

2020/2021 Sponsorship Prospectus

Facilitating capacity building and empowerment of the Agricultural
Community in the Upper North of South Australia

SPONSORSHIP LEVELS

Sponsorship period - July to June	Sponsorship levels (GST exclusive) Cash or In Kind				
Sponsorship Benefits	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Funding Body
	>\$5000 PA	\$3000-\$4999	\$1000- \$2999	< \$1000	
Distribution to UNFS Members of sponsorship reference material (Material, P&H at cost of sponsor)	2 mailouts per year through secretary - email free, post at cost				
Acknowledgement of Sponsor in Newsletter	Back Page Logo				
Advert in the Newsletter - 1/2 page	4 per year	3 per year	2 per year	1 per year	*
Articles submitted to the Newsletter					12 per year
Acknowledgement on factsheets	*	*	*	*	Yes
Acknowledgement of Sponsor level in Annual Compendium	Yes	Yes	Yes	Yes	Y - Not level just acknowledge
Advertisement in Annual Compendium	2 Page Colour	1 Page Colour	1/2 Page Colour	1/2 page BW	*
Acknowledgement of Sponsor level in Annual Field Day Book	Yes	Yes	Yes	Yes	Y - Not level just acknowledge
Advertisement in Annual Field Day Book	2 Page Colour	1 Page Colour	1/2 Page Colour	1/2 page BW	*
Invitation to introduce a speaker at the Annual Field Day	Yes	Yes	Yes	Yes	Yes
Display / Banner at the Annual Field Day	Display /Banner	Display /Banner	Banner Only	Banner Only	Display /Banner
UNFS Membership (includes admission to Annual Field Day, copy of both the field daybook and compendium and emailing of newsletter)	5	4	2	2	2

* - Acknowledgement shown where relevant for the project or specifics of contract.

Upper North Farming Systems Inc

SPONSORSHIP PROSPECTUS

THE ORGANISATION

The Upper North Farming Systems Group was formed in 2001 in recognition that farmers leading farmers was a valuable and efficient mechanism to improve the productivity, profitability and sustainability of the agricultural industry in Low Rainfall Zones. These areas are typically less serviced by government research bodies and private consultants, so it is important that farmers are supported in supporting each other.

The Upper North Farming Systems Group's mission is leading the Primary Producers of the Upper North of SA to improve sustainability, profitability and viability.

Through a range of projects delivered by the Upper North Farming Systems Group, landholders in the Upper North have gained greater knowledge and understanding of production constraints, enabling better targeting of land uses, inputs and land management actions. The UNFS group works across all aspects of the mixed farming system- in the cropping field in recent times it has had projects on stubble retention and soil cover to reduce wind and water erosion, increasing water infiltration and conserving soil moisture, improved timeliness of sowing and increased summer weed control increasing plant available water and nutrients. The group has also undertaken numerous projects to increase the skills and knowledge of farmers around grazing land management and has increased the adoption of improved cover management, use of fodder shrubs, improved weed management, reduced soil erosion across the region and livestock management focusing on ewe containment feeding and nutrition.

In addition to undertaking and facilitating research and extending key learnings and tools for improving the rate and success of uptake of developments within the agricultural sector, UNFS facilitates a stronger community within the Upper North of SA. A key element of our activities is fostering networks of passionate farmers to learn from and with each other to improve the terms of trade within the region and their enterprises sustainability, profitability and long-term viability. A new initiative, launched in 2015, is the UNFS Hubs. These groups aim to encourage small networks and support the individual communities within the region, whilst drawing on the broader skill base of the whole region and the UNFS Organisation.

Seven Hubs were launched in 2015, with nine Hubs now operating. The Nelshaby and Gladstone/Laura Hubs incorporate the active and vibrant Ag Bureau of SA groups and enable the two organisations to come together and support our common goals within the region. The Booleroo Centre, Morchard/Orroroo/Pekina/Black Rock, Melrose, Jamestown, Ladies on the Land and Wilmington Hubs continue to offer a connection to members through regular gatherings which provide an opportunity to discuss relevant topics. The Quorn Hub was re-established in 2019. The New Farmer and Industry Representatives initiatives expands the geographical and social regions within which the group operates. Each Hub has held activities since their launch in August 2015 and the level of support, with more than 40 people attending a number of the events, supports the decision to implement this model of operation.

