

Promotional Opportunity

SATURDAY 1 TO SUNDAY 9 OCTOBER 2011

NATIONAL
ORGANIC
WEEK

NOW

Be Organic

“Taste the Difference,
Feel the Difference,
Make a Difference”

www.organicweek.net.au



**BIOLOGICAL
FARMERS OF
AUSTRALIA**





National Organic Week (NOW) Saturday 1st to Sunday 9th October 2011

The Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) are hosting and promoting the third annual National Organic Week (NOW) promotional campaign.

NOW is ten days of targeted media and locally-staged activities designed to increase awareness of the benefits of organic products and farming production systems and accelerate the uptake of these in the wider community and environment.

Objectives

The main objectives of National Organic Week are to:

- Increase consumer demand for, confidence in, and appreciation for organically-grown produce and goods in all extant and potential markets, with a dual focus of mainstream retail (large and independent) on the one hand and farm direct marketing and farmers' markets outlets on the other.
- Raise the general public's awareness of the vital connection between organic farming methods and genuine global environmental sustainability: especially between climate change abatement, organic farming practices, food waste avoidance and composting.
- Increase knowledge among members of the general public, food sellers, purveyors, restaurateurs, retailers, café owners and farmers Australia-wide about the stringent and world recognised standards for Organic and Biodynamic Products and about identifying certified organic products by independent certification logo marks.
- Engage and build capacity for non-organic and non-biological farmers to convert to organic and/or biological farming methods where appropriate, based on assessment of market demand and future industry growth needs, as well as for its environmental benefits and more resilient agricultural outcomes.
- Raise political awareness at relevant federal, state and local government levels of how sustainable organic and biological farming methods and products directly meet the agricultural and environmental challenges of the 21st Century; especially vis-à-vis climate change, resilient and diversified agriculture, food waste avoidance and water efficiency.
- Give media profile to NOW's week of activities including seminars, tastings, launches, while supporting industry stakeholders and sponsors to promote their organic products and organisations to the general public.



Activities

- There will be a nationally co-ordinated Events Calendar of seminars, promotions, field days...oriented towards showcasing the organic industry in its diverse splendour to the public. Biodynamic and Organic Growers Associations nationwide will notify their members of NOW's dates and encourage them to conduct: workshops, tours, forums, promotions, etc.
- Organic growers, purveyors, producers, retailers and wholesalers will be organising events and running specials to profile their business and/or produce in a way that suits their individual business needs. They will register and upload the details of their Event(s) to the Events Calendar page at www.organicweek.net.au.
- The organisers will notify and liaise with all relevant guilds, associations and unions that communicate with the broader hospitality industry in order that they communicate NOW to their respective members.
- The organisers cause and co-ordinate the publicity and promotion of all of the above-stated objectives to the public, hospitality industry and to government through multiple media channels: all electronic media as editorial content and internet website.
- The organisers will drive the media promotion of the events registered on www.organicweek.net.au.
- The organisers will target media for those growers who've converted from non-organic to organic farming, focusing on their conversion methods, grower and business models and business and environmental outcomes. There will also be showcasing of long term, sustainable business success stories within the organic sector.
- The organisers will initiate media coverage of organic producers, sellers and retailers with a particular focus on NOW promotional partners and those hosting events and promotions.



National Organic Week: an investment in Australia's future and in your organisation

NOW is 10 days of targeted media and locally-staged activities designed to increase awareness of the benefits of organic products and farming production systems and accelerate the uptake of these in the wider Australian community and environment.

In addition to your participation in Australia's future, your involvement in this week will enhance your organisation's responsible and environmentally conscientious image in relation to managing climate change abatement, organic farming practices, food waste avoidance and composting.

Promotional Opportunities for Industry and Corporate members

- Enhancement of your company profile through the grant of rights to use the NOW 11 identity and logo in your communications.
- Online access via username and password to download the NOW 11 promotional material on the NOW website (www.organicweek.net.au): A2, A3 & A4 posters
- Display of your organisation's logo and web link on the Partners page of the NOW website
- Visibility from the NOW national media campaign
- Listing in the Organic Products & Services page

Amount: \$2500.00 (exc.GST)

Commitment by date: Monday 5th, September, 2011



National Organic Week Awards

For the second year, CORE and BFA promote and reward the best organic stakeholder around Australia. The awards will be judged by conducting a consumer poll.

Sponsoring the Annual Best Organic Awards will be a rewarding investment for your organisation. Not only will you be supporting the organic stakeholder and the growth of the organic industry, you will have the opportunity to promote your organisation and its products and/or services to a range of stakeholders who are directly connected with the industry.

