

NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2018 'PRODUCE CHANGE'

18–20 SEPTEMBER 2018
CROWN PROMENADE, MELBOURNE

Join us as we host our National Conference in Melbourne, Australia's cosmopolitan and exciting culinary capital

Partnership Prospectus

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

www.nuffield.com.au






NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2018

‘PRODUCE CHANGE’

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 2017 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 2019 Nuffield Scholars



The opportunity exists for your organisation to partner with Nuffield for the National Conference in Victoria, Australia's largest and strongest producing agricultural state. Melbourne is also the culinary capital of the country, a rich and diverse destination for the Alumni, 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?

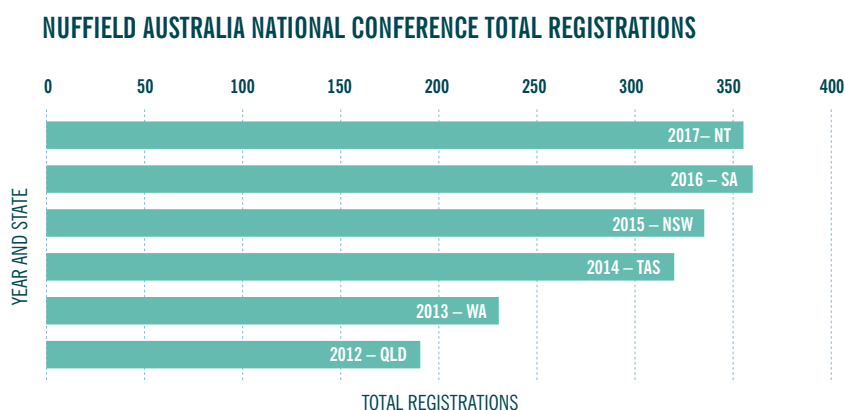
Nuffield Australia has been supporting innovative and progressive Australian primary producers for over 65 years. Nuffield is committed to developing the future leaders of Australian agriculture and agribusiness through its longstanding scholarships program, supporting primary producers and agri-professionals 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 65 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 years, with registrations reaching 360 attendees in 2016 and a similar attendance in 2017 in the Northern Territory.



With the continued annual increase in attendee numbers, 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 2018?

The Nuffield Australia National Conference rotates annually between all States and Territories. 2018 in Victoria will showcase food culture, diversity and technology in agriculture.

In 2018, the National Conference will open with the stylish and distinguished Annual Awards Dinner on the first evening. Here the new 2019 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 2018 National Conference will continue with a new session titled, 'Where are they now?' Introduced in 2017, 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 2018, 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 Victoria as only Nuffield can provide. Themes will include but not be limited to:

- Shifting consumer perceptions
- Making diversification work
- Digital platforms to reach consumers
- Accessing supply chain profits
- Driving profitability

The Nuffield Scholar presentations will focus on themes such as:

- Industry representation and the importance of agriculture to rural communities
- The transfer of farming businesses and their assets
- World best practice in marketing produce directly to consumers
- Reigniting Australian leadership in precision agriculture
- The future of food, from lab to paddock to plate

Important National Conference Dates 2018

- **Annual Awards Dinner**
Tuesday, 18 September
Featuring the presentation of the 2019 Nuffield Scholars
- **Conference Day 1**
Wednesday, 19 September
- **Networking Cocktail Reception**
Wednesday, 19 September
- **Conference Day 2**
Thursday, 20 September
- **Post Conference Tour**
Friday 21 and Saturday 22 September
Victoria region based with daily tours to various agricultural and regional sites and businesses

PARTNERSHIP PACKAGES

The 2018 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)
- 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
- 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 (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)
- 4 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 (\$10,000 +GST)

- Banners on display at coffee cart area
- 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

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 (\$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

Trade Booth Stand (\$2,500 +GST)

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

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 2018



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, national investors, Australian 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 and LinkedIn;
- Conference marketing materials (online and printed);
- Comprehensive conference program;
- Traditional media relations campaign.



Conference registrations will open in June 2018 and close on 1 September 2018, 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 2018 Nuffield Australia National Conference in Melbourne.



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Follow the conversation using the #NuffieldAg and #ProduceChange hashtags

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