

SPONSORSHIP OPTIONS

*THIRD NATIONAL FORUM ON AUSTRALIA'S WELLBEING:
COMMUNITY, BUSINESS, AND GOVERNMENT*

Wellbeing in Action:

An economy that enables people, communities,
business, and nature to thrive

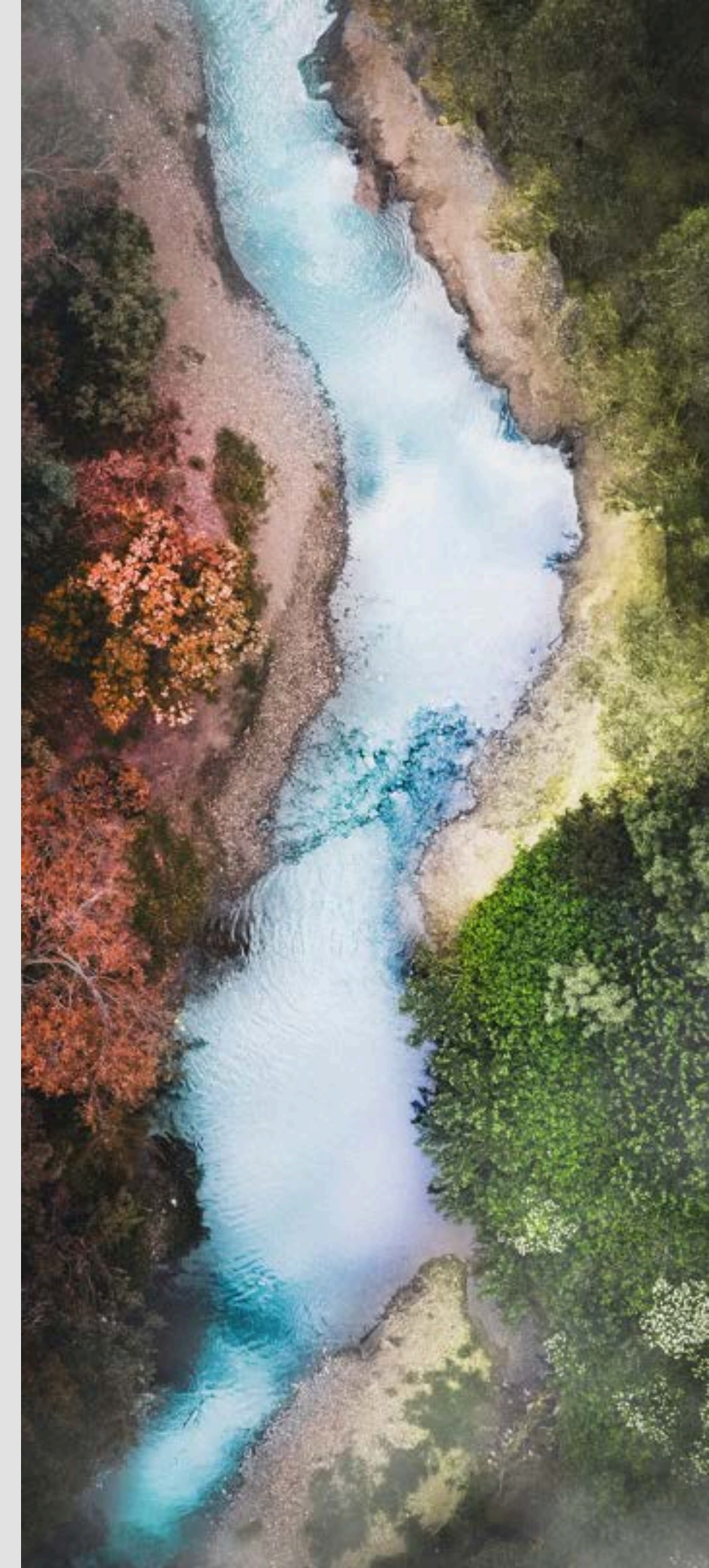
21-23 OCTOBER 2025 ————— ANN HARDING CONFERENCE CENTRE, UNIVERSITY OF CANBERRA, ACT

*THIRD NATIONAL FORUM ON AUSTRALIA'S WELLBEING:
COMMUNITY, BUSINESS, AND GOVERNMENT*

Beyond Business as Usual: Driving Systemic Change

Around the world, including in Australia, there is an increasing recognition that 'business as usual' is failing at the cost of the wellbeing of people and the planet. Over the past few years, considerable progress has been made in alternative models (e.g., wellbeing governments and frameworks, increasing number of businesses focusing on social impact and values, and community-driven wellbeing programs). Yet, progress remains slow, siloed across sectors, and lacking the united, transformative action needed to drive systemic change despite good intentions. A wellbeing economy—one designed deliberately to work for people and the planet, not the other way around—offers a crucial pathway forward.

