



# LIVESTOCK 2024

## PARTNERSHIP PROSPECTUS

Presented by



**ALBURY**  
**21-22 AUGUST 2024**

Do you want to work with new or more leading red meat and livestock producers? Does your company want to contribute to the Australian red meat and livestock industry research and development agenda?

Livestock 2024 is a great opportunity to enhance and increase your commercial and knowledge partnerships.

The Southern Australia Livestock Research Council (SALRC) is seeking partners for the Livestock 2024 Conference. The attendees will be drawn from leading livestock producers and providers of services to livestock industries across Australia.

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**Conference Date:** 21-22 August 2024

**Location:** Atura, Albury

**Approx no. attendees:** 80-100

**Target Audience:**

- Leading livestock producers
- Leading researchers and extension professionals



# PARTNER WITH SALRC FOR LIVESTOCK 2024

SALRC is one of three Australian livestock research councils that provide recommendations on research and development (R&D) and extension and adoption (E&A) initiatives and investments for the benefit of Australian red meat and livestock industries.

SALRC is an independent Incorporated Association with a footprint that covers the area in Queensland where sheep are run and all of South Australia, New South Wales, Victoria, and Tasmania. SALRC members include Meat and Livestock Australia (MLA), all the State Agriculture Departments, Local Land Services (NSW), CSIRO, nine universities, Australian Wool Innovation (AWI) and Animal Health Australia (AHA).

In addition to the member bodies (above) SALRC has seven Regional Committees across four states each with a Chair and six livestock producer members. SALRC is led by the SALRC Committee and has an independent Chair. All appointments to these positions are on an open and competitive basis with limited tenure.

# ABOUT LIVESTOCK 2024

LIVESTOCK 2024 is the third biennial conference delivered by SALRC. The Conference will be held at the Atura Hotel, Albury on 21-22 August 2024.

The theme is “environmental challenges and opportunities for Australian livestock industries”.

Outcomes sought include:

- Identification of key practical, and scientifically credible, components of environmental sustainability on Australian livestock farms and throughout the meat supply chain
- Research, development, extension and adoption needed to verify sustainability targets, their impacts on productivity and establishment of credible monitoring and reporting processes to meet the needs of both producers and red meat customers
- Understanding the economic impacts, on farm and in our markets for meat, of implementing sustainability best practice to meet community and market expectations
- Identify the training and advisory/support services needed by livestock producers to implement sustainability best practice and monitor outcomes.





The conference will focus on three themes, as outlined below. Each themed session will include keynote speakers and group workshop activities. The outputs from the workshops will be the identification of actions required to verify the key environmental components which livestock producers should be targeting with their property management, how these environmental components could be monitored and reported and what R&D investments may be required to support these initiatives.

## **THEME 1**

### **IMPROVING LAND, AIR AND WATER**

- Understanding carbon neutrality targets and emissions reductions on farms
- Clarifying key measures for soil, air and water health
- Trends & metrics for biodiversity and other biophysical elements of sustainability

## **THEME 2**

### **SOLUTIONS FOR HUMAN CAPACITY**

- Increasing the skills and knowledge amongst livestock producers and service providers to enable adoption of sustainability practices and monitoring of outcomes
- Increasing awareness in the general community and in our meat markets through credible reporting of sustainability targets and outcomes achieved

## **THEME 3**

### **ECONOMIC CONSIDERATIONS AND MARKET IMPACTS**

- Understanding impacts on productivity and economic performance on farms of adopting sustainability targets
- Attaining value-based marketing of Australian meat products. Promoting the environmental credentials of our industry to access and secure price premiums in key domestic and international markets
- Creation and management of systems to collect, verify and communicate data arising from sustainability initiatives

# PARTNERSHIP OPPORTUNITIES

As a partner, you will have opportunities to be fully engaged in a range of presentations, group discussions and have a seat at the table where big issues for the future of our livestock industries are being discussed. The five levels of partnership are outlined below:

## **PLATINUM PARTNER** \$15,000 + GST (Max – 1)

Platinum partnership will ensure your organisation is identified as a key partner in the conference.

Partnership Package inclusions:

- Company name included in Livestock 2024 Conference title (i.e. The SALRC [name of the sponsors company] Livestock 2024 Conference)
- Three full complimentary tickets to the two day conference
- Three VIP tickets to the Gala dinner
- A seat at the organising committee table
- Speaking opportunity in pre and post conference podcast
- 10 minute address to delegates at commencement of conference
- Partner and logo recognition in conference program and documents
- Partner and logo recognition on conference website page
- Repeat recognitions throughout conference
- Display banner at conference (partner to provide)
- Logo on session announcement slides in conference room
- Exhibition space is available

## **GOLD PARTNERSHIP** \$10,000 + GST

Gold partnership will ensure your organisation is identified as a major partner in the conference.

Partnership Package inclusions:

- Speaking opportunity during lunch on day one of the conference
- Two full complimentary conference tickets
- Two VIP Tickets to the conference dinner
- Partner and logo recognition in conference program and documents
- Partner and logo recognition on conference website page
- Display banner at conference (partner to provide)
- Logo on session announcement slides in conference room
- Exhibition space is available

# PARTNERSHIP OPPORTUNITIES

## **GALA DINNER PARTNERSHIP** \$7,500 + GST

Conference dinner partnership will ensure your organisation is identified as the major partner of the Gala Dinner.

Partnership Package inclusions:

- Naming rights to be included in the Gala Dinner (i.e. the SALRC [name of the sponsors company] Livestock 2024 Gala Dinner)
- Speaking opportunity at opening of the Gala Dinner
- One full complimentary ticket to the two day conference
- One VIP ticket to the Gala dinner
- Logo on partner acknowledgment banners, dinner menu and table decorations
- Display banner at conference and dinner (partner to provide)
- Logo on session announcement slides in conference room
- Exhibition space is available

## **SILVER PARTNERSHIP** \$5,000 + GST

Silver partnership will ensure your organisation is identified as a partner of the conference.

- One full complimentary ticket to the two day conference
- One ticket to the gala dinner
- Partner and logo recognition in conference program and documents
- Partner and logo recognition on conference website page
- Repeat recognitions throughout conference
- Display banner at conference (partner to provide)
- Logo on session announcement slides in conference room
- Exhibition space is available

# PARTNERSHIP OPPORTUNITIES

## YOUNG PROFESSIONAL SCHOLARSHIP \$2,000 + GST

The Young Professional Scholarship will support young and emerging producers, researchers, and /or extension professionals to attend the conference and allow your organisation to be identified as a sponsor for the conference.

Scholarship inclusions:

- Introduction to your scholarship recipient
- Interview opportunity with your scholarship recipient post conference
- Partner and logo recognition in conference program and documents
- Partner and logo recognition on conference website page
- Display banner at conference (partner to provide)
- Logo on session announcement slides in conference room



LIVESTOCK 2022 - YOUNG SCHOLARSHIP  
RECIPIENTS





## NEXT STEP:

If you or your organisation are interested in becoming a partner with SALRC for the Livestock 2024 Conference, please complete the online [sponsorship application form](#) or contact the SALRC Secretariat on:

**P:** 03 5341 6100

**E:** [info@salrc.com.au](mailto:info@salrc.com.au)

