

SPONSOR PROSPECTUS

FOOD IN THE CAPITAL*



APRIL 1 - 2, 2020
CANBERRA



FARMING & PROTECTED CROPPING

URBAN
&
REGIONAL
FOOD
PRODUCTION



FOOD BUSINESS INCUBATION

BUILDING
LOCAL FOOD
BUSINESSES &
SOCIAL
VENTURES



NEXUS

INTEGRATING
RENEWABLES,
FOOD
PRODUCTION
& WATER



FOOD WASTE

USING
&
REDUCING
FOOD
WASTE



URBAN & VERTICAL FARMING

TECHNOLOGY
&
URBAN
DESIGN
SYSTEMS

Regional Development Australia (RDA) is a national network of 52 committees. This Australian Government initiative brings together all levels of government to support the development of regional Australia.

It is funded by the Australian Government and by state, territory and local governments in some jurisdictions. It is administered by the Department of Infrastructure, Transport, Cities and Regional Development.

RDA committee members are local people developing local solutions to local issues. They build partnerships to develop strategies and deliver sustainable infrastructure and services to their regions.





What is it

Food in the Capital will focus on the critical role food production, consumption and new technology must play in helping Canberra become a fully sustainable city. It will underscore the advantages of leveraging Canberra's natural and built advantages and adjoining farming regions.

The conference will bring together business, thought leaders, researchers and government from the ACT and all of South Eastern NSW and new city/region food initiatives from across Australia.

It will challenge, showcase technology and educate on what is required to establish a system-wide urban food model. A model to grow tourism, birth new food businesses, serve local, national and export markets along with greater liveability, nutrition and inclusion outcomes. This may well become a test-case for other cities around Australia.

All of chain: Convening the entire Capital Region food value chain for the first-time including farmers, food manufacturers, distributors, retailers, providers, transport/storage and restaurateurs.

Sustainability: Recognising food as the missing piece of the puzzle for creating a fully sustainable city underpinned by addressing food waste, renewable energy, water, transport and liveability objectives.

A future food system: Developing a system which best serves the needs of Canberra and the Capital region to help generate more abundant, more nutritious local food with less emissions, food miles, water and waste.

Business & Exports: Aiding the establishment and growth of food businesses in local, regional and national markets as well as tourism and exports.

Trade Display and Conference Program: Featuring striking technological developments in the field of vertical farming, the circular economy and advanced food manufacturing.



Context

This is the first time an event of this nature has been staged in Canberra – including both City and Regional food related businesses. It covers the ACT and all of South Eastern NSW.

We anticipate the conference will be the platform for a number of food and export related announcements by government and the corporate sector.

The conference forms part of an ambitious agenda of Regional Development Australia ACT and Regional Development Australia Southern Inland to help build a unique and replicable City-Region food initiative as a national first. This event will play its part in helping build Australia's first truly sustainable city.

Objectives



- Identify *leading trends* in food production for cities and *capacity and brand building ideas* to grow the share of local food in the regional, national and global marketplace.
- Recognise the need for a *systemised whole-of-value-chain* approach to regional food production; mapping possible paths forward for Canberra.
- Provide a *compelling demonstration* of the latest technologies and initiatives needed for a thriving urban/regional food system
- Secure recognition of food's critical role in *achieving Government's sustainability, emissions and broader economic objectives* while bridging the urban-regional divide
- Create awareness of the *food circular economy* and a commitment by key stakeholders to both utilise and reduce food waste.

Audiences



Total estimated is around 300 participants.

Government: As food is not covered by a single government portfolio it typically requires multiple portfolio representatives. Departments of Industry, Agriculture, Economic Development, Regions, Austrade, Ausindustry – (10), ACT (10); NSW (5); other RDAs (8) and nine LGAs across the CBRJO Region (10). Parliamentarians and staff - Federal and ACT (10).

Business: Food businesses throughout the supply chain will be engaged (farms through to restaurants) both in Canberra and across the broader Capital region (100). Trade display companies (20). The conference will assist them to voice their concerns as food businesses to a policy audience and engage with a range of services providers, government program managers and consultants.

