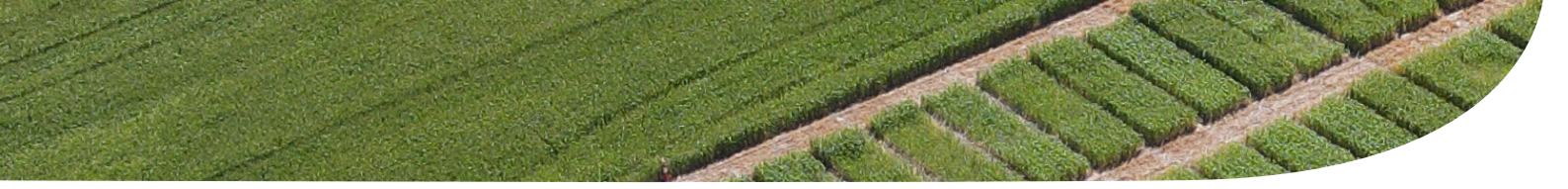




# Sponsorship Prospectus

Growing Agriculture Together





## About our members

### A snapshot

Stirlings to Coast Farmers has a steadily increasing membership of 200 individuals, representing 90 large farming businesses and 400,000 hectares of farmland. SCF members are established cropping and livestock businesses who support many agricultural service businesses and other non-agricultural businesses on the south coast through the operation of their enterprises. They are very active community members and have a long and strong history in the area.

Our members established SCF and as a result are committed to involvement and co-design of projects that improve their productivity and sustainability. Members have direct input from the strategic planning level through to the trials and project activity level.



Stirlings to Coast is great for our business and community, driving local ag research, advocacy, and providing opportunities to catch up and connect

*Alaina Smith,  
Green Range farmer  
and Vice Chair of SCF*

Stirlings to Coast Farmers have helped me explore solutions for non-wetting soils on our property at Tenterden. They initially obtained investment from the GRDC, and now that the project has finished, they are helping me implement more research on-farm. It's great to have help with project design and yield analysis.

*Michael Webster,  
SCF Member*

My family have been members of the SCF group since 2009. We enjoy the events and relevant research they provide, field days and the social side of events and catching up with the farming community. Their trial work over the years has provided answers to some of the restraints encountered on our farm.

*Tracy Bradshaw,  
SCF Member*





## Introducing Stirlings to Coast Farmers inc.

### A positive and innovative grower group

Stirlings to Coast Farmers (SCF) is a not-for-profit organisation led by farmers from the regions of Albany, South Stirling, Denmark, Gairdner, Wellstead, Mt Barker, Frankland and Cranbrook. Our purpose is to deliver relevant research, development and extension that facilitates adoption so that our farming community remains resilient, prosperous and sustainable.

### Stirlings to Coast Farmers aims are:



provide a forum to focus on and manage research, development and extension in the SCF region



be member owned and driven



provide opportunities for members to interact and exchange ideas and information



provide members with proven, relevant and targeted information which improves knowledge and profitability relevant to local conditions



continue to develop collaborative partnerships by seeking the involvement of individuals and organisations in the pursuit of our objectives



## From the Stirlings to Coast Farmers Chair



### **Sandy Forbes**

CHAIR

### **Board Members**

Alaina Smith (Deputy Chair)

David Brown

Ken Drummond

Mark Preston

Jeremy Walker

Nathan Crosby

Amy Sims (Independent)

Lizzie von Perger (SCF CEO)

Success for our members is at the core of everything we do at SCF and we share this goal with our sponsors. The relationships that are formed through sponsorship and the mutual support that is nurtured is highly valued by our members. Recognising the critical link between our members and those that support them in their farming business provides us all with an opportunity to work together more closely to secure a positive future for our farming community.

Sponsorship of SCF is a fabulous opportunity to invest in a group that supports the ongoing development and continual improvement of farming in our region, ultimately supporting a more resilient farming industry and local economy. By supporting SCF, you are supporting your business and our members, and in this way, we can build and grow agriculture together as we continue to deliver relevant and credible research and develop new opportunities for our members.

**Sandy Forbes**  
Chair, Stirlings to Coast Farmers





## SCF Board

Formed in early 2009, SCF is managed by a volunteer Board comprised of farmers and industry professionals from throughout the group's area of operation. The Board develops and oversees the strategic direction of the group and is informed by its membership, as well as a number of sub committees who drive the actions of SCF. The SCF Board and its committees are supported by the Chief Executive Officer, who leads a dedicated and highly qualified team of professionals.

SCF Board meetings are held regularly throughout the year, except during the busy seeding and harvest seasons. Gold and Silver Sponsors provided with opportunities to meet directly with the Board.

