

2025 BioMelbourne Network Partnership Prospectus



**BioMelbourne
Network**
Progressing BioIndustry



Bio
Net
Progressing

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About BioMelbourne Network



BioMelbourne Network is the peak body in the Victorian healthtech industry, driving engagement and growth in research, innovation, commercialisation and, manufacturing through local and international networks. Since 2001, we have actively fostered and grown our innovative, globally competitive sector, transforming our Network and supporting broader connectivity and engagement in Victoria, Australia and, internationally. In this technologically-driven sector, BioMelbourne Network has unlocked this potential through its digital platform Wilam, Australia's Life Sciences Industry Community, and through the BioResource Hub.

Our members are diverse, and experts in their respective fields, from early-career researchers to company executives and experienced directors; start-ups through to large multinational corporations. We represent the full innovation ecosystem: universities, researchers and developers, manufacturers, investors, government departments and all aspects of the services sector, from product design to clinical trials, and manufacturing to commercialisation.

Playing a critical role in connecting health, research and, industry, BioMelbourne Network's mission is to build the ecosystem of capabilities in Victoria. Our vision is for Melbourne to be a leading global health technology hub for innovation and commercialisation of products and services.

BioMelbourne Network's ability to enable the entire sector in a credible and meaningful manner allows us to co-develop truly tailored partnership structures designed around your organisation's objectives.

A partnership with BioMelbourne Network provides services and solutions that will maximise your return on investment and expose you, and your organisation, to a large number of potential clients and future projects, and grow your brand awareness.

Strengthening and transforming the life sciences ecosystem

This partnership prospectus outlines opportunities available to leverage BioMelbourne Network's renowned ability to connect the entire sector in a credible and meaningful manner. Co-design a truly tailored partnership designed around your objectives by combining elements through this prospectus and maximise your brand exposure, and desired outcomes, across multiple platforms.

Opportunities include:

- Wilam, Australia's digital life sciences industry community
- Sector intelligence and connection
- BioResource Hub, the capability building library
- Events.

Partnering with BioMelbourne Network offers:

Brand enhancement: Secure a pivotal sponsorship role in BioMelbourne Network's digital platforms, capability building opportunities, thought leadership and networking events. Achieve exceptional brand visibility and solidify yourself as a vital contributor to Victoria and Australia's biotechnology story.

Bespoke partnership packages: Co-design a customised package that aligns with your company's marketing goals, optimising your brand's impact with your target audience.

Lasting impact and alignment to innovation: Position your company as a forward-thinking, technology-savvy organisation that supports modern tools to connect the ecosystem. Our digital platforms are available 24/7 thereby increasing your reach and enhancing your brand visibility. Leverage prime placement on digital platforms, including web pages, email campaigns, and social media channels, ensuring consistent and enduring brand exposure across the biotech community.

Multi-year agreements: Secure a multi-year agreement with BioMelbourne Network, positioning your brand consistently at the vanguard of innovation. Benefit from sustained visibility and influence across several years, reinforcing your brand's impact in and commitment to the biotech industry. Multi-year agreements offer budget stability and less administration.

Long-term relationship building: Establish your brand as a trusted partner of BioMelbourne Network. By committing to a long-term sponsorship, foster deep and lasting connections with key industry players, enhancing your brand's credibility and network.

Executive & C-suite connections: Engage directly with industry changemakers; build strategic relationships, increase brand awareness, gain industry insights to inform business strategies, and enhance your brand.



Wilam is an online community for the life sciences industry.

Wilam is designed to facilitate collaboration and innovation within our biotech community by providing a space for industry leaders, professionals, researchers, and companies to connect. It's specifically built for our sector, and it's different from LinkedIn.

Wilam means 'home' in the Woi-wurrung language of the Wurundjeri People of the Kulin Nation, the Traditional Owners of the lands on which BioMelbourne Network is based. Coming together in our 'home' reflects our platform's purpose in fostering partnerships and engagement in the biotech sector. It serves as a hub for sharing knowledge, opportunities, and resources, including industry news, events, and thought leadership.

