



# HEALTH FIRST SUMMIT 2027

**PROSPECTUS**

**BREAKING THE CYCLE. LEADING THE CHANGE.**



# Contents

Forward .....	<b>3</b>
Inaugural Program Committee .....	<b>4</b>
About the Summit .....	<b>5</b>
Why Partner with Health First Summit .....	<b>6</b>
Audience and Impact .....	<b>7</b>
Program Overview .....	<b>9</b>
The Program Pillars .....	<b>10</b>
Speaker Opportunities .....	<b>11</b>
Sponsorship Opportunities .....	<b>12</b>
How to Sponsor .....	<b>20</b>
Closing Statement .....	<b>21</b>

# Foreword

Set to redefine the healthcare narrative, the *Health First* Summit, taking place on 18 February 2027 in Sydney, brings together leaders who are pioneering change and transforming first-of-its-kind ideas into real-world impact.

Innovation bottlenecks, policy paralysis, and systems stuck in slow motion have defined too many healthcare conversations. Uniting the diversity of the healthcare sector, the *Health First* Summit showcases the first movers, disruptors, and innovators who are reshaping the boundaries of possibility and translating unique ideas into measurable impact for patients and the health system.

“Year after year, healthcare events rehash the same polite debates about the same persistent challenges. The *Health First* Summit is the antidote to the ordinary. It is not just about talking – it is about doing,” stated Rozalina Sarkezians, Managing Director & Editor in Chief, Health Industry Hub; Co-Founder Entrepreneurial Women in Health Network; Co-Founder, Health First.

“True transformation starts with leadership – the kind that blends courage with purpose and vision with execution. The *Health First* Summit empowers those leaders who are willing to challenge convention, collaborate across silos, and turn ambition into lasting impact,” stated Vanessa Meikle, CEO & Founder, Hunton Executive; Co-Founder Entrepreneurial Women in Health Network; Co-Founder Axis Health Co; and Co-Founder of Health First.

The *Health First* Summit will showcase visionary leaders who not only challenge the status quo but drive it forward by bringing bold ideas to life.

Together, we are not just voicing the future of healthcare. We are building it.

Break the cycle. Lead the change. Redefine a new benchmark for healthcare.

*Rozalina & Vanessa*



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# Inaugural Program Committee

We are proud to introduce the inaugural Program Committee for the *Health First Summit*, a group of leaders who bring deep expertise from across the healthcare ecosystem. With a sharp focus on action over rhetoric, the Committee is shaping a program grounded in implementation and real-world outcomes, while fostering meaningful cross-sector collaboration. We thank the Committee for their leadership, generosity, and commitment to advancing patient-centred impact.



**Dean Whiting**  
CEO, Pathology Technology Australia (PTA)



**Dr Erin Evans**  
CEO, InGeNA



**Deidre Mackechnie**  
CEO, Australian Patient Advocacy Alliance (APAA)



**Distinguished Professor Jie Lu AO**  
Director, Australian Artificial Intelligence Institute (AII), University of Technology Sydney (UTS)



**Elizabeth de Somer**  
CEO, Medicines Australia (MA)



**Nic Woods**  
Chief Health Officer, APAC, Bupa



**Ian Burgess**  
CEO, Medical Technology Association Australia (MTAA)



**To be announced**  
Hospital Representative



**Kieran Schneemann**  
Practicing Independent Consultant & Co-Founder, Ondina, Axis Health Co



**Dr Melina Georgousakis**  
Former CEO, Franklin Women (STEM stream only)

# About the Summit

## MORE THAN AN EVENT - A MOVEMENT

The *Health First* Summit, taking place on 18th February 2027 at Doltone House Jones Bay Wharf in Sydney, is a national movement uniting leaders, decision-makers, and disruptors from across the healthcare ecosystem who are reshaping the future of patient care. It brings together those who refuse to accept incremental change and instead **drive first-of-its-kind solutions in care delivery, policy, funding and access, commercialisation, innovation, prevention, AI and digital health.**

## WHAT MAKES THE HEALTH FIRST SUMMIT DIFFERENT

**First Movers, Pioneers and Disruptors:** Showcasing those who are reshaping the boundaries of possibility and translating unique ideas into measurable impact for patients, the healthcare sector and the health system.

**Action over rhetoric:** A sharp focus on implementation, results, and impact.

**Cross-sector collaboration:** Connecting leaders from across the breadth and diversity of the healthcare sector.

## THE OPPORTUNITY

### 1. Speakers

- Speaking at the Summit offers you the opportunity to influence national dialogue, showcase leadership and excellence, and engage directly with decision-makers.
- It places you among the leaders shaping the future of healthcare. It signals that you are a recognised pioneer, both professionally and personally, who is willing to lead from the front in driving meaningful transformation for patients across Australia's health ecosystem.

