

**NUFFIELD  
AUSTRALIA**



# 2024 NATIONAL CONFERENCE

PARTNERSHIP PROSPECTUS

Join us in Tasmania for your ticket to the world of agriculture. Hear about the latest global trends in Launceston.



**2-4 SEPTEMBER 2024**

HOTEL GRAND CHANCELLOR, LAUNCESTON



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

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





Why not take up the opportunity for your organisation to partner with Nuffield for the National Conference in Tasmania.

The National Conference is the ideal location for alumni, industry investors, Conference Partners and a broad array of industry attendees to connect. Launceston, with its reputation for great food and wine and the freshest of produce, is one of Australia's most charming cities.

# NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2024

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 major 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:

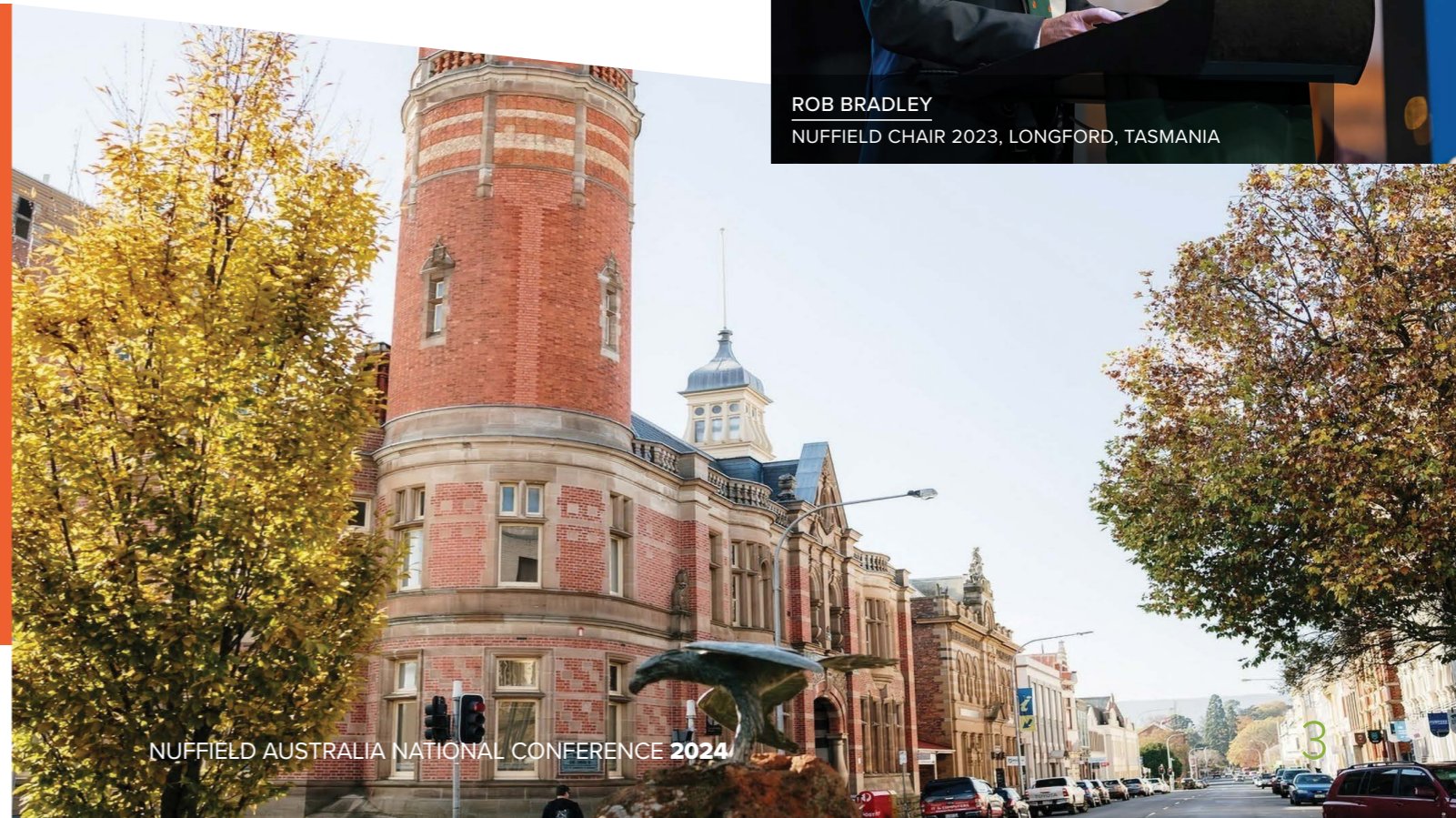
- Be the first to hear global research insights from the travels of returning Nuffield Scholars.
- Learn from presenting industry leaders who will share new, emerging and cutting edge technology and innovation.
- Announcement of 2025 Nuffield Scholars
- Enjoy a unique experience served up by our 2024 host city, Launceston, a UNESCO City of Gastronomy.

