer	✓	✓		

## Sponsor the Wyndham Learning Festival

Packages can be arranged for specific events of the Festival or for the complete 7 days. To discuss your sponsorship needs please contact Wyndham Community & Education Centre on **9742 4013** or email [contact@wynlearnfestival.org.au](mailto:contact@wynlearnfestival.org.au)

[www.wynlearnfestival.org.au](http://www.wynlearnfestival.org.au)

