

Sponsorship Summaries 2011

Incitec Pivot Fertilisers is a proud sponsor of grower research, farming groups and local community events across eastern Australia.

Our sponsorship program focusses on soil health, development of skills and resources in agriculture, promoting the agricultural industry and community involvement and support.

We also support a wide range of farmer groups whose values align with the brand values of the business.

Outlined below is a selection of some of the successful sponsorships we have been involved in the past few months.

FARMING SYSTEM GROUPS

Grasslands Society of NSW

Incitec Pivot Fertilisers is a major sponsor of the Grassland Society of NSW.

The Grassland Society of NSW promotes grassland farming and research across NSW. The Society aims to advance research in pastures, grazing and land management, through its annual conference, a quarterly newsletter, field days, seminars and a range of other activities through its regional network in New South Wales.

Grassland Society of Southern Australia

Incitec Pivot Fertilisers is a premier sponsor of the Grassland Society of Southern Australia.

The Grassland Society of Southern Australia is the peak farmer organisation dedicated to the transfer of information and technology related to temperate grasslands in South Australia, Tasmania, Victoria and southern New South Wales.

As well as investing in the organisation, we support the Society's vision through the sharing of trial results and will play a large role in the group's upcoming annual conference in June.

Central West Farming Systems

Central West Farming Systems was established in 1998 and now has more than 400 members farming in the Condobolin, Tottenham, Parkes, Forbes and Rankin Springs areas.

The group manages and conducts research and development at 11 regional sites across the NSW's central west region and runs more than 25 field events each year for local farmers.

This investment by Incitec Pivot Fertilisers into Central West Farming Systems enables the group to conduct and extend research that will ultimately benefit the growers in the region.



Jodie Dean with Ian Menz, Condobolin District Agronomist with the NSW Department of Industry and Innovation.

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Birchip Cropping Group

Incitec Pivot Fertilisers is proud to sponsor one of Australia's most well-known and well-respected farm research organisations, the Birchip Cropping Group (BCG).

The BCG is a not-for-profit agricultural research organisation led by farmers in the Wimmera Mallee region of Victoria. BCG strives to improve the prosperity of rural and farming communities, to bolster broader community vitality and provide practical solutions to farm production and business constraints.

Over the years, we have collaborated with the BCG on a number of field trials to deliver local research on plant nutrition.

Southern Precision Agriculture Association

Incitec Pivot Fertilisers recently signed a two-year gold membership with SPAA - Precision Agriculture Australia (SPAA).

SPAA is a non-profit and independent farming group that facilitates precision agriculture research across a range of industries, including grains, viticulture, horticulture and sugar cane on behalf of its farmer and consultant members.

This sponsorship aligns closely with our key sponsorship values to improve soil health and develop skills and resources in Australian agriculture.

Southern Farming Systems

Southern Farming Systems is a farmer driven, non-profit organisation helping higher rainfall farmers with real-world research and information that produces real-world results.

Incitec Pivot Fertilisers collaborates with Southern Farming Systems to conduct local field trials, as well as participating with members and agronomists at local field days.



Growers and consultants attend a Southern Farming Systems field day at the group's trial site at Dunkeld.

Riverine Plains

As a silver sponsor, Incitec Pivot Fertilisers is proud to support Riverine Plains and its members.

Riverine Plains is a progressive farmer group dedicated to improving the productivity of broadacre farming systems in north-east Victoria and southern New South Wales.

The group boasts an impressive membership that has increased throughout the drought because of its extensive research that benefits many farmers across the country.

The group hosts numerous field events, seminars and discussion groups throughout the year, as well as undertaking research projects on behalf of the Grains Research and Development Corporation (GRDC).



Riverine Plains members attend a recent field day held at Bungeet.

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Mackillop Farm Management Group

The Mackillop Farm Management Group promotes innovative and sustainable farming practices through research and extension for the benefit of primary producers and agribusiness in the south eastern region of South Australia and western Victoria.

As a silver sponsor, we are committed to working with the Mackillop Farm Management Group to ensure its members have access to local research in soil health and plant nutrition.