### 2. Attendees

- Direct access to cutting-edge insights, strategic thinking, and breakthrough innovations that can accelerate organisational growth, operational excellence, and system-wide performance.
- Your participation elevates your influence, enhances your visibility, and positions your organisation as progressive, growth-focused, and committed to meaningful transformation across the sector.



# Why Partner with the Health First Summit

Partnering with the *Health First* Summit positions your organisation alongside the innovators who are breaking barriers, accelerating reform, and creating new pathways that deliver better outcomes for patients, industry stakeholders and the healthcare system.

This is an environment curated for action. A platform where ideas move beyond discussion to real implementation. It is a gathering of leaders who demonstrate what courageous, future-focused leadership looks like. By partnering with *Health First*, your organisation is recognised as a champion of exactly that kind of leadership.

## BENEFITS OF PARTNERSHIP

- **Unmatched brand visibility**  
Across program streams, digital channels, media, and high-engagement sessions.
- **Direct access to senior decision-makers**  
Executive Leadership, policymakers, clinical leaders, commercialisation experts, founders, investors, and innovators.
- **Thought leadership influence**  
Opportunities for speaking roles, panel participation, content integration, and program shaping.
- **High-value connection to action-oriented leaders**  
A community of doers, not passive attendees, who are actively building the future of healthcare.
- **Alignment with a movement focused on real progress**  
Not symbolic conversations, but measurable outcomes and sector-wide momentum.
- **Strategic credibility and positioning**  
Your organisation is seen as a catalyst for transformation, innovation, and better patient outcomes.

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By partnering with *Health First*, you align with a mission to:  
Break the cycle. Lead the change. Redefine a new benchmark for healthcare.



# Audience and Impact

## YOUR AUDIENCE AND IMPACT

The *Health First Summit* attracts one of the most influential and action-oriented audiences in Australia's healthcare ecosystem – leaders who are not simply identifying problems but actively building solutions. This is a high-calibre network united by a shared commitment to disruption, innovation, and measurable impact.

## WHO ATTENDS

A powerful cross-sector delegation including:

- CEOs, MDs, GMs, VPs, executives & board directors
- Government leaders & policymakers
- Pharma, medtech, diagnostics, biotech, and digital health innovators
- Hospital leaders & executives, clinicians
- Clinical leaders, medical directors, pharmacists
- Commercial, market access and communications leaders
- Patient advocacy organisations
- Industry specialised service providers and vendors
- Researchers, academics, scientists
- Health economists, strategists & data intelligence leaders
- STEM professionals, early-career talent, future leaders

This mix creates a uniquely powerful environment for influence, collaboration, and system-wide momentum.

## SUMMIT REACH & INFLUENCE

The Summit generates meaningful impact before, during and long after the event, through national media, strategic partnerships, and digital amplification.



# Audience and Impact

## BY THE NUMBERS

The Summit's influence extends across the entire healthcare ecosystem – shaping discourse, accelerating reform, and mobilising leaders around practical solutions.

**300+**

senior  
delegates

**30+**

influential speakers  
and panels

**100k+**

social impressions  
and media reach

## National Reach

through partner networks, press coverage and multi-channel promotion



# Program Overview

The *Health First* Summit delivers a full day of high-impact content, collaboration, and connection. Running from 8:30am to 5:00pm, the program is built around powerful pillars that showcase the pioneers, first movers, disruptors and innovators shaping the future of healthcare in Australia. Across the day, delegates will experience:

1 Visionary speaker sessions featuring leaders who have pioneered meaningful 'firsts'.

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2 High-impact panels, debates and lightning talks across two dynamic streams:

- *Health First plenary stream* - focused on care delivery, funding and access, policy, commercialisation, innovation, AI and digital health.
- *STEM & Future Workforce concurrent stream* – Careers forum bridging talent and industry for tomorrow.

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3 Dedicated exhibition spaces, enabling partners to showcase solutions, technologies, and innovations.

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4 Real-world solutions and implementation-focused discussions that prioritise results, execution, and lessons others can apply.

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5 Curated networking sessions, fostering meaningful cross-sector collaboration and partnerships.

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All Summit speakers, panellists, and facilitators are carefully selected based on their impact and influence as pioneers, disruptors, and first movers of meaningful change.

A call for speakers and a program committee will guide this process.

# The Program Pillars

## HEALTH FIRST PLENARY STREAM



### Care Delivery

Led by those who have redefined how healthcare is delivered, setting new benchmarks for patient care and outcomes.



