



- **Farmers Advancing Research** -

## **2010 SPONSORSHIP PROSPECTUS**



## The Organisation

Central West Farming Systems (CWFS) was formed in 1998 as a farmer based research group with the motto of **Farmers Advancing Research**. The principle aim of the organisation is:

*“To be the leading regional group effectively demonstrating, extending and promoting farming innovation to assist farmers manage their businesses for long term economic, social and environmental viability”.*

The group is managed by an Executive Committee comprising of 13 farmers, elected from our membership at each Annual General Meeting and representatives from our major funding/project partners and agribusiness.

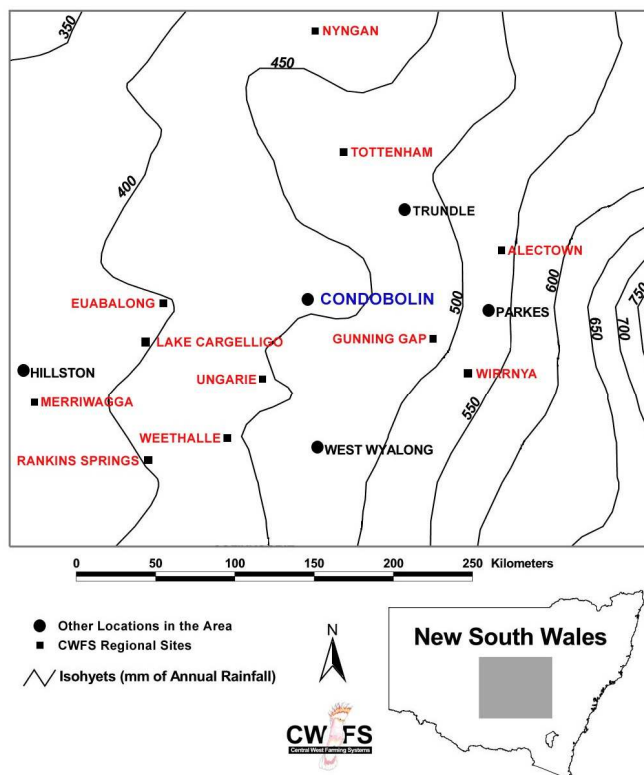
CWFS currently has over 400 members. These are predominately farmers, although we are also strongly supported by private advisers, agribusiness, research organisations and universities.

CWFS employ a multidisciplinary staff including a Chief Executive Officer (CEO) and Regional Site Coordinator, Technical Assistant and Extension specialist. CWFS also contract staff for book keeping, the upkeep of our website and additional technical support.

Core funding for our activities derive from industry and Government funding programs. Our major funding partners currently include the Grains Research and Development Corporation (GRDC), the National Grain and Graze Program and the Landcare/Woolworths program.

Our office is located at the NSW Dept Industry & Investment (DII) Agricultural Research and Advisory Station at Condobolin, which is ideally central to our region.

## The Region



CWFS covers an area of some 14 million hectares across the low rainfall region of Central West NSW.

Rainfall is historically winter dominant and ranges from 550mm/year in the east to below 400mm/year in the western areas of the region.

CWFS currently operates 11 regional sites as indicated on the map reaching from Nyngan in the north, Alectown and Werrinya in the east and Merriwagga and Rankins Springs in the south west of the region. Trials are also run annually at the Condobolin Research Station.

Each site is hosted by a CWFS member and managed by a regional site farmer committee and supported by CWFS staff, NSW DII District Agronomists and local private agribusiness advisers.

# Activities and Outputs

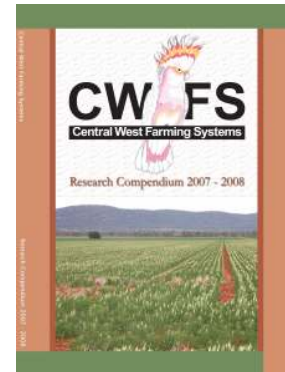


## Regional Sites

Each year we run pre-season planning meetings, in crop walks and spring field days at our 11 regional sites. Each site varies with some hosting a range of research and demonstration activities as identified by their committee, whilst others choose to organise bus trips to visit other progressive farmers. The choice is theirs!

## Compendium

CWFS produce an Annual Research Compendium featuring the results from all of our trials sites along with papers covering relevant topics from other farming systems and research groups.



## Newsletters & Fact Sheets

CWFS produce four newsletters annually along with relevant and timely fact sheets for members.

