



SPONSORSHIP OPPORTUNITIES

22nd BIENNIAL AUSTRALIAN RANGELAND SOCIETY CONFERENCE

BROOME CIVIC CENTRE, WESTERN AUSTRALIA | 18-22 SEPTEMBER 2023

Australia's rangelands cover 80% of the country and in 2016 were home to 394,000 people. More commonly known as the 'outback', rangelands support about 6,000 pastoral businesses and many of Australia's Indigenous people. They are culturally important to all Australians and a key component of Australia's identity.

The rangelands make a significant contribution to Australia's economy*. Annual gross revenue from mining and oil and gas is \$96 billion (value added), tourism is \$2.7 billion, and pastoralism and agriculture combined are worth \$5.5 billion. There is limited national data for other products such as bush foods and rangeland timbers although the value of kangaroo production approaches \$200 million.

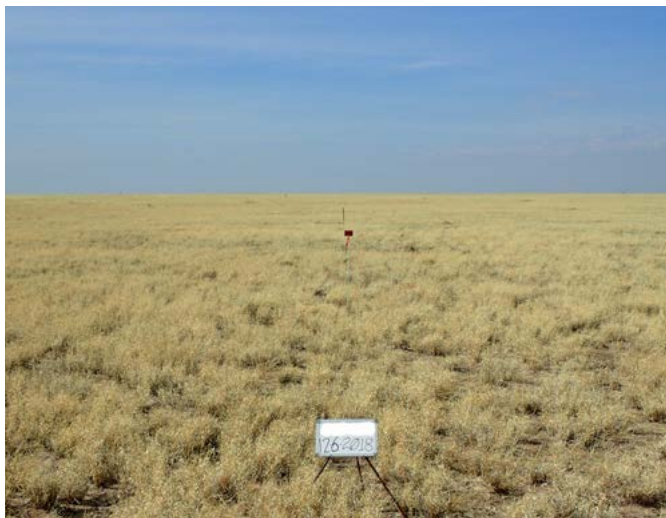


The 2023 Conference theme is:

ACTION STATIONS

and we want to make progress on the following topics:

- Coming to grips with carbon, green energy and natural capital
- Science, satellites and success
- Resilience in a land of drought and flooding rains
- Traditional Owner aspirations and knowledge
- Where/what is the cutting edge technology
- Passing the baton to the next generation



AUSTRALIAN RANGELAND SOCIETY CONFERENCE 2023

Who will be there?

The 2023 conference targets Australian delegates from local people involved or interested in the rangelands, pastoralists, Indigenous land management groups, Regional NRM Organisations, Commonwealth and State agencies (agriculture, natural resource and conservation), land management NGOs (e.g. Australian Wildlife Conservancy, Bush Heritage). Indigenous land management groups and universities that specialise in relevant courses.



Attendees who are involved in the rangelands across Australia include:

- Grass roots land managers
- Natural resource management facilitators and practitioners
- Research scientists
- Owners and managers of businesses
- Member of non-government organisations
- Agency staff
- Tertiary students and early career researchers
- Technology providers and consultants

Why Broome?

Known as “the gateway to the Kimberley”, Broome’s white sand, blue water, pindan soils and coastal wetlands will provide an excellent backdrop for the 2023 Conference.

Broome has world class tourist attractions such as the 80 Mile Beach, Cape Leveque, Malcolm Douglas Crocodile Park and many more.

Broome is close to the very productive Roebuck Plains and the Fitzroy River and its vast catchment.

The Conference will be held at the Broome Civic Centre in the heart of the city.



About the Australian Rangeland Society

The Australian Rangeland Society is an independent and non-aligned association connecting people who care about improving sustainable management of natural resources, life and business in the rangelands.

Given the diverse activities and needs of the people in the rangelands, the Society exists to provide a forum for the free exchange of ideas and information amongst people who live remotely or are concerned about rangeland issues in their work.

The Society was founded in 1975 and:

- has a website austrangesoc.com.au
- publishes The Rangeland Journal, with six issues a year publish.csiro.au/RJ
- publishes the Range Management Newsletter, with three issues a year austrangesoc.com.au/resources and is active on social media
- holds a biennial conference held in rangeland areas (Broome in 2023 will be the 22nd such conference)
- advocates for sound science, practice and policy in the rangelands.

For more information on ARS and its activities, visit: austrangesoc.com.au, and please consider joining!

Why become a sponsor?

Target the rangeland community

Biennial Conference Sponsors are visible to a unique national audience of rangeland technical, operational and policy making communities.

Foster a resilient rangeland into the future

Sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate at the conference. Your sponsorship support helps to attract the widest possible range of regional participants to the Conference, and of Early Career Researchers and practitioners with a passion for our Outback.

Promotion

The Conference will be widely promoted throughout Australia and the international rangeland community via the Society database, newsletter and website, plus publicity including social media, interest group newsletters, direct mailings, agency publications and linked websites.

Profile your company as a key industry participant

Sponsoring presents an opportunity for stakeholders within the industry to highlight their commitment and support to the unique rangeland environment. Sponsorship offers your organisation:

- Marketing opportunities and national exposure during the whole life cycle of the conference
- Access to influential and engaged delegates
- Connections with leading industry professionals; and
- The chance to unlock and share scientific, traditional, local and experiential knowledge

Passing the baton onto the next generation

A key focus of this conference will be engaging with early career professionals by:

1. giving them an opportunity to present and
2. a session where experienced operators pass on their 'gems' (advice/knowledge) to the next generation.



ARS 2023: Program Outline



The Conference will run from Monday morning to Thursday lunchtime. Monday and Thursday afternoons are available for additional activities.

