

# GGA Annual Forum

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# Fertiliser operating environment

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- Market size 1.8 million tonnes
- CSBP ~ 60%
- Numbers of suppliers varies from 3 – 5
- New entrants strategy is low cost low service model
- CSBP vision - provide best value, world class nutritional solutions
- Members scrutinising every dollar spent
- Fertiliser one of the biggest costs
- Customer feedback- sponsorship doesn't aid buying decisions

# Sponsorships

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- Annual spend of more ~ 1 million on R&D
- Sponsorships state wide, many since inception
- Provide cash & In-kind sponsorship
  - Soil & plant test
  - Field trials
  - Fertiliser
  - Contract harvesting
  - Full trial management

# Why sponsor

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- Building relationships
- Shared learning
- **Ability to influence**
- Brand recognition
- Product recognition
- Supporting local
- Connecting to your members
- Ground up idea's
- Information flow
- Independence of joint trials
- Build Networks of like minded people

# What doesn't work well

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- 6 hour drives for 15min presentations as a Diamond sponsor
- Editorials and advertising not using branded product names
- One off Event sponsors objectives conflicting with major sponsors.
- Whole farm trials/demo's on farmer who aren't sponsors customers
- Members/ attendee's not being able to distinguish between sponsorship levels
- Not being clear about groups strategic direction
- Misaligned strategy
- Poor communication

# What works well

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- Regular Local communication
- Area manager involvement at local level
- Collaboration
- AM's involved in R&D committee's
- Use of CSBP services
- Joint R&D funding
- Local groups utilising CSBP expertise
- Clear clarity of strategy
- Discuss new opportunities to work together
- Well managed trials
- **Genuine desire to work together**

# What we consider when sponsoring

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- Member base V our Customer base
- Groups desire to work together
- Area manger desire to work with groups
- Organisation structure
- Track record with other sponsors
- Location
- Members attitude to CSBP
- Management
- Attitude of members
- Other sponsors
- Viability
- Value to customers
- Ability to execute valuable R & D that benefit industry

# Summary

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- Be clear when Balancing commercial sponsorship & independence
- Move for more cash less in-kind sponsorship challenges how we get value from sponsorship
- Commercial ROI from sponsorship is not easy to measure!
- Communicate communicate communicate!!!!
- Trust & Relationships are everything
- Together
  - We aim to facilitate the adoption of the best farm management practices that Improve your members profitability



Thank You

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