### Health Policy

Shaped by innovators who have influenced health policies to drive meaningful change for patients, the healthcare sector and the health system.



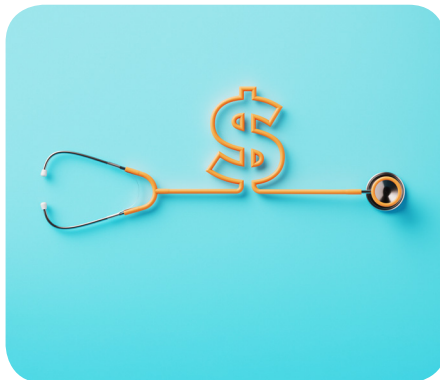
### Innovation

Championed by those who have introduced pioneering health technologies and bold approaches that challenge the status quo.



### Funding & Access

Driven by trailblazers who have redefined access and shaped investment strategies that make care more equitable.



### Commercialisation

Powered by first movers who have successfully brought disruptive health technologies or solutions to market.



### AI & Digital Health

Led by pioneers leveraging AI and digital solutions to transform care delivery, decision-making, and patient experiences.

## STEM & FUTURE WORKFORCE CAREERS FORUM

The STEM & Future Workforce Careers Forum runs as a concurrent stream throughout the Summit, giving STEM professionals exposure to industry leaders, mentoring opportunities, practical insights into industry career paths, and future-focused skills.

This Summit stream supports the nationwide effort to strengthen Australia's STEM pipeline and future workforce. For partners, it is a meaningful opportunity to help develop - and be recognised for developing - the next generation of STEM leaders.

# Speaker Opportunities

The *Health First* Summit offers a unique opportunity for leaders to elevate their voice, showcase their pioneering achievements, and shape the national conversation on the future of healthcare. As a speaker, you join an exclusive group of executives and leaders recognised for driving pioneering impact across the sector.

## Why Speak at the *Health First* Summit?

- **Be part of rewriting the story of Australian healthcare:** This is a platform for bold thinkers who are ready to shift mindsets, challenge assumptions, and drive the next era of national progress — not just by talking about problems, but by demonstrating what is possible. Speaking at the Summit means contributing to a movement capable of reshaping how the sector thinks, collaborates, and leads.
- **Influence decision-making and shape future directions:** Your perspectives directly shape the discussions that guide strategy, investment, and transformation across the healthcare ecosystem — ultimately driving better outcomes for patients.
- **Strengthen your organisation's reputation:** Speaking highlights your organisation's commitment to innovation, excellence, and future-readiness — reinforcing your brand with partners, policymakers, and peers in the room.
- **Showcase meaningful achievements without revealing IP:** This Summit isn't about sharing proprietary information — it's about spotlighting the work you have delivered, the progress you have made, and the competitive advantage your organisation brings to the sector.
- **Connect with high-value stakeholders:** Build relationships with leaders from government, clinical settings, industry, academia, and patient advocacy — accelerating collaboration and opening new opportunities.
- **Join a hand-selected cohort of changemakers:** Speaking at the Summit signals that you are part of an elite group redefining what leadership looks like — people who aren't just adapting to the future, but actively creating it.

## Speaker Formats Available

- Keynote
- Debates
- Expert panels
- Lightning talks

### CALL FOR SPEAKERS

We are calling for speakers who are *pioneering* change and transforming *first-of-its-kind* ideas into real-world impact. We are particularly interested in speakers who can share real-world case studies, lessons learned and practical frameworks that others can adopt.

Expressions of Interest (EOI) will soon open for speaker submissions.

# Sponsorship Opportunities

## SPONSORSHIP OPPORTUNITIES OVERVIEW

The *Health First* Summit offers a carefully tiered sponsorship framework designed to deliver maximum visibility, influence, and return on investment. The structure allows partners to select a package aligned with their strategic priorities – whether that is thought leadership, brand authority, commercial engagement, talent development, or sector impact.

## YOUR SPONSORSHIP ROI

- 1. Access to Influence:** Engage directly with the leaders shaping Australia's next decade of healthcare reform, innovation, and policy.
- 2. Brand Leadership & Visibility:** Prominent positioning across keynote stages, digital platforms, publications, media, and high-impact sessions.
- 3. Thought Leadership at Scale:** Opportunities to contribute expertise, shape conversations, and showcase innovation.
- 4. Strategic Partnerships & High-Value Connections:** Build relationships with decision-makers who are solving real problems, not discussing them.
- 5. STEM & Workforce Legacy:** Support the national STEM Mentorship Program, driving capability for the next generation of innovators and future leaders.

