

## PARTNERSHIP PROSPECTUS

Partner with Nuffield Australia at our National Conference in Perth. This is the nation's largest grain-producing region and significant producer of meat, livestock, wool, horticulture and honey.

NUFFIELD AUSTRALIA

# National Conference 2020

‘CHANGE MAKERS’

8-10 SEPTEMBER 2020  
PAN PACIFIC, PERTH



NICK GILLETT  
2018 SCHOLAR

[www.nuffield.com.au](http://www.nuffield.com.au)

 @NuffieldAust

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



# Nuffield Australia National Conference 2020

## ‘CHANGE MAKERS’

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 2019 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 2021 Nuffield Scholars
- Experience the best of Western Australia and network at one of the finest Perth hotels

The opportunity exists for your organisation to partner with Nuffield for the National Conference in WA, significant producer of grain, meat, livestock, wool, horticulture and honey. Perth is the sunniest capital city in Australia, and the ideal location for the Alumni, Industry Investors, Conference Partners and a broad array of industry attendees.

Perth effortlessly blends urban cool with raw natural beauty. Its heart is bustling with new bars, restaurants, shopping and cultural spaces, and is also home to Kings Park – one of the world's largest inner city parks.



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 70 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 450 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.

Future sustainability of agriculture depends on innovation, adaptation and change. Nuffield Scholarships provide unique insights into global practices and initiatives that help Australian producers remain competitive and at the forefront of growth.



# Nuffield Australia National Conference Numbers

The Nuffield Australia National Conference has been growing over the last five years, with registrations reaching 360 attendees in 2018 and a similar number in Brisbane in 2019, with more than 260 attending the Annual Awards Dinner.

## NUFFIELD AUSTRALIA NATIONAL CONFERENCE TOTAL REGISTRATIONS



## 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 2020?

The Nuffield Australia National Conference rotates annually between all States and Territories. In 2020 its Western Australia's turn to showcase its state, highlighting its diverse and profitable agricultural and fisheries sectors.

The Annual Awards Dinner, held on the first evening, will be held at the iconic Perth Stadium.

With 60,000 seats and a fans-first approach in design and technology, it is a multi-purpose venue, awarded the 'Most Beautiful Stadium in the World' in the 2019 Prix Versailles international architecture awards.

In 2020, the National Conference will open with the excitement of the Annual Awards Dinner. Here the new 2021 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 will further enhance its 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.

There will also be a 'Welcome Breakfast' held on the morning of conference day one, enabling delegates to maximise networking opportunities.

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.

The conference days will also feature one main conference room, enabling all delegates to see all presenting scholars and speakers to maximise learnings.



# Conference Program

**In 2020, 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 WA as only Nuffield can provide. Presentations from 21 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 'Change Makers'. The Nuffield community represents a network of farmers who are leading a wave of change. These Scholars are traveling the world researching, road-testing and experimenting with new ideas and approaches which will see the Australian agriculture industry thrive and grow in the future.

## NATIONAL CONFERENCE DATES 2020

- **Annual Awards Dinner  
Tuesday, 8 September**  
Featuring the presentation of the 2021 Nuffield Scholars
- **Welcome Breakfast,  
Conference Day 1 and  
Networking Cocktail  
Reception  
Wednesday, 9 September**
- **Conference Day 2  
Thursday, 10 September**
- **Post Conference Tour  
Friday 11 and 12 September**

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

# Partnership Packages

The 2020 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
- Exclusive naming rights and branding in one plenary session (including banner on stage — partner to provide)
- Category exclusivity from direct industry competitors
- Complimentary tickets:
  - Five full registration tickets (including Awards Dinner, Welcome Breakfast and Networking Reception)
  - Two Regional Tour tickets
- Additional Conference, dinner and tour tickets can be purchased at the early bird rate
- Prominent trade display (3 x 3m), 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
- Four 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:
  - Three full registration tickets (including Awards Dinner, Welcome Breakfast and Networking Reception)
- Additional Conference, dinner and tour tickets can be purchased at the early bird rate
- Trade display (3 x 3m) 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
- Two banners in catering areas (partner to provide)
- Recognition throughout the Conference



## SILVER PARTNER (\$5,000 +GST)

- Complimentary tickets:
  - Two full registration Conference tickets (including Awards Dinner), Welcome Breakfast and Networking Reception)
- 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
- One 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 (\$6,000 +GST)

- Networking Cocktail Reception speaker (10-minutes)
- Two complimentary Conference registrations to Day One
- Four 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

### Coffee Cart (\$8,000 +GST)

- Full branding of all coffee cups for all delegates
- Half-page advertisement in the Conference program
- 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
- Two Conference registrations including Welcome Breakfast and Networking Reception
- Option to add a booth for \$1,000 +GST if you sign up as a Silver partner

### Meal Break (\$1,500 +GST)

- Four 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
- Four 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 2020*



# Promotion and Publicity

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 8,000 Twitter followers and 8,500 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 and close on 31 August, 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:

**Jodie Redcliffe, Interim CEO, Nuffield Australia**

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Follow us on social media to receive regular updates as we move closer to the 2020 Nuffield Australia National Conference in WA.

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Follow the conversation using the #NuffieldAg hashtag

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