GOALS AND OUTCOMES

As outlined in the UNFS Strategic Plan 2015-2020 the Goals of the organisation are:

Goal 1

To actively and effectively engage all members

Outcomes

1. Member retention
2. An increase in number of members participating in events
3. Members providing regular input into the development of projects and events
4. Increasing social capital in the Upper North resulting in a stronger agricultural industry and community as a whole

Goal 2

To develop and enhance members capacity to address key issues through Research, Development and Extension

Outcomes

1. Research and demonstration activities that improve our members sustainability, profitability and viability
2. Extension activities that are relevant, appropriate and lead to adoption
3. Agricultural excellence promoted within the region through sharing of information, resources and encouraging mentoring of farmers and advisors in the Upper North.
4. Industry professionals engaged and involved in group activities
5. Established partnerships enabling participation in steering agricultural research and development in the region, improving farmer's terms of trade and regional prosperity.

Goal 3

To use a communication strategy to promote and advance UNFS, its members and stakeholders

Outcomes

1. Members aware and engaged in group and industry projects and events
2. UNFS provides timely, accurate and appropriate information
3. UNFS recognised as a leading brand for RD&E in the Upper North of SA
4. UNFS promotes agriculture and improves awareness of career opportunities.

Goal 4

To develop a sustainable business governance model that is regularly evaluated and evolves

Outcomes

1. Effective and relevant constitution
2. Relevant branding of the organisation
3. Sustainable workload for all office bearers and staff
4. A well run organisation that attracts future committee members and staff
5. An organisation with clear goals and focus

