



NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2019

‘COLLABORATE. INNOVATE. CULTIVATE.’

17–19 SEPTEMBER 2019

ROYAL INTERNATIONAL CONVENTION CENTRE
– BRISBANE EKKO PRECINCT



Partner with Nuffield Australia at our National Conference in Queensland. We will showcase some of the best, brightest farmers, and this State's diverse and dynamic agricultural sector

Partnership Prospectus

NUFFIELD'S FLAGSHIP EVENT FOR SCHOLARS, INVESTORS AND BROADER INDUSTRY

www.nuffield.com.au





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The Nuffield Australia National Conference is the highlight of the Nuffield calendar. It is a flagship event, offering a meeting point for Scholars, Investors and broader agricultural industry.

As a high profile forum for the announcement of incoming Scholars and the first public presentation of returning Scholar research, the Nuffield National Conference is a must-do for anyone serious about the future direction of Australian agriculture.

HIGHLIGHTS WILL INCLUDE:

- Presentations from 2018 Nuffield Scholars, providing the latest global agricultural research undertaken during their global scholarship travels
- Knowledge and information exchange between industry leaders highlighting new, emerging and cutting-edge innovation and technologies
- Announcement of the 2020 Nuffield Scholars
- Networking at one of Queensland's most iconic venues, the EKK Showgrounds

The opportunity exists for your organisation to partner with Nuffield for the National Conference in Queensland, the state with the largest area of agricultural land in Australia. The Royal International Convention Centre – EKKA Precinct, is a world-class events and lifestyle venue and the ideal location for the Alumni, Industry Investors, Conference Partners and a broad array of industry attendees.

The National Conference will shine the spotlight on Queensland agriculture and the innovative farmers driving Collaboration, Innovation and Cultivation across its evolving food and fibre industries.



The Nuffield Australia National Conference offers a unique opportunity for your organisation to highlight and promote your product and service offerings to a highly targeted and engaged national agricultural industry audience.

It provides the chance to collaborate with agricultural leaders and innovators from around the world.



WHAT IS NUFFIELD AUSTRALIA?

Nuffield is Australia's leading agricultural study scholarship program and has been supporting innovative and progressive Australian primary producers for over 65 years.

Nuffield opens doors to exciting and rare moments for young primary producers, from walking the halls of Westminster and Capitol Hill, to wheat breeding labs in Mexico and high-tech dairies in China.

Nuffield Australia has over 400 alumni located across all States and Territories and from a broad cross section of primary industry sectors.

Over the 65 years of Nuffield Australia, Scholars have been pivotal in influencing the development of new and emerging industries such as turf growing, truffles and chia seed.

Scholars are recognised as leaders not only in their communities and industries but across Australian agriculture.

The program provides an avenue for the next generation of Australian agriculture to collaborate with leading farmers, agribusinesses and institutions around the world.

Nuffield unlocks collaboration, innovation and cultivation. It sows the seeds of change and is a springboard for growth that sees individuals, businesses and agricultural industries flourish.



NUFFIELD AUSTRALIA NATIONAL CONFERENCE NUMBERS

The Nuffield Australia National Conference has been growing over the last five years, with registrations reaching 360 attendees in 2017 and a similar number in Melbourne in 2018.



NATIONAL CONFERENCE DELEGATE PROFILE

With the continued annual increase in attendee numbers, there has likewise been an expansion in industry sector representation with delegates ranging from:

- Nuffield Scholars
- Primary Producers
- Agribusiness
- Research & Development Corporations
- Industry Organisations
- Supply Chain Service Providers
- Financial Institutions
- Philanthropic Organisations
- Researchers
- Media

WHAT'S NEW IN 2019?

The Nuffield Australia National Conference rotates annually between all States and Territories. In Queensland in 2019 it will showcase industries such as grains, livestock and horticulture.

In 2019, the National Conference will open with the excitement of the Annual Awards Dinner. Here the new 2020 Nuffield Scholars are formally announced, introducing the newest group of emerging leaders in Australian agriculture and agribusiness to industry and the Nuffield Alumni.



This year Nuffield has an enhanced trade exhibition space at the National Conference. In addition, there has been a shift to an on-site networking reception on Day 1 to maximise our partners' ability to interact with our Alumni and Conference delegates.

We will also continue with the session titled, 'Where are they now?' Introduced in 2017, this focuses on extraordinary members of the Nuffield Alumni who will share their stories since completing their Scholarship and how the Nuffield experience has contributed to their success.





CONFERENCE PROGRAM

In 2019, the Nuffield Australia National Conference program will provide attendees with in-depth insights into Australian and global agriculture along with a detailed look behind the scenes of agriculture in Queensland as only Nuffield can provide. Presentations from 24 Nuffield Scholars will focus on themes such as:

- Effective branding to attract a premium
- Facilitating the uptake of new agricultural technology
- Strengthening business and strategic planning capability
- Business risk management in a variable climate
- Soil health and regeneration principles in agriculture
- Strategies for agriculture in Northern Australia

The theme this year is '*Collaborate, Innovate, Cultivate*', showcasing Scholars' ability to learn from farmers around the globe, identify cutting edge farming practices and technology, and sow the seeds of change that see individuals, businesses and the wider agricultural industry flourish.

Other presentations will focus on Queensland and its primary industries including livestock, grains and horticulture. It will be a very diverse and exciting program.

