



Pasture Improvement Initiative

Sponsorship package 2015–16



The Pasture Improvement Initiative

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1. The Opportunity

With a growing population the world requires more food, feed and fibre than ever before, and consequently a more productive pasture feedbase.

Other countries are limited by geography and natural conditions. With its geographically unique and climatically diverse production systems, Australia has a fantastic opportunity to take advantage of the world's growing needs, especially across the Asian regions, both now and in the years to come.

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2. The Challenge

As much as 20% of Australia's pastures, especially in our temperate areas, are declining in terms of productivity and persistence. If this decline continues we risk our ability to take advantage of the opportunity presented by a hungry world.



3. The Solution

We can reverse the decline and revitalise our existing pasture base. With a simple range of successful strategies we can boost pasture and livestock productivity and build the resilience of our agricultural systems.

The Pasture Improvement Initiative will become the leading source of pasture improvement information for Australian farmers, their advisors and the pasture industry supply chain. By having access to this timely, practical and regionally relevant information, farmers can start to create a more sustainable pasture feedbase.

4. How will the Pasture Improvement Initiative do this?

The Pasture Improvement Initiative will develop a pasture assessment and decision-making pathway, that delivers a tailored toolbox of current pasture improvement strategies.

This collaborative approach with industry, RD&E organisations and farmers will integrate research-based information packages with regional farm case studies relating to successful pasture and fodder crop management, pasture renovation and seed production.

In this way, the Pasture Improvement Initiative will create awareness and enable farmers to realise the full potential of their pastures and livestock within a local context.

The Pasture Improvement Initiative is a pasture and livestock industry collaboration that aims to boost the productivity, profitability and sustainability of Australia's pasture feedbase and in so doing create value for its stakeholders along the supply chain.

An Overview

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1. The Clearing House Approach

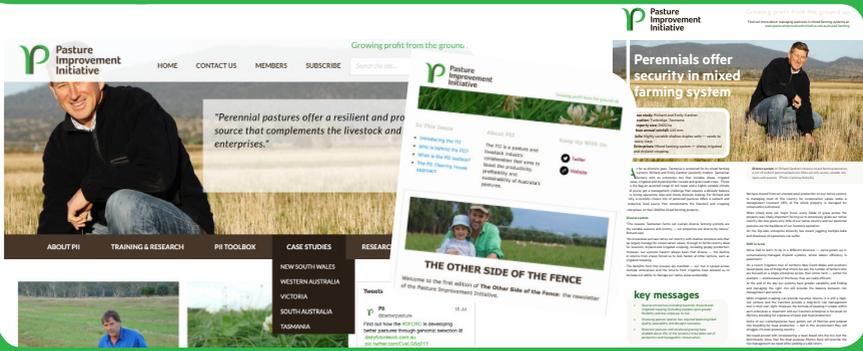
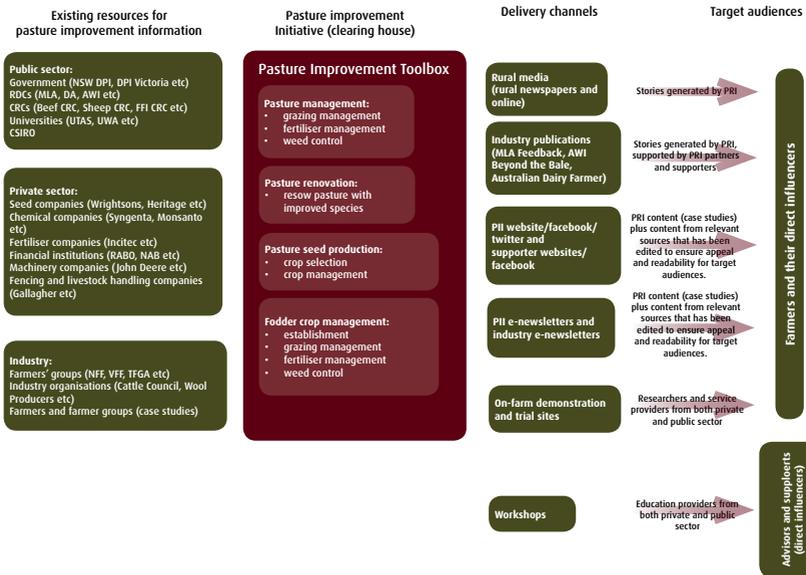
As the primary national 'clearing house', the Pasture Improvement Initiative will deliver key pasture improvement messages, tools and support through:

- Website/facebook/twitter/emails, delivering timely information on pasture improvement
- Regionally-relevant case studies highlighting successes of local producers, supported by 'science behind the story' technical information
- Workshops and training for advisors and supply chain stakeholders on the contents and use of the Pasture Improvement Initiative 'tool box'.