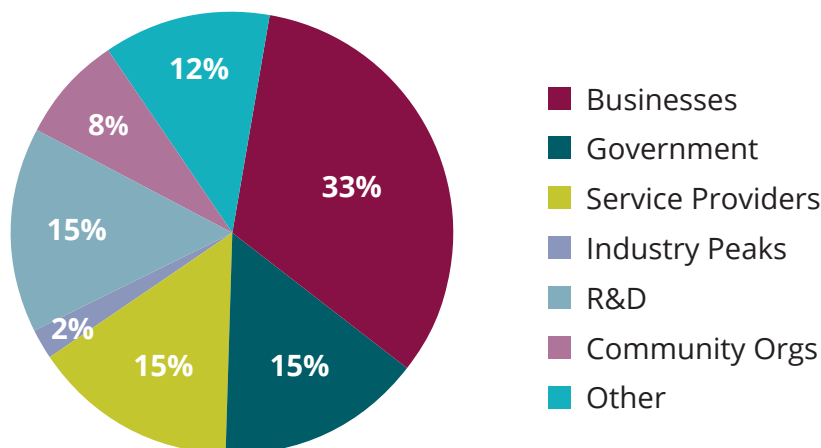
Peak Industry bodies: such as AFGC, NFF, ACCI etc (5).

Service providers: Including transport, logistics, storage (5), BEC (5), consultants (engineering, products, IT, etc) (30).

Community groups: NGOs, job service providers, training and education providers and NFPs (20).

Other: Foodtech and Agtech, startups, students, researchers and agrifood research organisations, CRCs, RDCs from both the ACT but across Australia (40), National Panelists (20).

Attendance by sector



Sponsorship Packages



Sponsorship packages can be tailored to your individual needs



**Platinum
Sponsor**
\$10,000 (+GST)

YOUR BRAND AS MAJOR SPONSOR (UP TO 2 AVAILABLE) INCLUDES ALL GOLD SPONSORSHIP BENEFITS

- Choice of sponsorship for one of
 - ▶ Executive dinner
 - ▶ Conference lunch

BOOTH/TRADE DISPLAY CONFERENCE SPEAKER

NETWORKING DRINKS (Day1, 5pm-6.30pm)

- Drinks and finger food
- 150 people

CONFERENCE ATTENDANCE NETWORKING DRINKS (DAY 1, 5PM-6.30PM)

- 4 complimentary conference-only registrations Pre-conference



Gold Sponsor
\$5,000 (+GST)

EXCLUSIVE SPONSORSHIP ELEMENT (up to 4 available)

- Exclusive branding of a unique aspect of the Conference (see specific packages following)

REINFORCING EXPERTISE / THOUGHT-LEADER

- Recognition as a major sponsor of the conference, with priority branding
 - ▶ Opportunity for a senior representative to deliver a short presentation or be a speaker within a panel discussion

CONFERENCE ATTENDANCE

- 3 complimentary conference-only registrations Pre-conference Advertising / Website
 - ▶ Logo included in all event collateral including conference website sponsor section (with web link), brochure, flyers, etc.
- Logo included in pre-conference print and digital campaigns including RDA ACT and RDA SI newsletter and other media outputs
 - ▶ RDA ACT and RDA SI support of sponsor-created e-blasts, sent by sponsor, promoting sponsor's involvement in the conference (e.g. supplying conference graphics, text, etc.)

ON-SITE PROMOTION

- Host your own evening social event on Tuesday 1 April 2020 (day 1)
- Logo included in all on-site event collateral including on-site conference publications, event signage, and walk-in/-out slide loop at conference opening and closing sessions
 - ▶ Opportunity to place company material on sponsor table
- Sponsor designation on name badge

MEDIA RELATIONS & SOCIAL MEDIA

- Promotion to media and press outlets as a major supporter of the conference
- Promotion via social media including Facebook and Twitter

BOOTH/TRADE DISPLAY ADDITIONAL BENEFITS

- Logo and coverage of sponsor's conference involvement to be included in the post-conference report to be promoted nationally after the event
- Complimentary ACT AgriFood Hub Membership at 'contributor' level for 2020 (\$300 value)

