

Sponsorship Prospectus



Australian Biological Farming Conference & Expo Science meets Nature

9 — 12 November 2018

Southern Cross University

Gold Coast Campus, QLD, Australia



Conference Contact SoilCare Inc.

sponsor2018@soilcare.org

PO Box 525, Alstonville, NSW 2477



Why a Biological Farming Conference and Expo?

After two highly successful National Biological Farming Conferences in Lismore and Cairns, SoilCare Inc is pleased to announce the 3rd Biological Farming Conference and Expo in 2018 on the Gold Coast. Building on the popularity and growth of this event, it has been renamed the Australian Biological Farming Conference and Expo.

The demand for information on regenerative soil management and biological farming systems continues to grow at a rapid pace. Small and large-scale farming enterprises around the country are actively building knowledge and skills in biological farming practices. Farmers are trialling, perfecting and adopting practices such as cover cropping, composting, biological control of pests and disease and new technologies.

Many farmers implementing biological farming systems work in isolation or in small groups with little opportunity for support.

SoilCare members believe that a positive response to redress isolation and the search for knowledge is through biological farming conferences. These events enable farmers, service providers and product manufacturers to come together regularly.

The Australian Biological Farming Conference will:

- Provide a national, cross industry forum for knowledge and information sharing / exchange,
- Host internationally and nationally respected specialists and farmers to guide and assist delegates to learn and gain new skills and knowledge,
- Provide a forum for problem solving,
- Confirm the growing number of farmers and service providers engaged in biological farming systems,
- Establish networks, refocus energy, and
- Showcase an Expo of sustainable farming products and services.

The two previous conferences and expos proved to be a catalyst connecting presenters with audience, while facilitating the free exchange of practical and scientific information amongst all delegates.

The enthusiasm of farmer delegates– combined with your support – ensures the continued growth of Australia’s sustainable agriculture movement.

Take advantage of this unique opportunity to sponsor the Australian Biological Farming Conference and Expo 2018 and contact us today!



Welcome prospective sponsor

SoilCare Inc invites you to join us in sponsoring the 3rd Australian Biological Farming Conference & Expo, 9 — 12 November 2018 at the Southern Cross University, Gold Coast Campus.

As a sponsor, your business will directly connect with your prime target audience; farmers interested in regenerative farming and biological farming practices.

Up to 500 delegate registrations can be accepted for the conference, while marketing, social media and internet promotions will reach and potentially influence a further 10,000 producers and related professionals.

This premier event is expected to attract:

- Farmers/Graziers/Growers/Land Managers
- Agronomists
- Agri -educational professionals
- Producers and retailers of biological farming products
- Providers of biological farming services
- Agricultural researchers

The 2018 theme “Science Meets Nature”, is about learning, sharing and problem-solving amongst producers, educators and national/international agricultural support professionals with a broad range of direct farming and consultancy experience.

The conference program includes:

- Stimulating and diverse plenary and concurrent sessions
- Internationally acclaimed speakers
- Leading experts from Australia
- Biological Farming Expo with up to 40 exhibitors
- Pre-conference tours (additional cost)
- Post-conference workshops (additional cost)

In recent years the demand for professional networking and development opportunities relating to biological farming systems has been growing at an increasing rate. The Australian Biological Farming Conference and Expo 2018 offers an event where producers can access the information and networks they need to improve sustainability and productivity.

Sponsors will benefit from visibility before, during and after the conference from the:

- SoilCare and other related local and national agricultural organisations website promotions
- Conference website, Facebook page and promotions
- SoilCare e-news and Facebook page
- Landcare news and media outlets

Conference Organiser

SoilCare Inc is an issue-based Landcare group established in the Northern Rivers, NSW in 2005 to support members and other farmers searching for knowledge and skills to address soil health issues. SoilCare members are innovative farmers actively seeking to regenerate their farms to improve productivity and ecosystem health.

SoilCare is a not-for-profit organisation with 300 family memberships.

Organising Committee

SoilCare Board Members

Mike Hogan

Kieran Livermore

Judi Earl

Dave Forrest

Bruno Bertolo

Wendy Graham

Miranda Liebmann

Events Subcommittee

Bonnie Walker

Pam Woods

Jodie Gager

Graham Lancaster

Susie Godden



About the conference and expo venue:

Southern Cross University's Gold Coast campus is located at Coolangatta just 400 metres from North Kirra Beach, and adjacent to the Gold Coast Airport. Views of the Pacific Ocean can be seen from many vantage points in the campus' buildings.

The Gold Coast is Australia's sixth largest city, with a population of just under half a million people. Attractions include 70 kilometres of beaches, tropical rainforest hinterland and numerous bush walks, parklands, major shopping centres, markets and entertainment.

Accommodation either within walking distance of the campus or further afield offers the perfect range of choices for all budgets and requirements.





Sponsorship Packages

Align your environmental responsibility programs to sustainable farming.

All prices are in Australian dollars (AUD) excluding GST.