Young Dairy Network

The Young Dairy Network represents the young dairy farmers in Queensland and Northern New South Wales and aims to enhance the future viability of the dairy industry through supporting its young members.

After a successful collaboration at the group's conference last year, we are looking forward to working with Young Dairy Network to hold a series of nutrient management workshops on soil health and plant nutrition.

EVENTS AND COMMUNITY INVOLVEMENT

Young Dairy Network workshops

After last year's successful collaboration at the group's conference, Incitec Pivot Fertilisers is looking forward to working with Young Dairy Network on an ongoing basis.

Lee Menhenett, Technical Agronomist – Pasture, and Katina Trout, Northern Brand and Segment Manager, are currently working with the group to develop a series of nutrient management workshops on soil health and plant nutrition in northern New South Wales.

These workshops aim to promote the importance of soil health and nutrient budgeting on dairy farms to the network's members.

Forbes Rugby Club

For three years, our business has been one of the major sponsors of the Forbes Rugby Club.

The Forbes Platypi play in the Blowes Menswear Cup which incorporates many central-west New South Wales teams including Orange, Bathurst and Dubbo, with support at home games reaching more than 500 people.

The support from our business doesn't stop there, with Area Sales Manager Nick Fell being the 2011 elected President of the Forbes Rugby Club. His agenda of community engagement and maximising participation within the community is set to strengthen the relationship for another year.

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University of Melbourne's Dookie Campus award ceremony

The University of Melbourne's Dookie Campus is the major rural higher education campus of the Melbourne School of Land and Environment (MSLE) and specialises in research and training which makes it a natural fit for sponsorship with Incitec Pivot Fertilisers.

The award's ceremony at the end of each year acknowledges those who are leaders in their field. We have sponsored the award for Excellence in Plant Nutrition for a number of years as part of their key value to respect, recognise and reward people.

Holiday Actors, Warrnambool

The local Warrnambool college students joined together in 1984 to put on the performance of Joseph and His Amazing Technicolor Dreamcoat.

Since then the Holiday Actors have staged a major musical production each year encouraging people aged 13 to 20 years to participate over the holidays.

Incitec Pivot Fertilisers is proud to support this group and the development of the arts in regional Victoria.

Leeton Rugby Club

Leeton Greenies, the local rugby league club has been sponsored by Incitec Pivot Fertilisers with local dealer Yenda Prod Co-Op Society as an ongoing commitment to value and foster teamwork and community spirit.

Our business sponsors one senior team of the Leeton Greenies who play in the Group 20 Competition held in the Riverina region of New South Wales.

Westpac Helicopter Spring Plain Ball

Incitec Pivot Fertilisers is a gold sponsor for the Westpac Helicopter Spring Plain Ball, which is organised by the Spring Plains Ball committee.

The Spring Plains biennial ball raises much needed funds for the Westpac Rescue Helicopter Service.

Since 2005, \$68,000 has been raised by the Wee Waa and surrounding community.

Approximately 260 people attended the 'Under the Stars' themed ball in March 2011 which raised \$23,000.

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INDUSTRY CONFERENCE

Agronomy Conference, November 2010

As part of its commitment to leading the industry in soil and plant nutrition, Incitec Pivot Fertilisers sponsored and participated in the 15th Australian Agronomy conference held in Christchurch in November last year.

The conference was well attended by Incitec Pivot Fertilisers Agronomy team including Charlie Walker, Phil Hoult, Jim Laycock, Lee Menhenett and Matthew Mahoney.

The objective was to launch and promote the new Agronomy Community website, as well as promote Nutrient Advantage Laboratory Services to a captive audience. Charlie was also invited to present on enhanced efficiency fertilisers, such as Green Urea and ENTEC fertilisers.

The conference was one of many that the team was involved in last year, which also included the GRDC Adviser Updates, Australian Dairy conference, Australian Summer Grains conference, AusVeg conference and the FIFA/AFSA conference.



Members of the Incitec Pivot Fertilisers Agronomy team at the Australian Agronomy conference in Christchurch were (from left) Phil Hoult, Lee Menhenett, Jim Laycock, Charlie Walker and Matthew Mahoney.