



Supply Chain Connect: Victoria's Trains, Buses and Trams Sponsorship Proposal

April 2026

About ICN Victoria

ICN Victoria is a not-for-profit organisation that exists to help local businesses win. With the support of the Victorian Government, ICN Victoria has worked with local industry since 1984 to ensure that small and medium sized enterprises (SMEs) are given full and fair opportunity to work on major procurements by identifying opportunities for participation, innovation, and growth.

Our services include matching company capability with opportunities driving local, social, and sustainable outcomes through government and private sector procurement.

We have teams across Victoria that support the process, including:

- analysis and identification of business capability
- industry sector specialists
- supply chain mapping and market research
- consulting on best procurement practice
- localisation and import replacement support on major procurements.

Our processes facilitate end-to-end compliance with industry participation policies and support industry's social licence to operate, ensuring that our local economy wins.

Supply Chain Connect: Victoria's Trains, Buses and Trams

Victoria is undergoing a transformation of its public transport system, underpinned by significant government investment in rolling stock, including next-generation trains, modern tram fleets, and zero-emission buses. This pipeline which includes programs such as Melbourne Train Refranchising (MR5), Zero Emission Bus (ZEB) initiatives and ongoing maintenance contracts is creating sustained, long-term procurement and supply chain opportunities across advanced manufacturing, components, maintenance, and services.

Supply Chain Connect: Victoria's Trains, Buses and Trams is a targeted industry event designed to accelerate engagement between these major project opportunities and the local businesses best positioned to deliver them.

The event brings together:

- Government decision-makers shaping procurement strategies
- Tier 1 contractors and OEMs delivering major programs
- Procurement leaders actively sourcing suppliers
- Victoria's manufacturing and supply chain ecosystem

Held at Elará Melbourne, this forum is intentionally designed to move beyond high-level discussion into practical, early-stage engagement, supporting capability visibility, supply chain matching, and real commercial outcomes.

With keynote insights from **Ben Phyland, Head of Rolling Stock Development (Department of Transport and Planning)**, the event will be of great strategic relevance with more speakers to be announced soon.

As a sponsor, your organisation will play a meaningful role in Victoria's rapidly expanding transport manufacturing sector. By aligning with this event, you will be actively positioned where decisions are influenced, partnerships are formed, and future work is unlocked.

Event details

Event date: Thursday 16 July 2026

Event time: 4:00PM–7:00PM (Formalities commence at 5:00PM)

Event location: Elará Melbourne Level 15, 123 Queen Street Melbourne

Registration and networking	4:00PM
Welcome and speakers	5:00PM
Networking	5:30PM
Event concludes	7:00PM
Bump out	7:30PM

Speaker(s)

Ben Phyland, Head of Rolling Stock Development, Department of Transport and Planning

Ben Phyland leads the \$9 billion train, tram and ticketing delivery program. With 25 years' rail experience, he oversees major rolling stock, ticketing, communications and maintenance projects, while supporting Victoria's rail industry and workforce development.

More speakers to be announced soon.

Audience

This event is a highly targeted opportunity for businesses to gain direct insight into Victoria's rolling stock pipeline and position themselves for upcoming work. Attendees will hear from key project leaders, understand procurement expectations, and learn practical strategies to secure contracts across major programs. Just as importantly, they will engage directly with buyers, Tier 1 contractors, and industry peers—building the relationships needed to enter and succeed within the transport supply chain.

This event convenes a highly curated, project-relevant audience spanning the rolling stock and public transport ecosystem, including:

- SMEs, manufacturers, and specialist service providers
- Original Equipment Manufacturers (OEMs)
- Tier 1 contractors and project bidders
- State and federal government representatives
- Industry associations

Attendees represent the supply and value chain responsible for building, operating, and maintaining Victoria's trains, trams, and buses, creating a uniquely integrated environment for engagement.

Sponsorship benefits

Sponsorship of this event positions your organisation at the centre of Victoria's transport supply chain ecosystem at a critical moment of growth.

- Engage directly with procurement teams and Tier 1 contractors
- Position your business for upcoming tenders and supply chain inclusion
- Showcase innovation and local capability
- Make meaningful Industry connections

More than brand exposure, this is a strategic opportunity to build relationships, position for supply chain inclusion, and convert engagement into tangible business opportunities.