Platinum Sponsor \$20,000

- Eight x 2 day conference delegate registrations
- Full-page ad in the Conference Program*
- Verbal recognition; logo screenshot in opening and closing sessions
- Expo display booth (5m)
- Recognition and logo with hyperlink on the SoilCare and conference websites as well as email marketing
- One brochure (A4) insert in conference satchel (one per delegate)**
- Company logo on conference satchel bag
- 5 minute introduction of keynote speaker in plenary session
- Photo opportunity with keynote speaker
- Reserved seating at plenary sessions for 8 delegates

Gold Sponsor \$10,000

- Four x 2 day conference delegate registrations
- 1/2 page ad in the Conference Program*
- Verbal recognition; logo screenshot in opening and closing sessions
- Expo display booth (4m)
- Recognition and logo with hyperlink on the SoilCare and conference websites and email marketing
- One brochure (A4) insert in conference satchel (one per delegate)**
- 5 minute introduction of keynote speaker in plenary session
- Photo opportunity with keynote speaker
- Reserved seating at plenary sessions for 4 delegates

Silver Sponsor \$5,000

- Two x 2 day conference delegate registrations
- 1/4 page ad in the Conference Program*
- Expo display booth (3m)
- Recognition and logo with hyperlink on the SoilCare and conference websites and email marketing
- A-4 insert (2 sheets) in conference satchel (one per delegate)**
- 5 minute introduction of speaker in theatre breakout session
- Photo opportunity with keynote speaker
- Reserved seating at plenary sessions for 2 delegates

* artwork for Conference Program advertisements to be supplied by sponsor by the advised deadlines

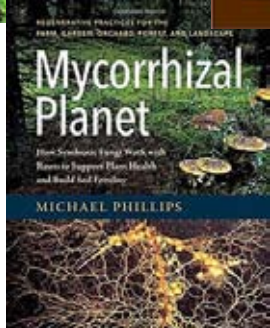
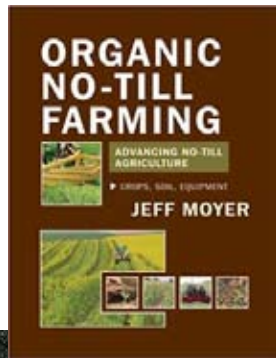
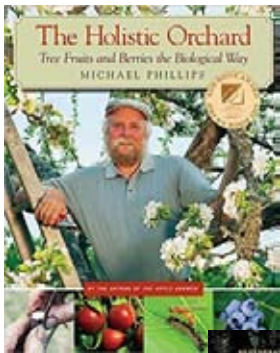
** conference satchel inserts supplied by sponsor by the advised deadlines



Contact SoilCare to discuss sponsorship options.

Email: sponsor2018@soilcare.org

Kieran Livermore 0487 39 41 64



Conference Speakers - International

International keynote speakers will be joined by Australian experts in the field of biological farming systems along with recognised farmers and producers who have led the way for others to follow.



Michael Phillips, - Lost Nation Orchard, New Hampshire

Michael Phillips is a farmer, writer, carpenter, orchard consultant, and speaker who lives with his wife, Nancy, and daughter, Grace, on Heartsong Farm in northern New Hampshire, where they grow apples and a variety of medicinal herbs. He is the author of *The Apple Grower* and *The Holistic Orchard*. His work has been compared with Sir Albert Howard and J.I. Rodale's classic books. Michael's latest, *Mycorrhizal Planet: How Fungi and Plants Work Together to Create Dynamic Soils*, will rock you, reports ACRES USA.

In *Mycorrhizal Planet*, Phillips explores the complex science of the world beneath our feet in layman's terms - offering insight into how to make plants and their fungal partners prosper. Beyond growers, this book will resonate with anyone who is fascinated with the unseen workings of nature and concerned about maintaining and restoring the health of our soils, our climate, and the quality of life on Earth for generations to come.



Jeff Moyer of Rodale Institute, Pennsylvania is a world renowned authority in biological and organic agriculture. His expertise includes organic crop production systems with a focus on weed management, cover crops, crop rotations, equipment modification and use, and facilities design. Jeff is perhaps most well-known for conceptualizing and popularizing the 'No Till Roller Crimper' for use in organic agriculture. In 2011, he wrote *Organic No-Till Farming*, a publication that has become a resource for farmers throughout the world. Jeff brings a farmer's perspective and approach to issues in organic (and biological) agriculture, spending the last four decades helping countless farmers make the transition from conventional farming to organic and biological methods.



Professor Carlo Leifert - Director, Centre for Organics Research at Southern Cross University, Lismore. Professor Carlo Leifert was previously Director of the Nafferton Ecological Farming Group at Newcastle University in England, where he led the research, development and technology transfer team. He has experience as a course director and has recently proposed, developed and established two Masters courses in organic farming and food production systems and sustainable farming and food security.

In addition to his academic positions, Professor Leifert has been Scientific Director of Stockbridge Technology Centre since 2001 and he has also held Technical Director and Research and Development Manager positions.

After proving the value of organic production and nutrition of organic foods while working with farmers and supermarket giant Tesco in the UK, Professor Carlo Leifert is set to open the door to a new future for Australian agriculture as Director of the new Centre for Organics Research at Southern Cross University.

Carlo also claims the title of farmer. He has an olive orchard in Greece where he spends as much time as he can.

Australian Biological Farming Conference & Expo 2018

Foundation Sponsors



**Southern Cross
University**



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