



1-7 September 2026

Sponsorship Prospectus



Wyndham
Community &
Education Centre Inc.
Improving lives - Strengthening communities

www.wynlearnfestival.org.au





Acknowledgement of Country

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

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

The Festival 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

“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*

and education

Welcome

The Wyndham Learning Festival is the city's largest annual learning event and its reach has grown significantly since its inception in 2016.

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

In 2026 the Festival will celebrate its 11th year. We look forward to providing some new and exciting initiatives that will give sponsors more ways to connect with the community.

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 \$1200 with benefits accruing as your investment increases.



Want to support the Festival without a sponsorship package?

We welcome tax-deductible donations of any size, and every contribution strengthens community learning. To donate email contact@wynlearnfestival.org.au.





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. The Festival has activities for all ages and interests, promoting lifelong learning for all. The Festival also welcomes new events, sponsors and participants to reflect this diverse and dynamic learning community.

Previous Learning Festival activities have included sessions on digital literacy, creative skills, and career development at the Learning for Business Expo. Participants have enjoyed workshops on dancing, cooking, car care, cultural immersion, and inspiring young scientific minds. Additionally, mindfulness workshops, AI tools, art therapy and local Aboriginal culture have been explored.

Background

The City of Wyndham is one of Australia's fastest-growing cities. Its population is projected to reach 334,180 in 2025 and 457,688 by 2040. Almost half of Wyndham residents were born overseas. With growth of this scale come significant benefits and challenges, and the city is committed to supporting sustainable inclusion by prioritising lifelong learning across the community.

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 is essential - we rely on it to promote the Festival, provide inclusive support, and reach people across the municipality of all ages 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 2024-2029 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.

"A participant from a multicultural background shared how isolating it felt to navigate mental health challenges while adapting to a new culture. After attending workshops focused on wellbeing and connection, they felt empowered, understood, and motivated to engage more actively in their community."

Shared from a 2025 event host



Mini Expo at 2025 Launch

2025 Launch

The Festival's signature WynTalk: Launch with Christine Anu took place on Sunday, 24 August, at the Encore Events Centre. Over 370 attendees enjoyed songs and stories from Christine's 30-year career, celebrating culture, heritage, and family while exploring the power of storytelling and artistic expression.

Media Coverage

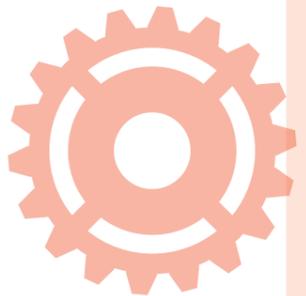
Sponsoring the Wyndham Learning Festival offers a unique opportunity to enhance your brand's visibility through extensive media coverage. The Festival is featured in local media, including articles in the Star Weekly newspaper and the Wyndham Council's Wyndham News, which is distributed to every household in the city. Additionally, the Festival runs a coordinated social media campaign with posts organically reaching over 2,200 accounts in the lead-up to Festival week. This multi-platform exposure ensures that your sponsorship will be seen by a wide and engaged audience across Wyndham and beyond.

"It is so important to educate our community, and this Festival is essential to all."

2025 Festival participant



2025 WYNDHAM LEARNING FESTIVAL BY THE NUMBERS...



**7
DAYS**
Over 3,700 registrations
and 130 events

130+ in person or online
free talks and workshops

76K accounts reached across
Facebook, Instagram and LinkedIn.

OUR SPONSORS FROM 2025



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: \$12,000 (plus GST)

Gold Sponsor: \$6,000 (plus GST)

Silver Sponsor: \$3,000 (plus GST)

Bronze Sponsor: \$1,200 (plus GST)

SPONSORSHIP PACKAGE	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo on invitation to Festival launch event	✓			
Full-page advertorial in the Festival Annual Report	✓			
Opportunity to speak at Festival launch event	✓			
Priority banner placement at Festival launch event	✓			
Social media advertorial highlighting the sponsor's work in the community	✓			
Banner on main stage or in foyer at launch event	✓	✓		
Dedicated priority display space at Festival launch event	✓	✓		
Sponsor acknowledgement & website link featured in WLF website footer	✓	✓		
Inclusion of promotional material in Festival showbags	✓	✓	✓	
Official sponsor recognition certificate	✓	✓	✓	
Opportunity for official event photos with guest talent at the Festival Launch **	✓	✓	✓	
Logo included in social media advertising (approx. reach 72,000)	✓	✓	✓	✓
Sponsor acknowledgement and website link on the WLF website	✓	✓	✓	✓
Sponsor thank-you post on social media	✓	✓	✓	✓

** subject to time and availability

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

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