



25th anniversary Tasmanian community Landcare conference 25-27 October 2019: Partnership and Sponsorship Opportunities

About Landcare Tasmania

Landcare Tasmania is a statewide organisation that represents, supports, strengthens and grows the community Landcare movement to address our shared environment and sustainability challenges. We established in 1994 and are the oldest state-based Landcare organisation in Australia. We are a member-based charity with a skills-based [Board](#), as well as a registered Deductible Give Recipient organisation.

Our vision is for all the land and coasts of Tasmania to be cared for by the community. Our mission is creating an environment for Landcare that the community chooses to be part of. There is a place for everyone in community Landcare.

Landcare is about community

Community Landcare is an enduring model that is now over 30 years old. Its strength comes from local communities choosing to own their environment and sustainability issues, taking responsibility for design and delivery of solutions, and maintaining outcomes over time.

The Tasmanian community's generosity and willingness to be part of Landcare is strong:

- 60 new Landcare groups joined Landcare Tasmania in the last 3 years, taking our total membership to [220 groups](#).
- 2018 data indicates our groups had 4,400 regular members and volunteers, participating in around 2,700 [events and working bees](#).
- Their voluntary effort was 135,000 hours – the equivalent in time alone of 65 full time positions or \$5.7M at the Australian Government's valuation rate for volunteer time.



25 – 27 October 2019 – 25th anniversary Tasmanian community Landcare conference

Landcare Tasmania has been running a biennial community Landcare Conference since 1997. The event is a highlight on the Landcare calendar and is well attended by Landcarers from across the State and beyond.

This year's 25th anniversary Conference will be a particularly special event. We will be showcasing the significant history and legacy of the thousands of people who have been involved with Landcare, looking at the lessons of the past and empowering the current and next generations of Landcarers to take their communities positively into the future. We will be providing recognition of the contributions of the Tasmanian community, and engaging



others across the whole community in Landcare – individuals, schools, community organisations, businesses and government.

The weekend conference consists of 4 events:

- **25 October** - A vice regal reception at Government House for presentation of Honorary Life Memberships, additions to our Roll of Honour and, for the first time, announcement of the Tasmanian Premier's Landcare Award and presentation by Premier Will Hodgman.
- **26 October** - Our one day Conference at Blundstone Arena, with a practical focus, designed for Landcarers, to inspire and build skills and confidence in the Landcare community.
- **26 October** - Conference dinner and presentation of the biennial Tasmanian Landcare Awards. While winners are automatic finalists for the 2020 National Landcare Awards, the real focus is showcasing the amazing work that is done by Landcarers in our community.
- **27 October** - A fun and exciting day of field trips to real Landcare sites in southern Tasmania, designed to help participants learn from the experience of local groups working on the ground.

We are expecting around 300 people to attend the event, and to generate a strong public profile.

Sponsorship opportunities

We have significant sponsorship opportunities available for businesses and other organisations who wish to support the Conference and be recognised and rewarded for their support of community Landcare. We can tailor a sponsorship package that meets your needs and expectations. Examples include:

- Naming rights for the Premier's Landcare Award, Honorary Life Membership or Roll of Honour recognition categories.
- \$2,000 - naming rights for a Conference Session that links in with your business, or a Trade Stall.
- \$4,000 - naming rights to a Conference Stream that is relevant to your target audience and a Trade Stall.
- \$8,000 - naming rights to a Conference Stream and linked Field Trip that is relevant to your business or target audience and a trade stall.
- \$10,000 - naming rights to the conference Awards Dinner and a trade stall.
- Upwards of \$10,000 – let's talk about something really special!
- \$1,000 - Become an Attendance Sponsor. This is to subsidise tickets for Landcare members who might otherwise not be able to attend the conference.

Give us a call if you can't see what you need. All packages and options are flexible.

We will also work with sponsors on branding and recognition that meets on your needs. We make extensive use of Facebook and Instagram; produce regular electronic newsletters for members and supporters; run stories on our website and through print, radio and television media. We will work with you to develop recognition in the conference program, satchel, name tags, and static and electronic display materials.

We welcome the opportunity to explore opportunities to partner with businesses for our Conference, other 25th anniversary activities and beyond. We wish to develop enduring relationships that facilitate ongoing participation in Landcare, and that will promote your business to the community.

Please contact our CEO Rod Knight, 6234 7117, rod@landcaretas.org.au for more information.

