



FUTURE FARMERS
NETWORK

Partnership
Prospectus
2011

A b o u t u s

The Future Farmers Network is Australia's national network for young people in rural industries.

History

Future Farmers Network (FFN) was officially launched as a not-for-profit organisation in 2002. Since then the organisation has expanded to a Nationally diverse organisation across Australia.

The founding members of the organisation identified a strong need for an independent and non political network to support young people who were embarking on a career in the rural industry.

Given the vastness of Australia and the requirement to reach those in rural and remote areas, the concept of a predominately online and web-based network took form. Since inception, FFN

has delivered and achieved its aim and objectives ■

Vision

Our vision is for a rural sector that has a reputation for providing exciting and rewarding career paths for young people who are both highly skilled and motivated.



- Coordinate an interaction between a national network of people who support a continual, progressive youth involvement in the rural sector;
- Provide a catalyst for action and commitment from those in a position to encourage and support young people in the rural industry
- Develop programs and initiatives that contribute to a rural generation that is informed, educated and proactive;
- Provide a forum for geographically diverse members to communicate with their peers both professional and personally
- To ensure that there is a centralised point for those pursuing a career in the rural industry to source information, support and resources which, in turn, equip them to adapt, grow and ultimately develop a successful career in the industry. Promote a vibrant and exciting future for young people in the rural sector.

O b j e c t i v e s



- Career information
- Information on training and employment opportunities
- Industry networks and forums
- Training advice and support
- Social networks and gatherings and
- Personal and professional skill development

A Online Discussions/Webinars

C FFN hosts regular online discussion forums. These forums are conducted via email discussion group and are free to members of the network. Members from all over Australia enjoy these forums as they are able to interact in real time with other young members nationally. The sharing of ideas, thoughts, experiences, knowledge and solutions between members is invaluable.

t Topics for these forums are selected based on interest shown by members or what is seen to be highly topical for the moment i.e Beef 2009 "All things Beef" in May 09, "Investing on farm or off farm?" in August 2009 and "Public Perception of Ag" July 2010

v Monthly e-Update and Quarterly e-Newsletter

i Each month FFN distributes an e-newsletter which gazettes industry events, latest employment opportunities, industry and government grants and scholarships, individual success stories of members and other relevant industry information or topical issues.

e Member Networking Functions

S FFN hosts member functions and gatherings in conjunction with national industry events which are held around the country including Beef 2009, AgQuip 2009 and Innovation Generation 2010.

Board of Directors

The FFN board is comprised of a geographically and enterprise diverse group of agri-professionals aged between 18-35 years who share a strong passion for the rural industry. One of the common themes among the board is an intent and desire to encourage young people to choose the rural industry as their career destination and to retain those already engaged in the industry.

2011 FFN Partnership Summary

FFN Partnership 2011	Platinum	Gold	Silver	Bronze
Cash value (GST inc)	\$11,000	\$7,700	\$5,500	\$2,200
Max number of Partners	2 <i>*Corporate partners may request commodity/agribusiness exclusivity at this level</i>	4	5	Unlimited
Exclusive custom bonus	✓			
Brochure inclusion in annual membership mail out	✓	✓		
Host 1 webinar per annum	✓	✓		
Host 1 online discussion per annum	✓	✓	✓	
Event participation priority	✓	✓		
Complimentary invitation to FFN events	✓	✓	✓	
FFN web access				
1. Corporate logo	✓	✓		
2. Web link and blurb	✓	✓	✓	✓
3. Homepage advertising	✓			
4. Public section advertising	✓	✓		
5. Members only section advertising	✓	✓	✓	
Staff memberships	10	7	5	2
Article space and advertising in e-newsletter	✓	✓	✓	✓
Recognition in monthly e-newsletters	✓	✓	✓	✓
Recognition in network e-signatures	✓	✓		

In 2011, we would like to invite both Corporate and Business partners to FFN, further defined as:

- Corporate partners are those who wish to make a direct financial contribution to FFN
- Business Partners are those who would prefer to provide pro bono or in kind services or products to FFN

There are also a number of alternative options that can be incorporated into any of the partnership options listed above.

