



# NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2017 'NEW HORIZONS'

19–21 SEPTEMBER 2017

DARWIN CONVENTION CENTRE



Join us as we host our  
first Nuffield Australia  
National Conference in  
the Northern Territory

Partnership Prospectus

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

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

**NUFFIELD**  
AUSTRALIA  
FARMING SCHOLARS





# NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2017

## ‘NEW HORIZONS’

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

### HIGHLIGHTS WILL INCLUDE:

- Presentations from 2016 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 2018 Nuffield Scholars

The opportunity exists for your organisation to partner with Nuffield Australia for the National Conference to showcase the best of Australian agriculture and in 2017, agriculture in Northern Australia. Darwin is the the must see destination conference for the Nuffield Alumni, our Industry Investors, Conference Partners and a broadening array of industry attendees.

## THE NUFFIELD AUSTRALIA NATIONAL CONFERENCE



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

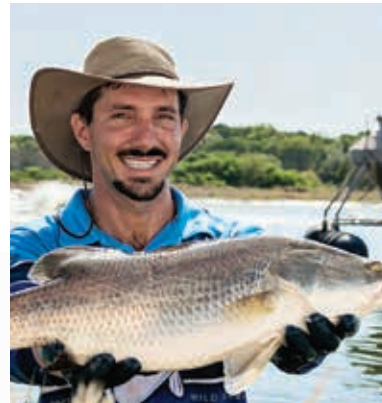
The Conference is the highlight of the Nuffield calendar and is a flagship event offering Nuffield Scholars, investors and the broader agriculture industry a place to meet and discuss opportunities and challenges facing Australian and global agriculture.



# WHO IS NUFFIELD AUSTRALIA?

Nuffield Australia has been supporting innovative and progressive Australian primary producers for over 60 years. Nuffield is committed to developing the future leaders of Australian agriculture and agribusiness through its longstanding scholarships program, supporting primary producers and agri-professionals who strive for excellence in their chosen field and industries.

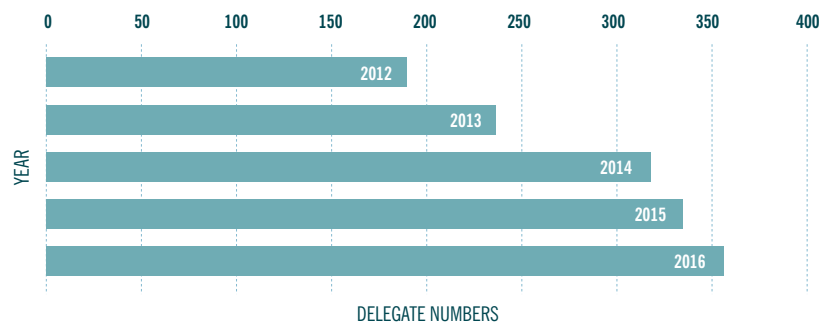
Nuffield Australia has over 400 alumni located across all States and Territories and from a broad cross section of primary industry sectors. Over the 60 years of Nuffield Australia, our scholars have been pivotal in influencing the development of new and emerging industries such as turf growing, truffles and chia seed and are recognised as leaders not only in their communities and industries but across Australian agriculture.



# NUFFIELD AUSTRALIA NATIONAL CONFERENCE NUMBERS

The Nuffield Australia National Conference has continued to grow over the last five (5) years, with registrations reaching 360 attendees in 2016 and a significant increase expected again in 2017.

NUFFIELD AUSTRALIA NATIONAL CONFERENCE TOTAL REGISTRATIONS



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

## NATIONAL CONFERENCE DELEGATE PROFILE

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



# WHAT'S NEW IN 2017?

The Nuffield Australia National Conference rotates annually between all States and Territories. 2017 in the NT is the 'destination' conference for the Nuffield Alumni and Australian agriculture.

In 2017, the National Conference will open with the stylish and distinguished Annual Awards Dinner on the first evening. Here the new 2018 Nuffield Scholars are formally announced, introducing the newest group of emerging leaders in Australian agriculture and agribusiness to industry and the Nuffield Alumni.



The National Conference will feature a strong program of diverse and vibrant domestic and international speakers providing the most current and up to date insights on agricultural commodities, practices, innovation and technology.

In addition to showcasing the current Nuffield Scholars and their scholarship research findings, the 2017 National Conference will introduce a new session titled, 'Where are they now'? This session will focus on extraordinary members of the Nuffield Australia Alumni who will present and share stories and experiences since completing their Nuffield Scholarship. They will discuss the opportunities and challenges faced along the way, what this taught them and how the Nuffield experience has contributed to their success.



# CONFERENCE PROGRAM

In 2017, 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 Northern Australia as only Nuffield can provide.

Themes will include but not be limited to:

- More efficient beef production
- Innovation in the aquaculture industry
- Irrigation and cutting-edge horticultural practices
- Value and opportunities in exporting to Asia.

The Nuffield Scholar presentations will focus on themes such as:

- Vertically integrated supply chains
- International agricultural production partnerships
- Managing livestock waste
- Protected cropping technology
- Innovative robotics technology
- Agriculture versus mining – can it co-exist?

## Important National Conference Dates 2017

- **Annual Awards Dinner**  
Tuesday, 19 September  
Featuring the presentation of the 2018 Nuffield Scholars
- **Conference Day 1**  
Wednesday, 20 September
- **Evening Cocktail Reception**  
Wednesday, 20 September
- **Conference Day 2**  
Thursday, 21 September
- **Post Conference Tour**  
Friday 22 and Saturday 23 September  
Darwin based with daily bus tours to various agricultural and regional sites and businesses

# PARTNERSHIP PACKAGES

The 2017 Nuffield Australia National Conference will be an invaluable networking event for agricultural producers, supply chain participants, agribusiness and politicians. 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 (including banner on stage – partner to provide)
- 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
- Large 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
- Banners in registration and catering areas (partner to provide)
- 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 (1.5 x 1.5m), 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 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 conference





# PARTNERSHIP PACKAGES (CONTINUED)

## OTHER PARTNERSHIP OPPORTUNITIES:

### Evening Cocktail Reception (\$5,000 +GST)

- Evening Cocktail Reception speaker vote of thanks (10-minutes)
- 4 Evening Cocktail Reception tickets
- Banners on display at Evening 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 (\$10,000 +GST)

- Partner to provided branded cups

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

- Partner to provided branded charging stations

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

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

### Post Conference Tour Partner (\$10,000 +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 at a 10% discounted rate.

**We look forward to welcoming you as a Nuffield Australia National Conference Partner in 2017**

# PROMOTION AND PUBLICITY

The Nuffield Australia National Conference is directly marketed to a database of over 1,000 Nuffield Scholars, primary producers, potential scholarship applicants, national investors, Australian agriculture, agribusiness industry stakeholders and friends of Nuffield.

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, YouTube and LinkedIn;
- Conference marketing materials (online and printed);
- Comprehensive Conference program;
- Traditional media relations campaign.



Conference registrations will open in early July 2017 and close on 1 September 2017, providing a two-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 2017 Nuffield Australia National Conference in Darwin.

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Follow the conversation using the #NuffieldAg hashtag.

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