With the hottest year on record behind us and rising wealth inequity, the need for action has never been greater. Governments, businesses, and communities must move beyond intention to real change—focusing on wellbeing outcomes that benefit both people and the planet. This forum will reflect on progress, tackle key challenges, and explore the next steps to accelerate impact. Now is the time to turn insights into action and build a future where wellbeing drives decision-making at every level.

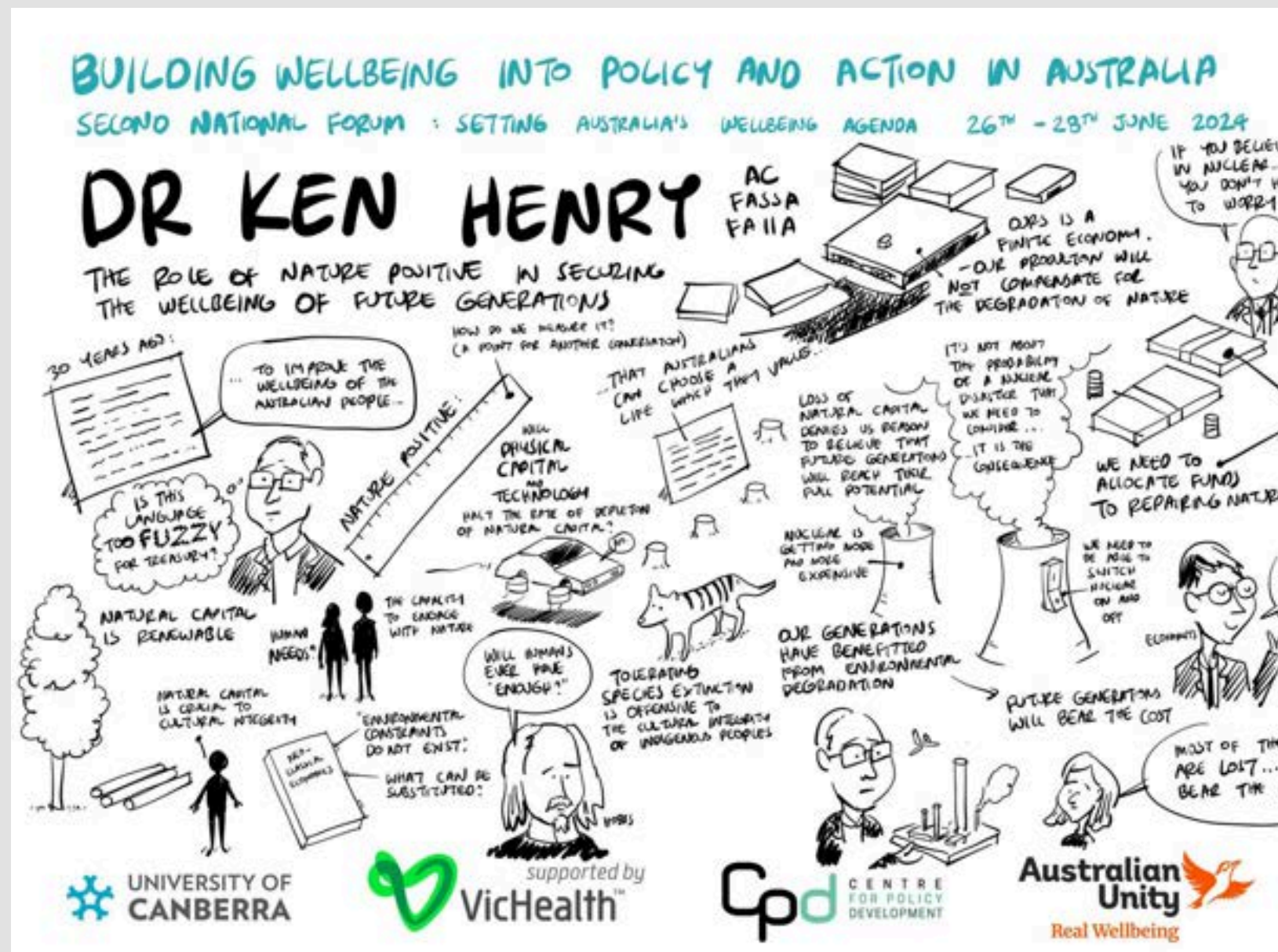


Advancing Wellbeing in Action: A Cross-Sector Approach

In 2024, over 200 attendees gathered in Canberra and online to attend the Second National Forum on Building Wellbeing into Policy and Action in Australia. This built on the momentum from the 2023 inaugural forum and brought together leaders across academia, policy and practice.