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2. Online decision-making tool

The Pasture improvement Initiative website is the primary portal for information and communication with members, industry, farmers and supply-chain stakeholders.

The website will house the Pasture Improvement Initiatives key value proposition — an online decision-making tool that will allow users access to an easy-to-use process to assess a range of pasture management options on a paddock-by-paddock basis in the context of their whole farm system. In a similar style to the Future Farm Industries' CRC Saltland Genie model (www.saltlandgenie.org.au), the Pasture Improvement Initiative online decision-making tool will require users to answer a range of questions, which will generate a range of pasture management options from the 'PII toolbox'. These options will include links to more detailed evidenced-based technical information and, where applicable, regional case studies that demonstrate how these tools are being successfully applied on-farm in their region.

The website also will feature access to a wide range of pasture improvement information sources with a focus on providing links to research activities and outcomes, regional case studies, pasture-related events and news stories. It also will feature a members' section that will provide additional access to information via seasonal pasture-related features and a quarterly e-newsletter.

3. Who makes up the Pasture Improvement Initiative??

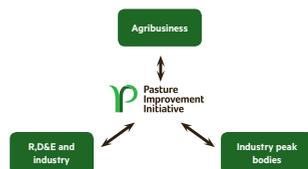
The founding partners in the Pasture Improvement Initiative comprise a mix of national and international agribusiness and industry stakeholders, who collectively have identified the need to promote the value and benefits of pasture improvement for livestock, fodder and crop production systems.

Pasture Improvement Initiative stakeholders have a collective desire to contribute to a more strategic approach to pasture management for Australia's livestock, fodder and crop production systems.

Financial and in-kind support occurs via a three-tiered structure:

- Tier one: Agribusiness partners
- Tier two: Industry and government supporters
- Tier three: Industry peak body supporters

The Pasture Improvement Initiative has identified the Tasmanian Institute of Agriculture (TIA) as a potential Tier two supporter.



"Helping farmers realise the potential of their pastures and livestock in an increasingly variable climate."

4. Foundation sponsor (\$20,000/year)

The Pasture Improvement Initiative is offering stakeholders in the pasture industry the opportunity to become a **foundation sponsor** of the Pasture Improvement Initiative for a three-year period (2014–17).

As a foundation sponsor an organisation will become an active participant and contributor to achieving the Pasture Improvement Initiative objectives and at the same time it will receive in return access to information and resources that will benefit its constituents within the pasture industry.

Becoming a sponsor of the Pasture Improvement Initiative will provide the stakeholder organisation a unique opportunity to expand its networks to farmers and supply chain stakeholders. The sponsorship will provide a communication platform on which to deliver key stakeholders messages relating to an overall pasture improvement program.

An additional benefit from becoming a foundation sponsor of the Pasture Improvement Initiative is that it will provide stakeholders an opportunity to become involved with like-minded organisations interested in the further development of research and innovation that underpins the viability and efficiency of pasture seed and pasture production systems.

The foundation sponsor will be encouraged to bring forward ideas and proposals for consideration by the broader group for co-investment where the outcome is seen to be beneficial and contributes to the overall objectives of the Pasture Improvement Initiative.

Your organisation will receive the following benefits as a foundation sponsor:

- membership of the Pasture Improvement Initiative, which provides access to a range of tier one, tier two and tier three member networks
- representation on the Pasture Improvement Initiative Advisory Committee, which sets the direction and implementation strategy for the organisation's activities
- participation in a range of the Pasture Improvement Initiative working groups, which are established from time to time to address specific outcomes from the Advisory Committee
- access to a Pasture Improvement Initiative 'member's only' section of the website, which will contain recently-released R & D and initiative updates via a quarterly e-newsletter
- dedicated online space on which to hold your project information, outcomes and updates
- the opportunity to contribute regular content, research outcomes and case studies for inclusion in the Pasture Improvement Initiative twitter feed, facebook group and e-newsletter
- the opportunity to provide content for a front-page feature on the Pasture Improvement Initiative website every three months
- where relevant your information will be incorporated into the PII toolbox online decision-making tool
- your logo will be displayed on the Pasture Improvement Initiative home page and supporters' page and quarterly e-newsletter
- acknowledgment as a foundation sponsor in all Pasture Improvement Initiative communications, including activities such as the training course.

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5. PII Partner

For more information about becoming a PII partner contact:

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Email: rock@sgasolutions.com.au

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