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 Australia.



ROB BRADLEY  
NUFFIELD CHAIR 2023, LONGFORD, TASMANIA





# WHAT IS NUFFIELD AUSTRALIA?

**Nuffield is Australia's leading agricultural study scholarship program and has been supporting innovative and progressive Australian primary producers for 72 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 The Netherlands.

Nuffield Australia has over 450 Alumni located across all States and Territories and from a broad cross section of primary industry sectors.

Over the 72 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

From a pre-covid high of 360 attendees at the Brisbane conference in 2019, the Nuffield Australia National Conference continues to grow healthy attendance numbers with 261 registrations for the Perth conference in 2023. Similar, if not more, numbers are anticipated for our 2024 event. We are confident that both the program and the location will prove very attractive to Nuffield alumni as well as a wider agricultural cohort.

## 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 2024?

The Nuffield National Conference rotates annually between all States and Territories. In 2024, it is Tasmania's turn to showcase its state, highlighting its diverse and profitable agricultural and fisheries sectors.

The Conference will be held at the iconic Hotel Grand Chancellor. This elegant base allows delegates to fully immerse themselves in the charm of Launceston with spots like City Park, the Tasmanian Design Centre and the Queen Victoria Museum and Art Gallery just a stone's throw away.

The National Conference will open with the excitement of the Annual Awards Dinner. The 2025 Nuffield Scholars will be formally announced, introducing the newest group of emerging leaders in Australian agriculture and agribusiness to industry and the Nuffield alumni.



FIONA SIMSON  
PRESIDENT, NATIONAL FARMERS FEDERATION  
ADDRESSING THE TAMWORTH AWARDS DINNER IN 2022

In 2024 Nuffield will further enhance its trade exhibition space. 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 popular session titled, 'Where are they Now?' This focuses on extraordinary members of the Nuffield alumni who share their stories since completing their Scholarship and how the Nuffield experience has contributed to their success.

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



NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2024



# CONFERENCE PROGRAM

The program will provide attendees with in-depth insights into Australian and global agriculture along with a detailed look behind the scenes of agriculture in Tasmania as only Nuffield can provide. We will hear from more than 20 Nuffield Scholars focussing on themes such as:

- Solving land management issues, like reduced ground cover and soil health
- Irrigation design, irrigated commodities, and multiple uses from a single a water source
- International agricultural production systems, export opportunities and the cold chain
- Alternative renewable energy sources and better utilisation of agricultural waste products
- Attracting good financial and human capital
- Moving family farms from an owner-operator to an owner-manager structure.