Goal 5

To maintain a financially viable organisation through strong partnerships

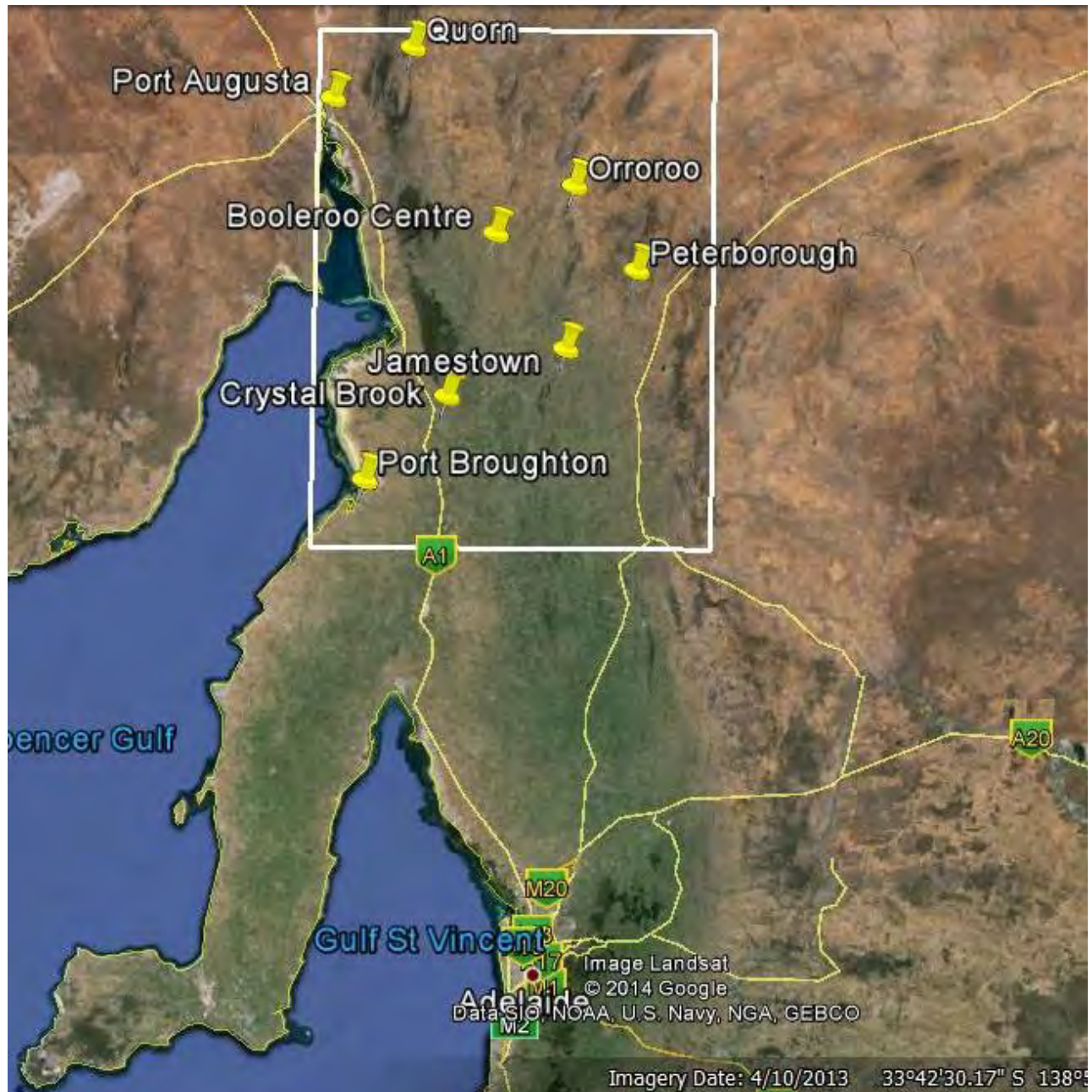
Outcomes

1. Financially viable organisation
2. Membership awareness of UNFS financial status
3. Strong partnership with researchers and funding bodies
4. Strong relationship with sponsors
5. Long term commitment and funding from stakeholders in UN primary production

THE REGION

The Upper North Farming Systems Group covers a diverse geographical region in the Upper North Region of South Australia. The region includes two distinct localities 1) Coastal plain characterised by a mix of sandy and clay soils with warmer winters and hot summers and 2) Interior undulating higher altitude country with cold winters and generally heavier soil types. The district is predominantly a low rainfall zone, however there are areas of mid-level average rainfalls. Our region is bordered to the north and east by the pastoral zones and extends south to the higher rainfall zones and encompasses the towns of Booleroo Centre, Port Pirie, Peterborough, Orroroo, Quorn, Nelshaby, Jamestown and Wilmington.

Although this is our target area, membership is open to all, property ownership within this range is not a membership requirement.



CURRENT PROJECTS

Project Title	Project Duration	Funding Body
Increasing the knowledge and understanding of micronutrient deficiency in the Upper North	2017- ongoing	SAGIT
Pulse Network - improving skills and knowledge relating to profitable pulse crop production and agronomy in Upper North	2017- ongoing	GRDC/Birchip Cropping Group
Cover Crop	2019 - ongoing	National Landcare Program; Smart Farming Partnerships initiative Rd 1 VIA AG Ex Alliance
Barley Grass Management Options	2019 – ongoing	GRDC/University of Adelaide
Dryland Legume Pasture Systems	2019 – ongoing	Rural R&DfP/MSF
Weather Station Network	2017-2020	SAFECOM
Barley Time of Sowing	2019 – ongoing	SAGIT
Fodder Crop	2019 – ongoing	BALCO

HISTORIC PROJECTS

A glimpse at the projects completed by the Upper North Farming Systems group over the past 4 years.

Profitable Crop sequencing in the low rainfall areas of South Eastern Australia	2011-2016	SARDI, GRDC
Post Pasture Cropping Phase Demonstrations	2015-2016	National Landcare Program
Yield Prophet in the Upper North	2011- 2017	Grain Corp, EPIC Grain, UNFS
Reducing the Overdependence on Agrochemicals	2013-2017	GRDC, Central West Farming Systems
Application of Controlled Traffic Farming in the low rainfall zone	2014-2019	ACTFA
Rural Business Management 101- Upskilling the women of the Upper North in Sustainable and Productive Farming Principles	2016-2017	National Landcare Program, SAGIT
Burning of weed seeds in low rainfall farming systems	2016-2017	SAGIT
Maintaining Profitable farming systems with retained stubbles in Upper North SA	2013-2018	GRDC
Upper North Time of Sowing and Yield Loss from Frost/Heat Stress	2016-2019	SAGIT
Demonstrating Improved Pasture Options for the Upper North	2017-2019	PIRSA/UNFS
Understanding Soil Acidity in the Upper North	2017-2019	NYNRM
'Smarter Farmers, Smarter Farms' – Upskilling the women of the Upper North to be future ready, sustainable, more productive farmers	2018-2019	SAGIT

EVENTS

Upper North Farming Systems aims to undertake regular events for its members and the broader agricultural community in the region.