This Summit is built for people who refuse to settle for business as usual.

As a partner, you gain exposure to a movement committed to **real, measurable, impactful change for patients, the healthcare sector, and the health system.**



# Sponsorship Opportunities

## SPONSORSHIP LEVELS AT A GLANCE

Below is a consolidated, easy-to-navigate overview of all sponsorship opportunities.

### Summit Sponsorship Tiers

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1. Platinum Sponsor – \$100,000
2. Gold Sponsor – \$50,000
3. Silver Sponsor – \$30,000
4. Supporting Sponsor – \$10,000
5. Exhibitor Only – \$5,000

### STEM Careers Forum Sponsorship Tiers

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1. Platinum STEM Sponsor – \$25,000
2. Supporting STEM Sponsor – \$5,000

### Add-On Sponsorship Options (Available to all tiers)

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- Wellness Lounge – \$10,000
- Mobile App – \$5,000
- Coffee Cart – \$15,000
- Charging Station – \$5,000
- Lunch – \$10,000
- Morning & Afternoon Tea – \$10,000
- Notebooks & Pens – \$8,000

**This sponsorship structure enables participation from:**

- Premium brands seeking high-profile influence, and
- Organisations seeking targeted visibility and engagement.

## SUMMIT SPONSORSHIP TIER COMPARISON

Feature Inclusion	Platinum	Gold	Silver	Supporting	Exhibitor Only
<b>Investment</b>	\$100,000	\$50,000	\$30,000	\$10,000	\$5,000
<b>Passes</b>	12 Delegate Day Passes	6 Delegate Day Passes	4 Delegate Day Passes	2 Delegate Day Passes	–
<b>Speaking Roles</b>	Chair + Speaker + 2 Panels	1 Panel	–	–	–
<b>Main-Stage Branding</b>	Exclusive	–	–	–	–
<b>Exhibition Booth</b>	Largest + Prime Location	Premium Booth	Standard	Standard	Standard
<b>Networking Reception</b>	–	✓	✓	–	–
<b>Delegate List Access</b>	✓	✓	–	–	–
<b>Media Package</b>	Full	Partial	–	–	–
<b>Digital Signage</b>	✓	✓	✓	✓	✓
<b>Website / App / Registration</b>	✓	✓	✓	✓	✓
<b>Sponsor Board &amp; Holding Slides</b>	✓	✓	✓	✓	Sponsor board only
<b>Conference Bag Inclusion</b>	Exclusive Branding	Inserts	Inserts	Optional extra	Optional extra

## STEM SPONSORSHIP TIERS

Feature Inclusion	Platinum STEM	Supporting STEM
Investment	\$25,000	\$5,000
Passes	6 Delegate Day Passes + 6 STEM Day Passes	1 Delegate Day Pass + 3 STEM Passes
Speaking Roles	Chair + Speaker + 2 STEM Panels	–
Branding	Website, App, Registration, Digital Signage, Sponsor Board, Holding Slides, STEM Stage	Website, App, Registration, Digital Signage, Sponsor Board, Holding Slides
Media Package	Partial	–
Exhibition Booth	Premium STEM Booth	Standard
Delegate List Access	STEM stream only	–
Conference Bag Inclusion	Inserts	Optional extra
Media Package	Full (STEM stream only)	Partial (STEM stream only)
Digital Signage	✓	✓
Website / App / Registration	✓	✓
Sponsor Board & Holding Slides	✓	✓
Conference Bag Inclusion	Inserts	Optional extra

### **PLATINUM SPONSOR – \$100,000**

The Premier Partner. Maximum Influence.

The Platinum tier delivers unmatched visibility, thought-leadership authority, and sector influence. As the exclusive main stage branding partner, your organisation becomes synonymous with the Summit's ambition and leadership.

Your ROI Includes:

- Unparalleled exposure with dominant placement on the main stage, premium digital signage, lanyards, website, registration, event app, sponsor board, holding slides and media wall
- Top-tier thought leadership, including chairing roles, main-stage speaking, and two sponsored panel features
- 12 Complimentary delegate day passes for full Summit access and networking reception
- Premium exhibition booth in the most prominent, high-traffic location
- Full media package, including press release distribution, social media features, e-bulletin announcements, and distribution of sponsor-authored thought-leadership articles
- Delegate list access
- Exclusive hosting opportunity for a CEO Roundtable or VIP Breakfast (upgrade option)
- Exclusive branding rights for conference bags

The Platinum Sponsor stands at the very centre of the Summit experience – ideal for organisations seeking national visibility and system-level leadership authority.



### **GOLD SPONSOR – \$50,000**

Strong visibility with targeted influence.