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

Three of more than 20 presenting Nuffield Scholars at the 2024 National Conference:



COLETTE GLAZIK  
2022 SCHOLAR



PIETER VAN JAARVELD  
2021 SCHOLAR



LUKE CHAPLAIN  
2022 SCHOLAR

## NATIONAL CONFERENCE DATES 2024

- **Annual Awards Dinner**  
Monday 2 September  
Featuring presentation of the 2025 Nuffield Scholars
- **Conference Day 1 and Networking Cocktail Reception**  
Tuesday 3 September
- **Conference Day 2**  
Wednesday 4 September
- **Post Conference Regional Tour**  
Thursday 5 and Friday 6 September



# PARTNERSHIP PACKAGES

The 2024 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.



## PARTNERSHIP PACKAGES (continued)



### PLATINUM STRATEGIC INVESTOR (\$40,000 +GST)

- 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, Conference Days and Networking Reception)
  - Two Regional Tour tickets
- 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
- A host of other benefits throughout the year, including Alumni access.



### GOLD CONFERENCE PARTNER (\$20,000 +GST)

- Panel participation in a main plenary session
- Exclusive naming rights and branding in one session (with banner on stage – partner to provide)
- Complimentary tickets:
  - Three full registration tickets (including Awards Dinner, Conference Days and Networking Reception)
- 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
- Opportunity to provide co-branded lanyards.



### SILVER CONFERENCE PARTNER (\$10,000 +GST)

- Complimentary tickets:
  - Two full registration Conference tickets (including Awards Dinner and Networking Reception)
- 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)
- Invitation to Nuffield State events.

#### PLUS the option of ONE of the following:

##### Networking Cocktail Reception

- Ten minute welcome speaker at Networking Cocktail Reception
- Banners on display at Networking Cocktail Reception (partner to provide).

OR

##### Coffee Cart

- Full branding of all coffee cups for all delegates.

OR

##### Post Conference Tour Partner

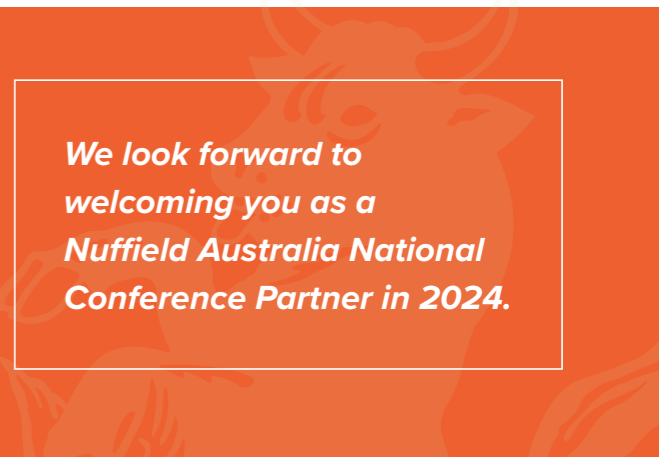
- Exclusive Post Conference Regional Tour partner naming rights
- Four Post Conference tour tickets
- Host Thursday evening Tour dinner and speaker opportunity (location to be determined by Nuffield Australia).



### BRONZE CONFERENCE PARTNER (\$5,000 +GST)

- Complimentary tickets:
  - Two full registration Conference tickets (including Awards Dinner and Networking Reception)
- 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)
- Invitation to Nuffield State events.

*\*In all packages, additional Conference, Dinner and Tour tickets can be purchased at early bird rates.\**







# PARTNERSHIP OPPORTUNITIES

The National Conference is directly marketed to a database of over 1,500 Nuffield Scholars, primary producers, potential scholarship applicants, national investors, Australian agribusiness, industry stakeholders and friends of Nuffield. We also have 9,000 Twitter followers, 10,000 Facebook followers 3,700 LinkedIn followers and over 1,200 followers on Instagram.

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



Conference registrations will open in May 2024 and close on 31 July, providing a four-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, CEO, Nuffield Australia**

📞 0408 758 602

✉️ [jodie.redcliffe@nuffield.com.au](mailto:jodie.redcliffe@nuffield.com.au)

Follow us on social media to receive regular updates.



Follow the conversation using the #NuffieldAg hashtag

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

**NUFFIELD AUSTRALIA**