- Assistance with industry research through surveys and information gathering, via our membership base
- Promotion of partner organisations' specific events and publications
- The use of the FFN logo as endorsement (as negotiated) in partner organisations' advertising
- Membership database research and statistics as negotiated

Partnership Structure

FFN offers a unique opportunity to organisations who are seeking to enhance their profile and exposure in the Australian rural industry, particularly amongst the next generation. In turn FFN is seeking a mutually rewarding long-term relationship with our partners. We also understand that partnering our network needs to deliver real commercial value for your organisation.

A Working Relationship

The FFN partnership structure enables us to tailor benefits, create closer alliances and ensure more rewards to our partners and our network. Our network is seeking partner organisations who are prepared to make a commitment to young people engaged in the rural industry in Australia. Our intent is that our partners will complement and enhance our capacity to continue to provide an invaluable network, resources and information for those individuals.

Partnering with FFN is a business investment and as a consequence we are dedicated to providing a reliable and ongoing commitment to our partners.

FFN prides itself on delivering what we promise and we are always looking for ways we can improve partnership value.

Key Benefits

- An Independent and Non-political Organisation
- Australia wide Geographical and Industry Representation within the Member Base
- Ambitious, Diverse and Engaged Board Leadership
- Strong Corporate Governance and Administration

As a member based organisation we have the ability to provide partners with a direct link to our members. Our membership demographic includes:

- 16-35 years
- Employed or involved in the Australian rural sector either in primary production or agribusiness
- Current and future industry innovators and leaders
- Information seekers
- Motivated, inspired and passionate individuals

Goals for 2011

With the valued support of our partners, four major focuses in 2011 will be to:

- Host Youth Ag Central and present a blueprint for youth in ag in Australia (see included feature for more information on the event)
- Rebuild our website – our most valuable resource – to increase its value to our most valued stakeholders – our member and partners
- Raise our profile at national agricultural events
- Increase our partner and member engagement through a greater number of partner hosted webinars and online discussions

For more information regarding partnering with FFN please contact our Partnership Coordinator:
Stuart Austin - qldstuart@futurefarmers.com.au or 0428 521 612

Partnership Funds

Partnership funds are utilised in accordance with and in strict adherence to our annual budget review, devised from our annual strategic planning session and following consultation with our partners in what they would like to see the FFN offering. Fund allocation is broken down into 3 key areas: Operations, Member Services, and Network Resources.

Operations

- Monthly Board meeting by teleconference / webinar
- Annual face-to-face Board of Directors meeting
- Director corporate governance training
- Network administration and membership database management

Member Services

- Online discussions, webinars, newsletters and member updates
- Membership correspondence (postage, printing etc)
- Promotional Material (flyers, stickers, handbooks etc)

Network Resources

- Website maintenance & upgrades
- Event planning and management
- Account management
- Prizes, rewards and incentives



FFN has been operating as the only national non-commodity specific rural youth group since its inception in 2002. FFN were aware of a number of individual members that held leadership positions or held a representative capacity for state, regional or commodity specific rural youth groups. These members were keen participants within the Network and provided information, discussion points and ideas to other FFN members and each other regardless of location.

FFN had a desire to expand on the informal network that existed within the Future Farmers Network between rural youth group leaders and provide them the opportunity to communicate and collaborate for mutual benefit.

In September 2010 FFN hosted YAC, a highly successful two day summit providing an intensive insight into current industry issues, leadership within the industry and focused workshop discussions on the future of rural youth groups. This event was the first of its kind, with the primary purpose of bringing together rural youth group leaders rather than individuals in the rural sector.

In 2010 there were 24 rural youth groups represented and these representatives collectively access thousands of young people involved in the rural sector and a wide representation of corporate and industry bodies. All areas of the industry were represented including sheep and cattle producers, grains, horticulture, viticulture, support industries (i.e. banks, consultants), show societies and government.