SCF also enjoys the support of many volunteers who work on committees, help organise events and assist in the office which ensures the sustainability of the group.

The SCF team is based at the SCF office located in a prominent position at 75 Albany Highway (opposite Dome) in Albany. Staff can be contacted on 9842 6653 or [admin@scfarmers.org.au](mailto:admin@scfarmers.org.au)

### Stirlings to Coast Farmers organisation chart

<b>Finance &amp; Governance Committee</b> Chair Amy Sims	<b>BOARD</b> Chair Sandy Forbes	
<b>Commodities Committee</b> Chair Darren Moir	<b>Chief Executive Officer</b> Lizzie von Perger	
<b>R&amp;D Committee</b> Chair Ashton Hood	<b>RESEARCH</b>	<b>ADMINISTRATION</b>
	Philip Honey <i>Smart Farms Co-ordinator</i>	Kathi McDonald <i>Communications Manager</i>
	Dan Fay <i>Research &amp; Development Co-ordinator</i>	Samantha Jeffries <i>Marketing Officer</i>
	Sheridan Kowald <i>Project Officer</i>	Trish Garnett <i>Project Administrator</i>
<b>Eastern Group</b> Chair Mal Thompson	Samantha Cullen <i>Memberships &amp; Project Officer</i>	Taryn Graham <i>Finance Officer</i>
<b>Western Group</b> Chair Mark Preston & Lindsay Watterson		

## SCF Team



### Lizzie von Perger

CEO

Lizzie started her career in Agriculture as a graduate agronomist based in Gnowangerup in 2005. She quickly developed a love for the Great Southern Region and now lives with her husband and two little children in Denmark, WA.

Lizzie commenced as CEO of SCF in September 2022 and brings a diverse range of skills to the role, having worked in Management positions within both the agricultural and mining industries over the last 15 years. These previous roles have seen her working on a mixed farming property in Germany, managing environmental approvals and stakeholder (Indigenous, government and pastoral) relationships in the mining industry, managing sustainable agricultural projects with Wheatbelt NRM and more recently working as a Relations Manager with the Grains Research and development Corporation (GRDC).

Lizzie brings to the table good project management, communications and relations management skills and a broad knowledge of agricultural research and development with good industry networks both local and interstate. She's passionate about working with local farmers to ensure they remain resilient, profitable and sustainable and is keen to ensure that SCF remains a trusted source of relevant information and maintains its valued community connection.

We support over 200 individuals, representing 90 large farming businesses and 400,000 hectares of farmland.



### A leader in grower driven research and development

The Stirlings to Coast Farmers group has an extensive trials program, which brings a range of cutting-edge information to its members to support SCF's core business of agronomy and farming systems research, development and extension. SCF is seen by Government, funding bodies, industry groups and companies as a credible and innovative organisation to invest in. SCF revised its Strategic Plan in 2022 and will continue to build on the organisation's strengths to open new opportunities for the group. The increased capacity also means that SCF can work more closely with its members and sponsors to deliver greater benefits and serve its research priorities.

As identified by farmer members in 2022, the SCF Research, Development and Extension Plan (2022-25) covers the following top 10 priorities as well as numerous others. SCF works actively to seek funding that targets these research priorities.

- Snail Management
- Incorporation of legumes to increase fixed nitrogen
- Management of herbicide Resistance
- Management of Disease Resistance
- Options for minimising and dealing with salinity
- Improving pasture productivity
- Profitable rotations
- Bridging the gap between potential and actual canola yields
- Maximising nutrient use efficiency
- Carbon emissions baselining and minimisation



Working with SCF allows DPIRD and its team to more readily and effectively achieve shared objectives.

SCF members have an allegiance to their group. As a partner, we see that SCF members show great support and interest in our work, especially events.

**Glenn McDonald,**  
**Research Scientist**  
**DPIRD**





## Knowledge Sharing & Extension

### **Extending information and sharing knowledge**

SCF's talented communications team ensures that members and sponsors are kept up to date with local research and development, farm business material and timely information to tackle seasonal issues/constraints. The following resources also allow gold and silver SCF sponsors the opportunity to promote information, products or local events.

#### **Trials Review Day – Annually in March**

Provides an opportunity for members, researchers, industry partners and sponsors to review the previous year's results from SCF trials and projects. It also provides an opportunity to hear from other regional and/or national researchers and industry experts on the latest research and development relevant to the local area to build technical knowledge and confidence.