Sponsorship Packages



Sponsorship packages can be tailored to your individual needs



Silver Sponsor
\$3,500 (+GST)

EXCLUSIVE SPONSORSHIP ELEMENT

- Exclusive sponsorship and brandings of one booth, with branding at entrance and in the space Reinforcing Expertise / Thought-Leader
- Recognition as a sponsor of the conference, with branding below Gold sponsor level
- Opportunity for a Senior Director to deliver a short conference presentation or be a speaker within a panel discussion

CONFERENCE ATTENDANCE

- 2 complimentary conference-only registrations Pre-conference Advertising / Website
- Logo included in conference website sponsor section (with web link)
- Sponsor-created e-blasts, sent by sponsor, promoting sponsor's involvement in the event (e.g. supplying conference graphics, text, etc.)

ON-SITE PROMOTION

- Host your own evening social event on Tuesday 1 April 2020 (day 1)
- Logo included in all on-site event collateral including on-site conference publication, event signage, and walk-in/-out slide loop at conference opening and closing sessions
- Opportunity to place company material on sponsor table
- Sponsor designation on name badge

ADDITIONAL BENEFITS

- Logo and coverage of sponsor's conference involvement to be included in the post-conference report to be promoted nationally after the event
- Complimentary ACT AgriFood Hub Membership at 'contributor' level for 2020 (\$300 value)



Bronze Sponsor
\$2,000 (+GST)

REINFORCING EXPERTISE / THOUGHT-LEADER

- Recognition as a sponsor of the conference, with branding below Gold and Silver sponsor levels

CONFERENCE ATTENDANCE

- 1 complimentary conference-only registration

PRE-EVENT ADVERTISING / WEBSITE

- Logo included in conference website sponsor section (with web link) On-Site Promotion
- Logo included in all on-site event collateral including on-site conference publication, event signage, and walk-in/-out slide loop at conference opening and closing sessions
- Opportunity to place company material on sponsor table at the conference
- Sponsor designation on name badge

ADDITIONAL BENEFITS

- Logo and coverage of sponsor's conference involvement to be included in the post-conference report to be promoted internationally after the event
- Complimentary ACT AgriFood Hub membership (\$300 value)

Sponsorship Packages



Sponsorship packages can be tailored to your individual needs

Small Business \$500

- One free registration
- Company logo in on-site conference publication

Hospitality Partnerships

LUNCH RECEPTION (trade displays opening)

- Drinks and finger food
- Est. 200 people
- \$10,000

WELCOME RECEPTION (Day 1, 5pm-6.30pm)

- Drinks and finger food
- Est. 150 people
- \$8,000

EXECUTIVE DINNER

- For VIP speakers, participants and sponsors including senior government representatives and Ministers
- Est. 30 people
- \$8,000

LUNCH (Day 2)

- Est. 250 people
- \$10,000

FINAL NETWORKING DRINKS

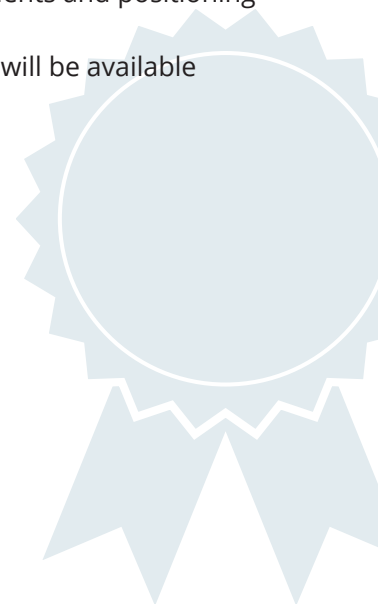
- Est. 100 people
- \$4,000

Trade Display (Booths)

approx 16 in four lines

More information to be advised – please contact us to register your interest.

- Cost from \$850-\$1,800 dependent on requirements and positioning
- Display booth plan available separately
- A number of free or heavily discounted booths will be available



Contact us

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