Wilam is a community platform that has notice/discussion boards, a searchable directory, libraries, and an events calendar. It brings information, events, questions, and resources that you're interested in, to you.

In 2023-2024, Wilam experienced significant growth and community engagement, with increases in active users (50%), contributions (88%), organisations represented (83%), and events published in the calendar (157%) compared to the previous year. BioMelbourne Network recognises its value and continues to invest in this platform.

Through Wilam, BioMelbourne Network aims to strengthen the biotech community in Melbourne and beyond by enabling seamless communication and partnership opportunities across the industry.

Key features include:

Find and be found through the BioDirectory: Connect with individuals and organisations within the biotech ecosystem to build relationships and potential collaborations. Wilam has over 7,500 account holders who can be found in its directory, and who can find you.

Industry insights: Providing valuable information and updates on the latest trends, research, and advancements in the biotechnology industry. Posts on Wilam reach more than 7,500 inboxes each week.

Discover and promote sector events: Stay informed about key events, conferences, workshops, and networking opportunities across the country. This accessible calendar enables users to discover events that are relevant to their interests, sub-industry, or professional development in one space. Free to list, it fosters a sense of community by bringing together people from various sectors, encouraging collaboration and knowledge exchange, thereby promoting broader involvement and connection domestically and globally.

Coming in 2025: Careers Hub. To address the limited awareness of career pathways and opportunities – a well-known concern across the sector – BioMelbourne Network is undertaking career mapping of Victorian medical research roles, an online community to support engagement, a jobs and opportunities board, and mentoring between members of the ecosystem. These will all be hosted on Wilam.

www.wilam.com

Trusted platform partners: Wilam branding and community engagement



Overview

Our world-class digital platform, Wilam, offers extensive branding opportunities.

Investing in this initiative demonstrates your drive for innovation, commitment to fostering collaboration, and support for the growth of industry leaders and emerging technologies.

As a trusted Wilam partner, your organisation will be recognised in both public and interior-facing locations on the platform with click-through links leading to more information on the [Wilam Partners](#) page. Here, partner organisations are profiled with an opportunity to include an organisation description, contact email, website link and, LinkedIn.

Wilam also offers the ability to create your own community to facilitate discussions around a specific topic or connect with a certain group of individuals. The Wilam team will setup the space for you, train your community admin and provide ongoing technical support.

Deliverables:

- Partner logo displayed on Wilam's public-facing homepage, member homepage carousel, and Wilam marketing emails.
- Partner recognition communications.
- Listing on [Wilam Partners](#) page with link to partner website.
- Creation of a community or independent library for partner organisation, within Wilam, including admin training and ongoing support.
- Provision of impact report that will clearly identify success measures such as page views and impressions allowing you to identify the ongoing success of your alliance with BioMelbourne Network and partner benefits, whilst also allowing you to identify future sector trends and opportunities.

Outcomes:

- Align your brand with an initiative that benefits and advances Australia's life sciences sector.
- Increase brand awareness with both new and existing audiences across life sciences.
- Leverage Wilam to keep your brand at the forefront of users' minds and position your organisation as a thought leader.
- Build relationships and actively engage with a targeted community and audience.
- Showcase your resources and product information to the sector.

Sector intelligence and connection



Overview:

Partnering with BioMelbourne Network through Wilam offers unparalleled value in creating unique sector insights through the combination of expertise and resources.

BioMelbourne Network brings a wealth of industry knowledge, connections, and a deep understanding of sector challenges, while Wilam provides a robust, data-driven environment that facilitates the aggregation, analysis, and dissemination of valuable insights. This collaboration allows for the creation of highly relevant, timely, and actionable intelligence that helps stakeholders stay informed of emerging trends, make data-driven decisions, and identify growth opportunities. By working together, we can deliver a comprehensive view of the sector, promoting thought leadership, driving strategic initiatives, and deepening the collective understanding of key industry dynamics.