#### **Spring Field Days – Annually in September**

These days are a great opportunity to see SCF research and development in action. On the days, members, researchers, industry partners and sponsors are invited to look over SCF (and other relevant) trial sites to visually compare treatments and learn from the experts in an interactive environment. It's a great opportunity to learn and network at the same time.

#### **Field Walks/Workshops**

A range of other flexible and responsive events are held throughout the year, which are tied to current projects, trials and demonstration programs. SCF remains on the front foot with regard to industry innovation and will provide events to support members with information on locally relevant issues as needed.

#### **Social Events**

SCF also hosts sundowners, BBQs and other social events that provide an opportunity for our sponsors to mix informally with our members.

#### **SCF Trials Review Booklet**

An annual report that summarises the year's trials, investigations and community projects. It is distributed to all members & sponsors in hard copy (post) and by email. Sponsors' logos and feature articles are promoted throughout the booklet.

#### **SCF Focus Newsletter**

Four newsletters are prepared and distributed quarterly to SCF members & sponsors. Gold & Silver SCF Sponsor's logos and feature articles are promoted throughout the year. In response to member requests, our newsletters are printed and mailed out as well as emailed to members directly.

#### **SCF eNews**

The SCF 'eNews' are snapshot publications made available to SCF members and sponsors in the months when we don't send out our main newsletter. The eNews ensures members receive more frequent updates on current projects, events and relevant industry information.

#### **SCF Website and Social Media Program**

Regular (weekly) updates are made to our website, Facebook page and twitter. This provides additional opportunities for sponsors to connect with our members.





# Partnerships

## Action through collaboration

Project partners provide a great deal of value to SCF including project resources, in-kind support to projects, expertise in execution, and training provision.

### Existing partnerships include:

- Department of Primary Industries and Regional Development (DPIRD)
- Grains Research and Development Corporation (GRDC)
- Meat and Livestock Australia (MLA)
- Grower Group Alliance (GGA)
- Council of Grain Grower Organisations Ltd (COGGO)
- Cooperative Bulk Handling (CBH)
- South Coast Natural Resource Management (SCNRM)
- Australian Export Grains Innovation Centre (AEGIC)
- FAR Australia
- Farmanco
- Denmark College of Agriculture / Mt Barker Community College / Great Southern Grammar
- Southern Dirt, FBG, NSPNR
- Grain Industry Association of Western Australia (GIWA)
- Western Australian Famers Federation (WAFF)
- Intergrain
- Albany, Plantagenet and Cranbrook Local governments

## CURRENT SPONSORS

### GOLD

**CBH**

**Rabobank**

**Achmea**

### SILVER

**AGT**

**Bayer**

**CSBP**

**Direct Seeding and Harvest**

**Elders**

**Intergrain**

**Nutrien**

**Smith Thornton Accountants**

**Summit Fertilizers**

**Syngenta**

### BRONZE

**AgSpec**

**Albany Engineering**

**AWB**

**Delta Agribusiness**

**East Stirling Rural**

**Farmanco**

**Frankland Rural**

**Manypeaks Store**

**Motel Le Grande**

**Pascoes Accounting & Advisory**

**Peter Graham & Co**

**Planfarm**

**ProcessWorx**

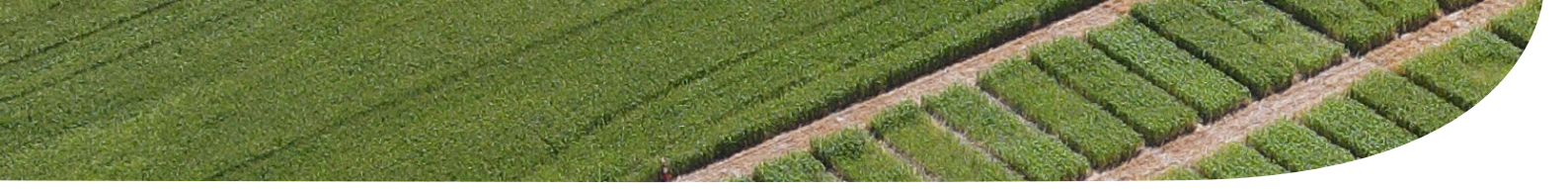
**South Coast Insurance Brokers**

**Stratus Imaging**

**Wellstead Rural Services**

**Wool Agency Co**

Mutal benefits are proven with 90% of our sponsors supporting us for over 3 years.



## Sponsorship Packages

### Supporting farmers by supporting SCF

Stirlings to Coast Farmers invites you to consider a sponsorship opportunity with our group.

