



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL



SPONSORSHIP PROSPECTUS

2023 Events

About us

The Australian Food and Grocery Council (AFGC) represents Australia's \$133.6 billion food, drink and grocery manufacturing sector and is a valued service provider to its members. We provide our members with opportunities to proactively influence issues that impact the industry by taking collective action to offer industry-led solutions to key stakeholders.

AFGC membership comprises more than 200 companies, subsidiaries, associates and affiliates.



Australian owned



ANZIC codes



SMEs

Our members shape our conversations with stakeholders, drive development of our event and education programs and support our efforts to ensure the industry remains strong, sustainable and profitable.

The AFGC and its members have collectively made substantial progress in advancing the industry's agenda with retailers, government, regulators and other key stakeholders.

Our 2023 events



FOOD+GROCERY
AUSTRALIA 2023



FUTURELEADERS
FORUM



SYMPOSIUM 2023
AUSTRALIAN FOOD & GROCERY COUNCIL

State of Industry 2020-21

**TOTAL
TURNOVER**
\$133.6bn
(+ 0.9%)



**DOMESTIC
TURNOVER**
\$99.4bn
(YoY growth: 9.0%)

AFG TURNOVER
32.1%
(As % of
manufacturing)



EMPLOYMENT
272,800
(+ 0.8%)



**REGIONAL
EMPLOYMENT**
40.3%
For 2021



**CAPITAL
INVESTMENT**
\$3.2bn
(+ 3.1%)



**BUSINESS
COUNT**
16,397
(+ 1.7%)



EXPORTS
\$34.2bn
(- 17.1%)



IMPORTS
\$37.2bn
(- 6.6%)



The figures on this page exclude the fresh food sector and are based on 2020-21 ABS data.

1: This is total number of employees, head count basis and does not include seasonal employees.

2: Gross fixed capital formation for food, beverage and tobacco manufacturing subsector is taken as indicator of capital investment.

Get involved

Working with the AFGC as an event sponsor is an opportunity to show your support for the Australian food and grocery supply industry, gain great brand exposure and unparalleled networking opportunities.

Your support will help the AFGC to drive positive industry outcomes. Being involved in our programs helps us deliver valuable member events that develop insights and skills to support the future of food and grocery manufacturing in Australia.

You can show your support for our highly engaged community of over 200 member companies.

Get your brand in front of Australia's leading manufacturers, from innovative start-ups, to growing small business and global corporations.

Our member companies supply some of Australia's most iconic household brands.



Working together

Our events are attended by FMCG C-Suite executives, future leaders, industry practitioners and key decision makers from across the fast moving consumer goods and supermarket retail industry. *We can put your brand in front of these audiences.*

It's important that our partnership delivers shared value to our members, your organisation and the AFGC. Our event sponsorship packages are based around our comprehensive annual calendar of events.

You can be part of our vision to create a thriving and trusted Australian food and grocery supply industry delivering jobs, economic growth and helping people live well.

Help support the work we are doing to improve supplier-retailer relationships, ease regulatory burdens and deliver initiatives related to socioenvironmental, health and consumer well-being.



FUTURELEADERS
FORUM

18 October 2023

Doltone House, Hyde Park, Sydney

The Future Leaders Forum is a program for high potential young leaders and experienced managers who want to build the future of the FMCG and the supermarket retail industry within Australia.

The program delivers insights from international and local thought leaders on strategy and leadership; exposes delegates to the latest trends; creates new and long lasting contacts in the industry; and helps develop collaborative manufacturer-retailer relationships.



Sponsorship opportunities

Coffee Cart Sponsor \$12,500 Inc GST

- ▶ Future Leaders Forum registration x 2 valued at \$2,400
- ▶ Freestanding banner positioned either side of the coffee cart for the duration of the Symposium
- ▶ One trestle table positioned next to the coffee cart
- ▶ Branding on holding slides in plenary room
- ▶ AFGC event website including link to your preferred URL
- ▶ Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- ▶ Event sponsor announcement posted on LinkedIn and eDM networks
- ▶ Branding on the sponsor page of the conference app and the ability to include a PDF document of whitepaper for delegates to download
- ▶ Ability to provide signage for front of coffee cart (at cost of sponsor)
- ▶ Ability to provide branded cups - if sponsor wishes to provide keep cups, it is also a requirement that takeaway coffee cups are made available. Takeaway coffee cups can be provided by venue, or sponsor can provide branded takeaway coffee cups (at cost of sponsor)