Annual Members Expo

Held in August at Booleroo Centre each year, this event aims to appeal to all members with a broad range of topics, both cropping and livestock focused, and is our feature event on the calendar. Generally, 80-100 members and industry representatives attend this event each year. This event is a great opportunity for sponsors to meet the members, display their products and discuss the issues and needs of those in the Upper North.

Crop Walks

In contrast to the more formal Members Expo, UNFS Crop Walks occur through-out the district and visit trial sites, demonstration paddocks and other areas of interest. Although typically held in Spring, they can occur at any time and are usually a half day event. They are often a tag-along tour and attract between 20 and 50 farmers to each event. At a minimum an Eastern and Western Spring Crop Walk are held annually.

Workshops

Where funding is identified, workshops are offered by UNFS through various consultants and service providers. These are often targeting needs identified through the Operations Committee and their method of delivery will vary for each topic and contractor. Elders and Waratah presented fencing applications to farmers in the Morchard area experiencing major issues with kangaroos during drought conditions. The Ladies on the Land Hub has also run a successful series of workshops targeting women of the Upper North and increasing their knowledge and skills base across all areas of the agricultural enterprise. In 2019, Ladies on the Land presented a 2-part workshop for women focusing on Practical Business Planning facilitated by Rural Directions PL. 'It's ewe time' half-day forum funded by MLA/AWI was recently run in Jamestown discussing practical information designed to increase producer awareness.

Feature Events and Crisis Meetings

As the need arises UNFS will hold additional meetings and feature events to meet the needs of our members. In March 2019 UNFS collaborated with the Mid North Local Health Cluster to present the 'Farming Well in 2019' event in Orroroo. Over 40 attendees listened to speakers on topics relevant to drought conditions including confinement feeding for ewes, successful crop establishment, reducing pest impacts on production and health, safety and wellbeing during difficult times.

Deb Scammell from Talking Livestock hosted a Containment Ewe Facility Tag-a-long tour proving to be very popular, with over 60 producers in attendance throughout the day.

Bus Tours

UNFS aims to host a bus tour on a tri-annual basis. Travelling out of the region with a group of passionate people from the industry is a great way to spark new ideas, challenge current practices and build on the strength of the industry. In 2015, UNFS travelled to Victoria and Central West NSW visiting other Stubble Initiative projects and meeting farmers associated with the Mallee Sustainable Farming Group and Central West Farming Systems Group.

Hub Events

Hub events are planned and managed by the Hub Representative, elected at the Annual General Meeting. These events are possible predominantly due to sponsorship and industry partnerships. They are aimed at bringing the primary producers of the region together to network and learn in an informal and relaxed environment. They are often held over a meal and with a guest speaker or feature topic for discussion. Where a need is identified by the Hub, UNFS will seek funding to undertake a more formal event.

Communication

UNFS delivers effective and engaging communication to its members on a regular basis through numerous formats. These activities rely on project funding, researcher partnerships and the support of funding bodies and sponsors.

UNFS Update

The UNFS Update is an e-newsletter distributed to the members, sponsors and funding bodies 4 times per year. It is a 10-20 page document covering upcoming events, industry news, project updates and case studies. It covers all aspects of agribusiness, the local environment and the UNFS.

UNFS Annual Research Compendium

UNFS compiles an annual book on the research that has been undertaken by both the UNFS and other organisations that is relevant to our members. This book is circulated in a colour printed format to all members.

UNFS Event Publications

At many UNFS events there is printed material circulated outlining project data or extension information.

UNFS Factsheets and Guidelines

UNFS has produced a number of Factsheets and Guidelines on many varied topics. These are circulated via email, at events in printed format and collated in the Annual Research Compendiums. They are also hosted on the UNFS Website.

UNFS Website

UNFS launched its website at the 2016 Annual Members Expo. The website provides an overview of the organisation, hosts a calendar of events, a library of publications produced by the group, project summaries, contact details and acknowledgement of our partners, sponsors and funding bodies.