SCF works very closely with our sponsors and we are dedicated to developing mutually beneficial agreements. Our sponsorship program offers a unique opportunity to:

- increase your organisation's brand exposure to SCF members
- Improve your companies connection with the local farming community through knowledge building and involvement in local research and networking events.
- improve your company's profile and position as a good corporate citizen
- network with other agribusinesses and supporting businesses, policy makers, other regional bodies and government departments, resulting in improved collaborations & working relationships
- meet regularly with our members at well attended events

“ Summit Fertilizers are proud to be sponsors of the SCF. We enjoy being apart of the many events held during the year which enables the opportunity to share ideas, knowledge and trial data with the shared objective to increase agricultural productivity. It's also great to see new members joining the group every year and to learn first hand the challenges they face.

**Mark Ladny,**  
**Area Manager**  
**Summit Fertilizers**





## SCF Sponsor Benefits

<b>EXCLUSIVE GOLD LEVEL CONTRIBUTION - \$12,000</b>			
Exclusivity rights at Gold sponsorship level for specific industry type			\$3,000
Advertising in SCF Research Trial booklet (annual) – A4 page Ad.			\$3,100
Interaction with SCF staff and industry networks and contacts			\$2,125
Opportunity to address attendees at SCF Major Events (keynote)			\$3,200
SCF partnership signage front SCF office on Albany Hwy			\$1000
Logo on all press releases and formal correspondence			\$440
Logo displayed on SCF Website home page			\$280
Opportunity to develop a full A4 page article or promotion in every SCF Focus Newsletter (quarterly)			\$2400
<b>Value of Gold Level benefits to sponsor</b>			<b>\$15,545</b>
<b>SILVER LEVEL CONTRIBUTION - \$5,000</b>			
Opportunity to participate on one of the SCF sub-committees	\$900		\$900
Opportunity to show case field trials at the SCF Spring Field Day	\$2000		\$2000
Opportunity to conduct product/service giveaway at SCF Events	\$650		\$900
Trade promotional display at the SCF Major Events (2)	\$2,000		\$2000
Logo displayed in the SCF Newsletter (quarterly)	\$700		\$1,300
Logo displayed in eNews (monthly)	\$2,000		\$2,000
Logo displayed in the SCF Trials Review Booklet	\$500		\$700
Logo displayed on SCF Website Sponsors page with a link to your site	\$350		\$2,000
Advertising in SCF Major Event Booklets – half page Ad.	\$1,000		\$175
Opportunity to develop a half A4 page article or promotion in every SCF Focus Newsletter (quarterly)	\$1550		\$3100
Advertising in SCF Research Trial booklet (annual) – half A4 page Ad.	\$1550		\$2,000
Opportunity to distribute your tailored R&D to SCF community through SCF's social media platforms	\$500		\$500
Opportunity for involvement in SCF RDE&A	\$750		\$750
Ability to showcase publications in the SCF Office foyer	\$250		\$250
<b>Value of Silver Level benefits to sponsor</b>		<b>\$14,700</b>	<b>\$18,575</b>
<b>BRONZE LEVEL CONTRIBUTION (corporate membership)- \$1,000</b>			
Opportunity to distribute your tailored message to SCF members directly through SCF eNews	\$1200	\$1200	\$1200
Name and link to your site on SCF website - sponsors section	\$700	\$1400	\$1400
Provision of shopfront sign showing support of SCF - Gold and Silver 75cm; Bronze 25cm	\$300	\$300	\$300
Complimentary pass to all SCF events for networking and member access/interaction	\$1,000	\$1,000	\$1,000
Receive a copy of the SCF Focus – printed (quarterly)	\$80	\$160	\$240
Receive the eNews (monthly) with as many email addresses as desired	\$300	\$300	\$300
Free access to SCF meeting room facilities	\$420	\$420	\$420
Opportunity to share upcoming events in SCF Focus Calendar	\$500	\$500	\$500
Opportunity to sponsor select event catering or beverages	\$500	\$500	\$500
Logo displayed in the SCF office foyer	\$630	\$630	\$630
<b>Value of Bronze Level benefits to sponsor</b>	<b>\$5630</b>	<b>\$6410</b>	<b>\$6490</b>
<b>TOTAL VALUE OF BENEFITS TO SPONSOR</b>	<b>\$5,630</b>	<b>\$21,110</b>	<b>\$40,610</b>



STIRLINGS TO COAST



**Stirlings to Coast Farmers Inc.**

PO Box 1413, Albany, Western Australia 6331

75 Albany Highway, Mt Melville, Western Australia 6330

08 9842 6653

[admin@scfarmers.org.au](mailto:admin@scfarmers.org.au)

[www.scfarmers.org.au](http://www.scfarmers.org.au)

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