Sponsoring this event places your organisation at the centre of a high-value, project-focused network of decision-makers and suppliers. It provides direct access to procurement teams and Tier 1 contractors, strengthens your visibility ahead of major tenders, and showcases your capabilities to a highly relevant audience.

Sponsorship opportunities

Sponsorship opportunities

Platinum sponsorship – \$6,500 ex GST

1 available

- 5-minute speaking opportunity at beginning of event
- 2-minute sponsor video (on loop, no sound) during event
- Exclusive sponsor email to ICN Victoria database pre-event and Company mention in post-event
- Exclusive pre-event social media post
- Logo placement on ICN Victoria website event page, digital and print event branding*
- MC acknowledgements throughout the event
- Premium industry showcase stall (trestle table & chair provided)
- Access to full registration list before and after event**
- 5 event tickets (valued at \$700 ex GST)

Gold sponsorship – \$4,500.00 ex GST

2 available

- 2-minute speaking opportunity at conclusion of formalities
- 2-minute sponsor video (on loop, no sound) during event
- Company mention on email to registered attendees pre-event
- Company mention on a pre-event social media post
- Logo placement on ICN Victoria website event page and digital event branding*
- MC acknowledgement
- Premium industry showcase stall (trestle table and chair provided)
- Access to full registration list before and after event**
- 4 tickets included (valued at \$560 ex GST)

Silver sponsorship – \$2,500 ex GST

9 available

- Company mention on email to registered attendees pre-event
- Logo placement on ICN Victoria website event page and digital branding*
- MC acknowledgement
- Standard industry showcase stall (trestle table and chair provided)
- Access to registered attendees company names after event**
- 2 tickets included (valued at \$280 ex GST)

Opportunity available for Electric Bus Manufacturers only

Bronze Sponsorship – \$750.00 ex GST

10 available

- Logo placement on ICN Victoria website event page*
- MC acknowledgement
- Pull up banner display only
- Access to registered attendees company names after event**
- 1 ticket included (valued at \$140 ex GST)

*Placement is at ICN Victoria's discretion and subject to submission deadlines.

**Subject to attendees' consent.

Physical setup inclusions

- Premium, standard stall or pull up banner display placement determined at the discretion of the ICN Victoria event team to ensure optimal flow and visibility (final dimensions may vary slightly)
- Power available

Recommended display materials

- 1-2 pull banners (maximum width 850mm each)
- Brochures or flyers for 150 – 200 pax
- Branded tablecloth (available for Platinum, Gold and Silver sponsors only)
- Product samples, props, or demonstration materials

Event day access

- Early access for bump-in and setup (typically 1–1.5 hours prior to event start)
- On-site support from the ICN Victoria event team
- Complimentary catering and non-alcoholic beverages for representatives as per sponsorship package

Partner with us

Complete the below form and return to Melissa McCurry, mmccurry@icnvic.org.au

Contact information	
Organisation (Marketing purposes)	
Business Name	
ABN	
Postal Address	
Contact person	
Contact person position	
Mobile	
Email	

Tier	Investment	Confirm - Yes
Platinum Sponsorship	\$6500.00 ex GST	
Gold Sponsorship	\$4500.00 ex GST	
Silver Sponsorship	\$2500.00 ex GST	
Bronze Sponsorship	\$750.00 ex GST	

We apply for sponsorship in accordance with the terms and conditions set out in this proposal.

Authorising signature:

Authorising signature	
Signature	
Date	
Total amount of sponsorship	\$ ex GST

Terms and conditions

1. A formal contract agreement document will be provided and is required to be signed to confirm participation.
2. Notice of cancellation must be submitted in writing to Melissa McCurry at mmccurry@icnvic.org.au
3. Cancellations received on or after 10 business days prior to the event will not be refunded.
4. ICN Victoria reserves the right to cancel the event and refund any sponsor fees at any time.
5. Sponsor bookings are only confirmed once full payment is received and the contract is signed by an authorised representative
6. Sponsors must comply with all venue rules and event guidelines.
7. Sponsors must hold their own Public Liability insurance policy (minimum \$20 million recommended). A copy of the Certificate of Currency may need to be provided upon request.