If you're facing a challenging question, or would like to understand how to best support the sector, we welcome a discussion on how we can provide you with evidence-based answers.

We are confident that BioMelbourne Network, and our digital platforms will become one your most valuable resources.

Deliverables:

- Targeted mapping of organisations and capabilities across Australia's life sciences sector.
- Data-driven insights into the sector through Wilam engagement and activity reporting.
- Targeted communications to sector via email marketing, polls, and direct introductions.
- Provision of impact report that will clearly identify success measures such as page views and impressions allowing you to identify the ongoing success of your alliance with BioMelbourne Network and partner benefits, whilst also allowing you to identify future sector trends and opportunities.

Outcomes:

- Gain deep insights into the capabilities of Australia's life sciences sector.
- Stay informed about key industry conversations and understand the evolving needs of organisations.
- Make well-informed decisions that enhance business strategies and operations.

Overview:

Advertise on Wilam to enhance the visibility of your product or message within Australia's life sciences industry.

Options for website banner ads in multiple sizes and locations across Wilam, including:

- Public facing homepage top of page (above navigation bar)
962w x 125h pixels
- Public facing homepage bottom
962w x 125h pixels
- Interior pages top of page
962w x 125h pixels
- Interior pages bottom of page
962w x 125h pixels
- Interior pages right of page
160w x 160h, 160w x 320h

Potential Deliverables:

- Your advertisement will be displayed on Wilam for a predefined period (cost per month).
- Your advertisement will be displayed in the size and location specified by your organisation.
- Reporting at the end of advertisement period including:
 - Ad click-through and click-through rate.
 - Total Ad page views.

Outcomes:

- Convey a specific message to an untapped audience.
- Leverage the Wilam name and network to showcase a specific product and position your organisation as front of mind.
- Increase traffic to your organisations webpage via ad click-throughs from Wilam.

Overview

Over the past four years, BioMelbourne Network has been developing a suite of capability building resources featuring and celebrating inspiring and influential sector leaders. This library of event recordings is the BioResource Hub. Hosted on Wilam, it continues to grow each month.

Our event recordings cover topics across the developmental pipeline, including business and financial, commercialisation, medtech and health IT, biotech and pharma, sector engagement, academia and research, and hospitals and healthcare.

Become a BioResource Hub partner and make a commitment to upskilling Australia's talent. Not only will you and your colleagues have unlimited access to a valuable suite of capability building resources featuring Victorian, Australian, and global biotechnology leaders discussing and debating the challenges and opportunities facing our sector; but your partnership will also support the continuation of hybrid events for greater and ongoing access, thereby contributing to the ongoing training and learning of our sector.

Potential Deliverables:

- Access to BioResource Hub library of capability building resources.
- Branding as a BioResource Hub partner, including:
 - Logo presented on BioResource Hub homepage (public-facing and interior).
 - Logo presented on BioResource Hub emails.
 - Partner recognition communications.

Outcomes:

- Increase the knowledge and training of your employees through access to BioResource Hub event recordings.
- Facilitate training and learning throughout the sector as you contribute to increasing availability of these capability building resources.
- Increase your brand or product awareness.

www.wilam.com/bioresourcehub



Events

Overview

BioMelbourne Network hosts an annual program of events, including multi-day global masterclasses, one-day conferences, webinars and seminars, information sessions, and exclusive roundtables for Non-Executive Directors and C-suite. By bringing the ecosystem together through our events platforms, Members and speakers have a forum to share their skills and experience, and delegates gain valuable insights and, critically, connections.

In 2023-2024 BioMelbourne Network delivered 27 events and attracted more than 3,300 event attendees from 520 unique organisations.

BioMelbourne Network events cover a variety of topics and formats with opportunities for executive roundtables with 20 attendees, or larger events with 80-600 attendees.