National Conference Dates 2019

- **Annual Awards Dinner**
Tuesday, 17 September
Featuring the presentation of the 2020 Nuffield Scholars
- **Conference Day 1 and Networking Cocktail Reception**
Wednesday, 18 September
- **Conference Day 2**
Thursday, 19 September
- **Post Conference Tour**
Friday 20 and Saturday 21 September
Darling Downs region with various visits to Nuffield Scholars properties, agricultural and agribusiness companies

PARTNERSHIP PACKAGES

The 2019 Nuffield Australia National Conference will be an invaluable networking event for agricultural producers, supply chain participants, agribusiness and government. It will provide an opportunity to engage with leaders and innovators from across not only Australian agriculture, but agribusiness globally.



PLATINUM PARTNER (\$20,000 + GST) (MAX.3)

- 20-minute keynote address at the Nuffield Australia National Conference
- Exclusive naming rights and branding in one plenary session (including banner on stage – partner to provide)
- Category exclusivity from direct industry competitors
- Complimentary tickets to the Conference:
 - 5 full registration Conference tickets (including Awards Dinner)
 - 2 Post Conference Tour tickets
- Additional Conference, dinner and tour tickets can be purchased at the early bird rate
- Prominent trade display (3 x 3m), or equivalent floor space, at both Conference days
- Full page advertisement in the Conference program
- Partner and logo recognition in all promotional materials
- Partner recognition across all social media platforms and media releases
- 4 banners in registration and catering areas (partner to provide)
- Additional verbal and on screen recognition throughout the Conference



GOLD PARTNER (\$10,000 + GST)

- Panel participation in a main plenary session
- Exclusive naming rights and branding in one concurrent session (with banner on stage – partner to provide)
- Complimentary tickets to the Conference:
 - 3 full registration Conference tickets (including Awards Dinner)
- Additional Conference, dinner and tour tickets can be purchased at the early bird rate
- Trade display (3 x 3m), or equivalent floor space, at both Conference days
- Half-page advertisement in the Conference program
- Partner and logo recognition in all promotional material
- Recognition across all social media platforms
- 2 banners in catering areas (partner to provide)
- Recognition throughout the Conference



SILVER PARTNER (\$5,000 + GST)

- Complimentary tickets to the Conference:
 - 2 full registration Conference tickets (including Awards Dinner)
- Additional Conference, dinner and tour tickets can be purchased at the early bird rate
- Logo recognition in all promotional material
- Recognition in the Conference program
- Recognition across all social media platforms
- 1 banner in catering areas (partner to provide)
- Recognition throughout the Conference
- Option to add a trade booth (\$1,000 + GST)



PARTNERSHIP PACKAGES (CONTINUED)

OTHER PARTNERSHIP OPPORTUNITIES:

Networking Cocktail Reception (\$5,000 +GST)

- Networking Cocktail Reception speaker vote of thanks (10-minutes)
- 1 day one complimentary Conference registration
- 6 Networking Cocktail Reception tickets
- Banners on display at Networking Cocktail Reception (partner to provide)
- Logo recognition in all promotional material
- Recognition across all social media platforms

Pre-Awards Dinner Cocktail Reception (\$3,000 +GST)

- 2 Awards Dinner tickets
- Banners in Pre-Awards Dinner Cocktail Reception
- Logo recognition in all promotional material
- Recognition across all social media platforms
- Recognition in Conference program

Coffee Cart (\$7,500 +GST)

- Full branding of coffee cups
- Logo featured on reusable coffee cup for each delegate
- Logo recognition in all promotional material
- Recognition across all social media platforms
- Recognition in Conference program

Technology Recharge Station (\$5,000 +GST)

- Recognition across all social media platforms
- Logo recognition in all promotional material
- Partner to provide branded charging stations

Trade Booth Stand (\$3,000 +GST)

- 3m x 3m trade stand in exhibition space (including signage, lighting and power outlet)
- Exhibition space alongside catering areas for maximum traffic
- 2 Conference registrations including Networking Reception
- Option to add a booth for \$1,000 +GST if you sign up as a Silver partner

Meal Break (\$1,500 +GST)

- 4 banners in catering area for this meal break (partner to provide)
- Recognition in Conference program
- Recognition on catering stands

Post Conference Tour Partner (\$7,500 +GST)

- Exclusive Post Conference Tour partner naming rights
- 4 Post Conference tour tickets
- Host Friday evening Post Conference Tour dinner and speaker opportunity (location to be determined between Nuffield Australia and Post Conference Tour partner)
- Logo recognition in all promotional materials
- Recognition across all social media platforms

In acknowledgement of current support, the above Partnership Package opportunities are available to scholarship investors and Corporate Members at a 10% discounted rate.

We look forward to welcoming you as a Nuffield Australia National Conference Partner in 2019



The National Conference is directly marketed to a database of over 1,000 Nuffield Scholars, primary producers, potential scholarship applicants, national investors, Australian agribusiness, industry stakeholders and friends of Nuffield. We also have 7,500 Twitter followers and 8,150 Facebook followers.

Partners will be acknowledged in the lead up to and throughout the event for their support with recognition and full colour logos marketed by:

- Branded electronic emails;
- Dedicated webpage(s) for background information and registration;
- Social media, including Twitter, Facebook and LinkedIn;
- Conference marketing materials (online and printed);
- Comprehensive Conference program;
- Traditional media relations campaign.



Conference registrations will open in June 2019 and close on 1 September 2019, providing a three-month promotional campaign to maximise partner recognition leading up to the event.

CONTACT

For further information or to discuss partnership opportunities, please contact:

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Follow us on social media to receive regular updates as we move closer to the 2019 Nuffield Australia National Conference in Queensland.



Follow the conversation using the #NuffieldAg hashtag

www.nuffield.com.au