Monday

- Field Tours
- Optional time for workshops
- Early evening welcome reception

[VISIT THE CONFERENCE WEBSITE](#)

Tuesday

- Formal Conference Opening
- Opening plenary session, with possible panel session
- 3x quarter day parallel sessions
- End of day (*sponsored*) drinks and poster session

Tailored Packages Available

If you would like to highlight your credentials to a focused audience at a widely recognised national event, please consider one of our sponsorship packages or speak with us to build a bespoke sponsorship package tailored to your needs.

Wednesday

- Plenary Session
- 3x quarter day parallel sessions
- End of day (*sponsored*) drinks and poster session
- BBQ Dinner (*sponsored*)

Contact:

Rosie Peace | AA&P Events
rosiep@associatedadvertising.com.au
08 8945 3388

Thursday

- Plenary Session
- 3x quarter day parallel sessions
- End of day (*sponsored*) drinks and poster session
- Conference (*sponsored*) dinner

How do we plan to use your contribution?

Your partnership will greatly assist the Australian Rangeland Society, a non-profit organisation, to provide affordable delegate registration fees, engage high profile keynote speakers, providing scholarships to young professionals and practitioners, hire quality facilities and provide networking opportunities for delegates.

Friday

- Optional tours & workshops



CONFERENCE SPONSORSHIP

	Conference Partner \$35,000 <i>Exclusive Opportunity</i>	Gold Sponsor \$20,000 <i>Multiple Opportunities</i>	Silver Sponsor \$10,000 <i>Multiple Opportunities</i>	Bronze Sponsor \$5,000 <i>Multiple Opportunities</i>
Opportunity to address conference	10 mins	5 mins		
Acknowledgement as a conference sponsor	✓	✓	✓	✓
Company logo on promotional materials	✓	✓	✓	
Logo and linkage on Conference Website	✓	✓	✓	✓
Option to display company banner at the conference venue	✓	✓	✓	✓
Option to display company banner on stage	✓			
Trade stand in poster display area	Double	Double	Single	Single
Branded Conference App push notifications	2	1		
Full Conference Registration (Includes Conference Dinner tickets)	4	3	2	2
Additional Conference Dinner tickets	4	3	2	
Feature in ARS Newsletter	2	1		



MORE CONFERENCE SPONSORSHIP OPPORTUNITIES

	Session Sponsor \$5,000 <i>Limited Opportunities</i>	Exhibition Only \$1,000 <i>Limited Opportunities</i>	Early Career Scholarship Donor* \$15,000 <i>Multiple Opportunities</i>	Conference App Sponsor \$10,000 <i>Exclusive Opportunity</i>
Opportunity to address session	5 mins		5 mins	
Acknowledgement as a conference sponsor	✓	✓ (as Exhibitor)	✓	✓
Company logo on promotional materials	✓	✓	✓	✓
Logo and linkage on Conference Website	✓	✓	✓	✓
Dedicated page in Conference App				✓
Option to display company banner at the conference	✓		✓	
Trade stand in poster display area		Single	Single	
Branded Conference App push notifications	1 (for the session)		1	1
Full Conference Registration (includes Conference Dinner tickets)	2	1	2	2
Acknowledgements in ARS Newsletter	✓		✓	✓
Feature in ARS Newsletter			1	
Conference App Banner Ad			1	1
Logo on Conference App Splash Page				✓

*This sponsorship package funds up to 6 early career attendees.

SOCIAL FUNCTION & HOSPITALITY SPONSORSHIPS

	Welcome Function Sponsor (Monday) \$10,000 <i>Exclusive Opportunity</i>	Drinks & Nibbles (Wednesday) \$10,000 <i>Exclusive Opportunity</i>	Conference Dinner Sponsor (Thursday) \$20,000 <i>Exclusive Opportunity</i>	Lunch Sponsor \$5,000 3 Opportunities	Morning / Afternoon Tea Sponsor \$3,000 Limited Opportunities	Coffee Cart Sponsor \$8,000 Exclusive Opportunity
Naming rights	✓	✓	✓	✓	✓	✓
Acknowledgement as a sponsor	✓	✓	✓	✓	✓	✓
Logo and linkage on Conference Website	✓	✓	✓	✓	✓	✓
Option to display company banner	✓	✓	✓	✓		✓
Branded Conference App push notifications	1	1	2	1	1	1
Full Conference registration (includes Conference Dinner ticket)	2	2	4	2	1	2
Additional Conference Dinner tickets			6			
Acknowledgements in ARS Newsletter	✓	✓	✓	✓	✓	✓

ADVERTISING OPPORTUNITIES

Lanyard Sponsor

\$5,000 - *Exclusive Opportunity*

- Logo on conference lanyard
- Acknowledgement as a conference sponsor

Conference App Banner Advertisement

\$1,000 - *Limited Opportunities*

- 1x advertisement on the footer of the ARS 2023 Conference App (rolling)

Conference App Branded Notification

\$1,000 - *Limited Opportunities*

- 1x push notification to the ARS 2023 Conference App

Tailored Packages Available

If you would like to discuss a tailored sponsorship and/or exhibition package, please contact:

Rosie Peace | AA&P Events
rosiep@associatedadvertising.com.au
08 8945 3388



Ready to book a sponsorship and/or exhibition package? Please complete the booking form and return to rosiep@associatedadvertising.com.au

[DOWNLOAD BOOKING FORM](#)

For further information, or to discuss how you would like to partner with Australian Rangeland Society's 22nd Biennial Conference please contact:

AA&P Events

Professional Conference Organiser (PCO)

Tel: 08 8942 3388

Email: rosiep@associatedadvertising.com.au

Australian Rangeland Society

Matthew Fletcher

Tel: 0428 637 710

Email: mattfletcher@westnet.com.au

[VISIT THE CONFERENCE WEBSITE](#)