Potential Deliverables:

- Speaking opportunity at a BioMelbourne Network event.
- Sponsorship of a BioMelbourne Network event including:
 - Organisation logo displayed through a variety of high-quality marketing channels.
 - Sponsorship acknowledged before, during, and after the event.
 - Included tickets for staff or clients to attend the event.
- Development and hosting of a specific event, online or in-person, including:
 - Coordination, preparation, and event management.
 - Promotion and marketing of the event.
 - Post-event evaluation.

Outcomes:

- Increase brand or product visibility and awareness.
- Leverage BioMelbourne Network's reach to access both new and existing audiences.
- Align your brand with events that are important to your organisation.



Key contacts



Karen Parr

CEO

kparr@biomelbourne.org

Karen brings almost 20 years' experience in science policy, strategy, communications and engagement for government and industry bodies in Australia, New Zealand and the UK. Karen is recognised for her ability to navigate complex stakeholder environments, forge trusted strategic partnerships and drive meaningful change within local, national and international environments.

She has worked extensively on public policy impacting life science companies, including opportunities and challenges traversing capital attraction, tax incentives, clinical trials, regulation and commercialisation of medical research. She established Australia's Cell and Gene Catalyst and developed and launched research reports that resulted in increased global investment in Victoria and Australia. Before joining BioMelbourne Network in June 2024, Karen was the Director of Policy and Communications at AusBiotech.



Vicky Jones

Operations Manager

vjones@biomelbourne.org

Vicky has over 20 years' experience in event management, business development, marketing and client relations in the UK, Malaysia and Australia. Since joining BioMelbourne Network in 2014, she has strategically positioned the Network as a vital hub for innovation and collaboration in the life sciences industry.

Previously, Vicky was Executive Director at the British Malaysian Chamber of Commerce, strengthening trade between the two countries. She also served as Assistant Project Director for the BMW Malaysian Open, a WTA international tennis tournament.



Jess Balk

Digital Platform Manager

jbalk@biomelbourne.org

Jess joined BioMelbourne Network in 2021 after earning a Master of Biomedical and Health Sciences at Monash University.

She has worked across communications and strategic projects before taking on her current role as Digital Platform Manager. In this role, Jess has contributed to the digital transformation of BioMelbourne Network through the launch and management of both Wilam and the BioResource Hub and is now also leading the creation of the Careers Hub.

Board of Directors



David Herd

Previously, Director, Market Access and CGA, GSK Australia

David has worked in the pharmaceutical industry for over 30 years, a period which has seen the industry environment and science significantly change.

He has been at the forefront of understanding, translating and strategically advising how to adjust to regulatory, policy, political and legislative changes, ensuring that companies can access the market efficiently and serve their patients. David has held various industry association and advisory roles.



Elane Zelcer

Director, BioConsult Pty Ltd and AllergyPal Pty Ltd

Elane has more than 28 years' experience in healthtech, including director, executive management, consulting and academic roles.

She has worked with and advised SMEs, multinational companies, universities, CRCs and Australian and State Government committees. Elane provides guidance on strategic decision-making, risk management, governance, capital raising and commercialisation. She is a Fellow of the Australian Institute of Company Directors.



Dr Alison Greenway

Senior Director, Enterprise and Partnerships, Monash University

As a business development and commercialisation executive, she has extensive experience leading biomedical and public health business development activities in universities and medical research institutes.

She gained her PhD in Biochemistry from Monash University and spent 10 years leading research in HIV virology. Alison holds a Bachelor of Law from Latrobe University and is admitted to the Supreme Court of Victoria as a lawyer.



Irene Kourtis

Managing Director, RISE Advisory Group

Irene has held several executive appointments, including CEO at the Australian Genome Research Facility, Neuroscience Trials Australia and Children First Foundation and COO at the Australian Academy of Technology and Engineering. Irene gained her PhD in Molecular Virology at the Burnet Institute/RMIT, has a Graduate Diploma in Intellectual Property Law and is a graduate member of the Australian Institute of Company Directors.