This year, the forum moves beyond setting the wellbeing agenda to driving real impact. A key focus will be highlighting the vital roles of government processes, communities, and businesses in leading change. Transforming to a wellbeing economy requires coordinated action across all three sectors—community, business, and government.

Over three days, we will showcase best-practice examples of embedding wellbeing into practice and transforming systems across sectors. Through thought-provoking discussions, we will challenge assumptions, foster cross-sector collaboration, and identify opportunities for alignment—ensuring that wellbeing is not just an aspiration but a lived reality.



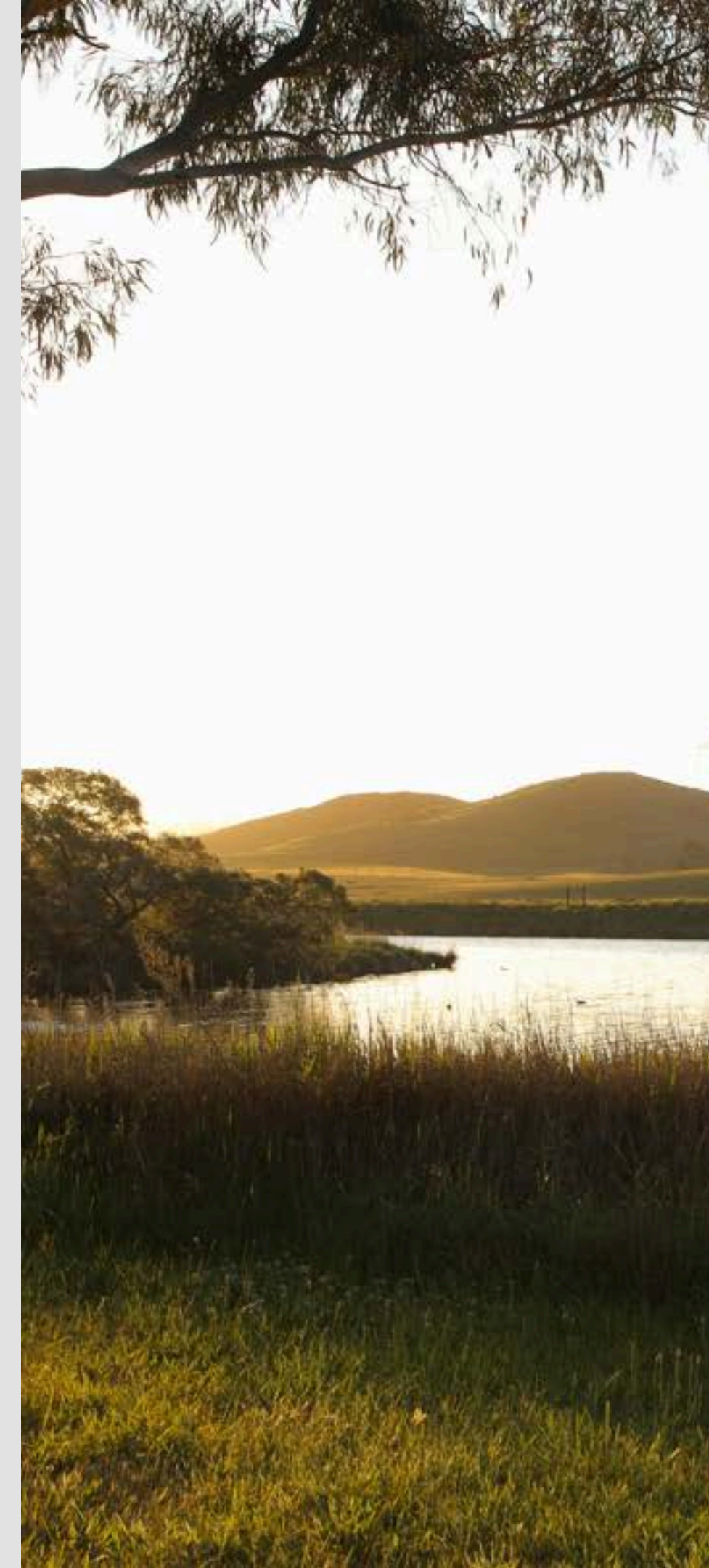
Visual scribe by gavinblake.com.au

THIRD NATIONAL FORUM ON AUSTRALIA'S WELLBEING: COMMUNITY, BUSINESS, AND GOVERNMENT

Who should attend?