This year, the number of categories increases and includes:

- **The Best Organic Retail Outlet Award** (*states and national awards*)
- **The Best Organic Specialist Store Award** (*states and national awards*)
- **The Best Conventional Supermarket Award** (*states and national awards*)
- **The Best Organic Food Website Award** (*national award*)
- **The Best Organic Shopping Website Award** (*national award*)

National Organic Week Awards Package

- Enhancement of your company profile through the grant of rights to use the NOW 11 identity and logo in your communications.
- Sponsor naming rights for the selected award
- Your company's logo will be included on award promotional material i.e. award plate or certificate, advertising material, invitations etc
- Banner display (self supplied) at the presentation of the award
- Opportunity to display your product at the entrance to the venue and to distribute your promotional material (self supplied)
- Opportunity to speak at the presentation of the award (maximum 10 minutes)
- Opportunity to participate in the presentation of the award to its winner
- Digital photographs of sponsor representative with the award winner for post-event publicity
- Visibility from the NOW national media campaign
- Online access via username and password to download the NOW 11 promotional material on the NOW website (www.organicweek.net.au): A2, A3 & A4 posters
- Display of your organisation's logo and web link on the Partners page of the NOW website
- Listing in the Organic Products & Services page

National Sponsor (sole sponsor): \$4,000 (exc.GST)
State Sponsors (sole sponsor per state): \$1,000 (exc.GST)
Commitment by date: Monday 5 September, 2011



Website Package

The NOW website, www.organicweek.net.au, functions as a hub of information for the media, the general public and all NOW stakeholders, such as organic goods producers and vendors, retailers, federal, state and local governments and organisations interested in organic products and systems and the Week's activities and objectives.

In 2010, the website was visited by 3,250 'Unique Visitors' (+35% vs. NOW 08) and registered over 120 Events around Australia.

The website package will give you access to all the benefits listed above, plus:

The display of your organisation's web banner or logo and web link for one year on a page of the NOW website:

- **Home** (2nd viewed page): \$5,000 (sole sponsor)
- **Events**
 - **Event Calendar 2011** (1st viewed page): \$5,000 (sole sponsor)
 - **Register an event**: \$2,500 (up to two sponsors)
 - **Search for events**: \$1,000 (up to two sponsors)
 - **Event Calendar 2011**: \$1,000 (up to two sponsors)
- **Why Organic**: \$2,500 (up to two sponsors)
- **Partners**
 - **Partners Resources**: \$2,500 (up to two sponsors)
- **Media**: \$2,500 (up to two sponsors)
- **About NOW**: \$1,000 (up to two sponsors)
- **Organic Products & Services**: \$1,000 (up to two sponsors)
- **Links**: \$1,000 (up to two sponsors)

Customised package can be organised

Amount: From \$1,000 to \$5,000 (exc.GST)
Commitment by date: Monday 5 September, 2011

Complementary ways to be involved in NOW 11

- Organise your own event(s) and post them on www.organicweek.net.au
- Cause media coverage of NOW and its key messages
- Display NOW promotional materials
- Buy organic products from NOW producers
- Attend a NOW event

**For more information on the NOW promotional opportunities, please contact
 Peter Rimmer from CORE on 1300 88 55 66**



**NOW 2011 – Promotional Opportunities for Industry and Corporate Members
REGISTRATION FORM**

Early Bird: complete and return the form by Monday 30 August and get 20% off

PARTNER DETAILS

Surname: First name:

Organisation: Position:

Mailing address:..... ABN:

City: State: Postcode:

Phone: Fax: Mobile:

Email:

PAYMENT

- Payments can be made by cheque, visa and mastercard. Should you be unable to make arrangements for payment prior to the function, please contact Jane on 1300 885 566 to apply for credit.
- For cheque payments please make cheques payable to “the Centre for Organic and Resource Enterprises”

FEES PAYABLE: \$.....+ GST

Cheque/EFT (please fax your purchase order with the registration form) CORE ABN: 79 771 962 256

Credit Card Mastercard Visa CCV:

Card #:

Expiry Date: /

Cardholder Name: Signature:

A Tax Invoice will be emailed to you on receipt of this form. If you do not receive this within 72 hours of sending your Registration Form, please phone CORE on 1300 885 566.

**Please fax completed form to: 02 9929 2252
or post to: CORE, Suites 701-703, 107 Walker Street, North Sydney NSW 2060
or email to: admin@corebusinessnet.com**