Gold partners benefit from significant brand presence and valuable audience engagement.

Your ROI Includes:

- Brand visibility across digital signage, event app, website, holding slides and registration
- Media package including social media promotion and e-bulletin announcements
- Panel sponsorship with one chairing role in the *Health First* plenary
- Co-sponsorship of networking reception
- 6 Complimentary delegate day passes for full Summit access and networking reception
- Priority exhibition booth for high-value engagement
- Delegate list access
- Conference bag inserts

Perfect for organisations wanting strong presence and involvement without premium investment.

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### **SILVER SPONSOR – \$30,000**

High-value exposure at an accessible level.

Silver sponsors receive broad visibility and engagement throughout the Summit.

Your ROI Includes:

- Brand visibility across digital signage, event app, website, holding slides and registration
- Co-sponsorship of networking reception
- Morning or afternoon tea sponsorship
- Standard exhibition booth
- 4 Complimentary delegate day passes to Summit
- Conference bag inserts

A strategic choice for organisations seeking solid visibility and brand alignment.

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### **SUPPORTING SPONSOR – \$10,000**

High-value community-aligned visibility.

Your ROI Includes:

- Brand visibility across digital signage, event app, website, holding slides and registration
- Morning or afternoon tea sponsorship
- 2 Complimentary delegate day passes
- Standard exhibition booth
- Conference bag inserts (optional extra)

A cost-effective way to demonstrate sector support and maintain meaningful visibility.

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### **EXHIBITOR ONLY – \$5,000**

A strong presence without sponsorship commitment.

Your ROI Includes:

- Exhibition booth
- 2 Complimentary passes to exhibition area
- Branding on event app and event floor plan
- Conference bag inserts (optional extra)

Ideal for organisations seeking direct engagement and lead generation.

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### **PLATINUM STEM SPONSOR – \$25,000**

Lead the future workforce.

Your ROI Includes:

- Official STEM Partner recognition
- Full media package including press release distribution, social media features, e-bulletin announcements, and distribution of one sponsor-authored thought-leadership articles
- Top-tier STEM thought leadership with chairing roles, stage speaking and STEM panel features
- Premium STEM exhibition booth in a high-traffic location
- 6 Complimentary delegate day passes for full Summit access, networking reception and Gala Dinner
- 6 Complimentary delegate day passes – provided as complimentary tickets for early-mid career STEM professionals of your choice
- Delegate list access (STEM stream only)
- Brand visibility across digital signage, website, event app, holding slides and registration
- Conference bag inserts

Ideal for organisations shaping and supporting the next generation of innovators and STEM leaders.

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### **SUPPORTING STEM SPONSOR – \$5,000**

Support talent. Build capability.

Your ROI Includes:

- Branding across digital signage, website, event app, holding slides and registration
- 1 Complimentary delegate day pass
- 3 Complimentary STEM day passes – provided as complimentary tickets for early-mid career STEM professionals of your choice
- Conference bag inserts (optional extra)

A powerful and accessible way to demonstrate commitment to the future workforce.

# How to Sponsor

## **BE FIRST. PARTNER WITH PURPOSE. LEAD THE FUTURE OF HEALTHCARE.**

Becoming a partner of the *Health First* Summit is a seamless, guided experience. Our team works closely with each sponsor to ensure your investment aligns with your strategic goals, brand priorities, and desired level of influence.

### **Next Steps**

#### **1. Explore the sponsorship tiers**

Review the opportunities and identify the package that best aligns with your organisation's ambitions and audience reach.

#### **2. Connect with our partnerships team**

We will discuss objectives, availability, and any customisation required to elevate your presence.

#### **3. Confirm your partnership**

Secure your placement early to maximise promotional lead time, branding visibility, and speaking opportunities.

### **Contact the *Health First* Summit Partnerships Team**

Email: [vmeikle@huntonexecutive.com](mailto:vmeikle@huntonexecutive.com)



# Closing Statement

## **WE INVITE ORGANISATIONS WITH VISION, COURAGE, AND PURPOSE TO STAND WITH US.**

The future of healthcare will not be shaped by those who wait - but by those who take bold, decisive action. By partnering with the *Health First* Summit, you join a national movement driving measurable change, accelerating innovation, and creating new pathways that improve outcomes for patients, and the entire health system.

Behind every *first* is a story - a spark that reimagined what was possible.

*Health First* honours those sparks, the leaders who challenge convention, remove barriers, and redefine the standards of care.

**Together, we are not just voicing the future of healthcare. We are building it.  
Break the cycle. Lead the change. Redefine a new benchmark for healthcare.**





BREAKING THE CYCLE. LEADING THE CHANGE.

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