The Third National Forum is designed for leaders, policymakers, practitioners, academics and changemakers committed to embedding wellbeing into policy and practice across Australia. We welcome:

- **Government representatives** – policymakers, advisors, and public sector leaders driving wellbeing initiatives at local, state, and national levels.
- **Business leaders and industry professionals** – those shaping corporate social responsibility and sustainable economic practices.
- **Community organisations and NGOs** – advocates and practitioners working on the ground implementing wellbeing-focused programs and strategies in communities.
- **Academics and researchers** – experts exploring evidence-based approaches to wellbeing and system transformation.





*THIRD NATIONAL FORUM ON AUSTRALIA'S WELLBEING:
COMMUNITY, BUSINESS, AND GOVERNMENT*

Why join us?

- Enjoy three days in the nation's capital to think critically about how we can transform systems to create a wellbeing economy that enables people, communities, business and nature to thrive.
- Join some of the best thinkers and change-makers who are implementing best practice models for embedding wellbeing across community, business, and government sectors.
- Learn from academics, policymakers, and practice experts to understand what has worked and the challenges we face in moving from wellbeing agendas and frameworks to transformative action across sectors.
- Hear from a diverse range of speakers selected via a highly competitive open call for EOIs for posters and oral presentations.
- Cultivate collaborations and networks in diverse yet complementary sectors to drive action.

Forum themes

The forum will explore best practices Australia could adopt across the community, business, and government sectors to create thriving wellbeing for people and the planet.

Importantly, it will allow for healthy cross-sector debate and a focus on measurement, data and lessons from Indigenous successes in each theme.

Communities and Grassroots Action	How are communities driving wellbeing in action? We will explore ways in which communities are driving system change to shape wellbeing, showcasing communities in action. Discussion will include community engagement models and efforts to drive change.
Redefining Business	How is business a critical component in the transformation to prioritise wellbeing? Looking at the ways private sector and social enterprise can contribute to increasing wellbeing. This will include discussion on circular economies, regenerative business practices, and various structures such as social and community impact companies and community co-operatives.
Government and Public Policy	How does wellbeing action look across different national and international jurisdictions? How can wellbeing be embedded in policy, budgeting and regulatory frameworks at a state and national level? The Wellbeing for Future Generations Bill will be discussed with its focus on long-term intergenerational decision making.

THIRD NATIONAL FORUM ON AUSTRALIA’S WELLBEING: COMMUNITY, BUSINESS, AND GOVERNMENT

Sponsorship options

Level	Amount (exc. GST)	Nominated speaker or panel member	Branding - website, program and event	Delegate passes (valued at \$600 each)	Promotion & comms
Platinum (3 available)	\$40,000	2	Website: Top tier position, single line or shared with maximum two other sponsors Program: Top tier on front page, thanks on rear page Pre-event: Invitation to a pre-conference event at least 1 month before the conference to get to know the leadership group and have fireside chats Event: Top tier logo position on title slides for panels & session introductions, first banner position, platinum billing in introduction and closing remarks Post-event: Invitation to a post-conference event	4	Promoted in media releases as platinum partner; reference to brand in pitch and media conversations
Gold (4 available)	\$25,000	1	Website: Second tier position Program: Second tier on front page, thanks on rear page Event: Second tier logo position on title slides for panels & session introductions, second banner position, gold billing in introduction & closing remarks	3	Reference to brand in pitch and media conversations
Silver	\$15,000		Website: Third tier position Program: Third tier on front page, thanks on rear page Event: Third tier logo position on title slides for panels & session introductions, third banner position, thanks in introduction & closing remarks	2	
Bronze	\$5,000 to \$10,000		Website: Fourth tier position Program: Fourth tier on front page, thanks on rear page Event: Fourth tier logo position on title slides for panels & session introductions, fourth banner position, thanks in introduction & closing remarks	1	

An aerial photograph of a park with a winding path, lush green trees, and a gazebo. The text is overlaid on the image.

*THIRD NATIONAL FORUM ON AUSTRALIA'S WELLBEING:
COMMUNITY, BUSINESS, AND GOVERNMENT*

Wellbeing in Action:

*An economy that enables people, communities,
business, and nature to thrive*

THIS CONFERENCE IS SUPPORTED BY A COMMITTED GROUP OF PLANNERS FROM UNIVERSITY OF CANBERRA, DEAKIN UNIVERSITY, CENTRE FOR POLICY DEVELOPMENT, AUSTRALIAN NATIONAL DEVELOPMENT INDEX, AUSTRALIAN SOCIAL VALUES BANK, MONASH SUSTAINABLE DEVELOPMENT INSTITUTE, AND UNIVERSITY OF TASMANIA.