UNFS Social Media

UNFS has an active Facebook account and has a current following of over 950 people. The Ladies on the Land Hub has a very successful Facebook account with over 7700 followers. UNFS utilizes Twitter to advertise events, engage the community and disseminate extension messages through its team of contractors, staff and committee members.

SPONSORSHIP OPPORTUNITIES

Upper North Farming Systems Inc is a not for profit organisation that puts all income into projects and members services. We rely 100% on project funding to enable on ground and extension activities to occur. All member events are held as a result of membership fees and the generous support of our sponsors and funding bodies.

There are a number of areas where sponsorship of the Upper North Farming Systems Group is sought. We have ongoing extension and project activities that we would like to be funded from sources other than government funding rounds, including the Yield Prophet Program and our Annual Results Book and Annual Field Day. We also need to develop an income source to cover the cost of developing new project proposals to ensure the long-term viability of the group.

As such sponsorship is sought in three areas:

1. Project Sponsorship – Funding or providing equipment/expertise for a project that brings value to the region and its people that is not currently funded by government and industry funding allocations, or that has been developed in a funded project that is not going to continue into the future. The Yield Prophet Project is a key example of this, continuing after the completion of the Water Use Efficiency Project as a result of Sponsorship from Sturt Grain. Other examples of this type of sponsorship include the loan of spray equipment, donation of inputs for large scale trials and provision of fencing equipment. Some projects that may be of interest for this type of sponsorship include:
 - a. Rotation Trials
 - b. Agronomy Trials including Weed Management, nutrition, seeding rate/timing/system
 - c. Broad scale demonstrations to increase practice adoption.
 - d. Annual Survey of Farming Practices
 - e. Livestock Management Trials or Demonstration Sites
 - f. Pasture Options demonstrations or trials
 - g. Precision Agriculture Opportunities for the region
2. Extension Activity and Member Events Sponsorship – Providing funding or goods to support the extension activities held by the UNFS throughout the year. This can include, but is not limited to:
 - a. Food and Beverages
 - b. Venue Hire
 - c. Attracting a desired speaker to the region
 - d. Printing of our Publications for circulation
 - e. Provision of materials – projector/white board/notepads/pens etc.
 - f. Sponsorship of the UNFS Hubs as a whole, an individual Hub or a particular Hub event.
 - g. Provision of prizes for raffling, recognition of volunteer efforts or encouragement of involvement in survey and trial work.
3. General Sponsorship of the Organisation or a key element of its operation– Providing in-kind or cash support to the organisation to undertake regular project and strategic planning, operate within a sound governance framework and communicate effectively. This support enables UNFS to ensure its long-term viability through changes in government funding cycles, purchase and maintain trial equipment and focus on being relevant to our members and the broader Upper North community.

EXCLUSIONS

1. At no point does being a sponsor of the Upper North Farming Systems Inc provide the Sponsor with the ability to modify or change the content of the group Trials or Extension Activities. All trials will be planned by the Trials Management Team and will be done so without consideration to the sponsors of the organisation. We will include treatments that are deemed relevant to the trial.
2. Sponsorship of Upper North Farming Systems Inc does not equate to endorsement of the sponsor organisation or its products by Upper North Farming Systems Inc.
3. At no point will the Upper North Farming Systems Inc Members Contact Details be made available to any Sponsor or Partner of the Upper North Farming Systems Inc. All contact with members is to be made through Upper North Farming Systems Inc or at organised Member Events.

ORGANISATION DETAILS

Upper North Farming Systems

ABN: 85989501980

PO Box 323, Jamestown 5491

unfs@outlook.com

Facebook Page: www.facebook.com/UpperNorthFarmingSystems

Website: www.unfs.com.au

Number of Current Members: 144

UNFS is an Incorporated Body and is registered for GST

CONTACTS

Matt Nottle

Strategic Board – Chairman

0428 810 811

matt.nottle@hotmail.com

Ruth Sommerville

Executive Officer

0401 042 223

unfs@outlook.com

James Heaslip

Strategic Board – Vice Chairman

0429 233 139

james.h.heaslip@gmail.com

Joe Koch

Committee Member – Sponsorship/Finance

0428 672 161

breezyhillag@outlook.com

Kristina Mudge

Administration Officer

0438 840 369

admin@unfs.com.au