Networking Drinks Sponsor \$22,000 Inc GST

- ▶ Future Leaders Forum registration x 3 valued at \$3,600
- ▶ 2 x freestanding banners within function area
- ▶ 3 minute welcome at networking drinks
- ▶ Company logo alongside networking drinks on Future Leaders Forum Conference app program
- ▶ Company logo alongside networking drinks on Future Leaders Forum website program
- ▶ AFGC event website including link to your preferred URL
- ▶ Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- ▶ Event sponsor announcement posted on LinkedIn
- ▶ Branding on the sponsor page of the conference app and the ability to include a PDF document of whitepaper for delegates to download
- ▶ Opportunity to provide branded items such as coasters, napkins etc. (provided by sponsor)

Future Leaders Forum Wi-Fi sponsor \$6,000 Inc GST

- ▶ Future Leaders Forum registration x 1 valued at \$1,200
- ▶ Future Leaders Forum wi-fi named [your company] wi-fi. Sponsor to select name and password
- ▶ Branded signage at registration desk and entrance to plenary room with wi-fi details
- ▶ Wi-fi details listed in conference app
- ▶ AFGC event website including link to your preferred URL
- ▶ Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- ▶ Event sponsor announcement posted on LinkedIn

Co-create your own sponsorship package

You are most welcome to design your own sponsorship package that delivers exactly what you require.

Think outside the box: Propose a unique idea and if your suggestion is approved, your creativity will be protected.

The AFGC will work with you to negotiate a price and package that responds to all objectives.

Discounts are available for multiple event sponsorship.

Your event & sponsorship contacts

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2023 EVENT SPONSORSHIP APPLICATION FORM

Please return this completed form to AFGC by email to adelina.lavita@afgc.org.au to secure sponsorship.

Section A – Sponsor Contact and Company Details	
Name	
Position	
Company	
Address	
Phone	
Email	
Section B – Sponsorship Details and total cost	
Sponsorship Package name	Event: Sponsorship Package number: Sponsorship Package cost:
	Event: Sponsorship Package number: Sponsorship Package cost:
	Event: Sponsorship Package number: Sponsorship Package cost:
Apply 10% discount for more than 1 package	
Total amount \$	
Section C – Authorisation and signatory details	
Name	
Position	
Signature	
Date	



Section D – Payment details	
A tax invoice for the full amount of your event sponsorship will be issued upon receipt of this form by the AFGC. Full payment is required by the AFGC no later than 30 days after invoice date, and no later than 30 days prior to the event date.	
<input type="checkbox"/> Payment by Invoice . Please fill in the details below:	
Invoice to: Name	
Invoice email: (Accounts Payable)	
Invoice address: (if different to Section A)	
Purchase Order #:	
Invoice total (inc GST)	
<input type="checkbox"/> Paying by Credit Card	
Payment Details	Please note that all credit card payments will incur a 3% processing fee, including any refunds
Card Type	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diners
Card Number	Exp date:
Cardholder name	
Amount	
Signature	



TERMS AND CONDITIONS

- Event sponsorship is for the nominated event(s) as specified in the sponsorship details section – **Section B – Sponsorship Details and total cost.**
- The cost of AFGC Event Sponsorship is \$.....(excluding any credit card surcharge). This is the amount shown in **Section B – Sponsorship Details and total cost.**
- Sponsorship in no way guarantees a speaking position, unless specifically listed under sponsorship entitlements within the package.
- AFGC reserves the right to invite speakers relevant to 2023 event programs and acknowledge the contribution of other companies who may assist with the program and/or speaker costs, even if they are not current 2023 event sponsors.
- AFGC reserves the right to cancel any event without consultation with sponsors. Under such circumstances all sponsorship agreements will be rendered void and AFGC will refund any sponsorship money paid, less an agreed amount for benefits already provided.
- All sponsorship packages are issued on an annual basis unless otherwise specified.
- Full payment is required 1 month prior to an event date. Should full payment of the sponsorship amount not be received by this date, the sponsorship agreement will be considered null and void by AFGC, unless an agreement has been made with the Director Membership and Business Operations.
- To accept these terms and conditions for any 2023 event, please complete and sign below and return to AFGC emailing both Adelina.lavita@afgc.org.au and Samantha.shanks@afgc.org.au
- The Sponsorship Application Form must also accompany the signed Terms and Conditions.

The (Company name)
Fully accepts and understands the terms and conditions outlined above for the specified 2023 Event Sponsorship.

Full Name:

Position:

Signature:

Date.....

Approved by AFGC Director, Membership and Business Operations, Adelina La Vita

SIGNATURE _____ DATE: _____

FURTHER INFORMATION

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