Dr Keith McLean

Previously, Director of Manufacturing, CSIRO

Previously CSIRO Director of Manufacturing, Keith retired from the role in 2020 after six years. At CSIRO, Keith led more than 350 scientists and engineers, developing solutions for high-tech Australian manufacturing in biomedical, chemical and fibre, metals, and innovative manufacturing, with a focus on Australian and global companies. He has a PhD in industrial microbiology from the University of Aberdeen, Scotland.

Board of Directors



Emma Ball

Global Head of Ecosystem Development, Illumina Inc.

Emma's leadership roles span business development, corporate strategy, commercial development, R&D program management and alliance management at CSL, and she has worked in small biotech, both ASX-listed and private.

Emma gained her PhD in Medicine from the University of Melbourne, followed by postdoctoral studies at Monash University. Emma holds an MBA from RMIT University, and is a graduate of the Australian Institute of Company Directors and the Wade Institute's Venture Capital Catalyst.



Prof Ian Meredith AM

Vice Chancellor's Professorial fellow, Monash University

Ian previously held the position of Executive Vice President and Global Chief Medical Officer at Boston Scientific Corporation, in the US.

He served as Professor and Director of MonashHeart, at Monash Health. During his career spanning over 30 years as a practising clinician, interventional cardiologist, clinical trialist and global key opinion leader, Ian has mentored emerging leaders and performed more than 20,000 invasive cardiac and coronary procedures.



Prof Vera Ignjatovic

Associate Director for Translational Research, Johns Hopkins All Children's Institute for Clinical and Translational Research

Vera is a medical researcher and innovator focused on improving the lives of children via the field of paediatric haematology, and biomarker discovery. She is currently the Associate Director for Translational Research at Johns Hopkins All Children's Institute for Clinical and Translational Research, Professor of Paediatrics at Johns Hopkins University, as well as an Honorary Professor at the Department of Paediatrics at the University of Melbourne.



Andrew Wear

City Economist and Director, Economic Development and International, City of Melbourne

Andrew is a senior Australian public servant and author. He was previously Director of Innovation at the Victorian Government Department of Jobs, Precincts and Regions. Andrew has degrees in politics, law, economics and public policy, and is a graduate of the Senior Executive Fellows program at Harvard Kennedy School. He is a Victorian Fellow of the Institute of Public Administration Australia and a Graduate Member of the Australian Institute of Company Directors.

Testimonials

“We are grateful to have such a trustworthy and reliable partner in the BioMelbourne Network team. Their high standards allowed us to focus on delivering events of high-quality and value to our audiences.

We are still receiving extremely positive feedback from our audiences and speakers about the quality and relevance of the lecture series.”

Phoebe Dunn
CEO, mRNA Victoria

“The level of engagement that BioMelbourne Network has with its members is unique. The management team are highly engaged and thoughtful about new initiatives to support the industry in Victoria.”

Josh Meyer
CEO, Avatar Brokers

“Wilam has been an invaluable tool to connect us with key industry players, enabling us to collaborate with companies that can benefit from our specialised biological temperature sensitive packaging and transport services. We highly recommend Wilam to any business looking to build meaningful partnerships within their industry.”

Brad Nicholson
Managing Director, DG Air

Investment and next steps

The partnership benefits outlined are available to market leaders seeking to engage with BioMelbourne Network and Wilam stakeholders.

Partnership opportunities will be tailored to your budget, and will be co-developed to achieve your sought objectives and outcomes.

Partnering with BioMelbourne Network offers a unique opportunity to align your company with a credible, connected and strong industry leader, gain valuable brand exposure, and most importantly, contribute to the advancement of our sector.

Through tailored sponsorship packages, your organisation will play a pivotal role in strengthening and transforming the future of our life sciences ecosystem. Together, we can drive innovation, foster collaboration, and create lasting impact.

We look forward to exploring how we can build a successful and mutually beneficial partnership that achieves your business goals while making a meaningful contribution to the industry.

Kindest regards,
BioMelbourne Network

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