## Member Info. Service

Our members receive regular updates and bulletins via email through our Member Info. Service. *Over 85% of our members have active email addresses*



- In this issue**
- New CEO for CWFS
  - CWFS Regional Site Spring Field Days
  - Agfarm Information Seminar - This Thursday 9th October
- See below for more details.



## Website

Our website is constantly updated with reports of our activities, photos and up and coming events. We also have a members only section where we post publications and research results.

## GDRC Grower Updates

CWFS work with the GRDC to bring annual grower updates to our region.



## Bus trips, Workshops & Other Activities

Organised when requested by members and as opportunities to bring specialists into our region arise,

## Current Projects & Research Activities

### Increasing Water Use Efficiency (WUE)

This five year, GRDC funded project, aims to increase yield potential through a 10% increase in WUE across the region between 2008 and 2013. In partnership with I&I NSW, AGnVET Services and the CSIRO, the following activities make up this project.

#### CWFS Regional Sites -

- Continued operation of our 11 Regional Sites across the region, including employment of our Regional Site Coordinator and technical support to run this program.
- This project focuses on the adoption of practices that will increase WUE, including stubble retention, minimum/no till, fallow efficiency, time of sowing and other agronomic factors.
- This program also offers the group scope to continue investigation into crop, variety and input options for profitable crop production across the region.

#### Stubble Grazing Trial -

- Through a large replicated trial at the Condobolin Research Station, we will investigate the effects of grazing cereal stubbles over summer on the performance and WUE of the following years crop.
- Trials sites will utilise sheep and cattle for grazing

#### WUE Monitoring, Evaluation & Extension -

- Employment of a Farming Systems Extension Agronomist to undertake detailed soil and water monitoring on three properties annually
- Data collected will be paired with the AGnVET Services BetaCrop database and data will also be fed into modelling work being undertaken by the CSIRO

### Southern Precision Agriculture Association (SPAA)

This new project entitled '*Training and demonstration of PA in practice*' will see CWFS coordinate two local growers groups across the region over the next three years.

Its aim will be to contribute to increased adoption of PA by training and educating farmer, advisers and machinery suppliers on how to implement PA practices into farming operations and why it is of benefit to their business. A major component of this project will be on farm trialling and demonstration utilising PA technologies to show their benefits and how they can be implemented. Each group will meet 3 times per season including:

- Pre-harvest meeting in October focusing on setting up harvesters for yield mapping
- Post-harvest in March covering mapping software and develop on-farm trials
- A mid-season field day/crop walk to view on-farm trials.

### NSW Conservation Agriculture Field Day

In 2008 CWFS became an active partner in the annual NSW Conservation Agriculture Field Day. Hosted at Condobolin in 2008 and Temora in 2009, the days attracted 750 and 1000 people respectively.

CWFS will continue to be a partner in the event when it moves to **Trangie on Thursday 18th February 2010.**

### Woolworths / Landcare Grants

CWFS have been successful in two grant applications to this program over the past 12 months. The first of these offers financial support offered to the existing regional site program. The second, will fund a study tour by local farmers to investigate more sustainable crop production. It will also enable the group to purchase a weed seeker which will be used in trial activities, particularly the Precision Agriculture program.

## Sponsorship Opportunities for 2009 (January - December)

CWFS receives core funding for specific projects from our major funding partners. Currently these are the GRDC, the Commonwealth Government Caring for Our Country Program and the Lachlan CMA.

To underwrite these projects and aid in the development of new projects, CWFS seeks sponsorship from others within the industry. CWFS pools this money with our revenue received from membership for use in priority areas, not currently covered by our specific projects. Below is an outline of the four sponsorship levels we offer.

	<b>Diamond Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>
<b>Sponsorship Benefits</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$4,000</b>	<b>\$1,000</b>
<b>Acknowledgement of Sponsor level on CWFS website</b> (including web link)	Home & sponsor page logo	Home & sponsor page logo	Sponsor page logo	Sponsor page listing
<b>Verbal presence at CWFS pre-season meetings &amp; spring field days</b>	*	*		
<b>Visible presence at CWFS pre-season meetings and spring field days</b>	*	*	*	*
<b>Logo &amp; sponsor level on regular Member Info. Service emails</b>	*	*		
<b>Advertorial in Quarterly Newsletter</b>	Half page 4 issues/yr	Quarter page 2 issues/yr		
<b>Acknowledgement of Sponsor level in Quarterly Newsletter</b>	Front & back page logo	Back page logo	Back page logo	Back page listing
<b>Acknowledgement of Sponsor level on CWFS Fact Sheets</b>	*	*	*	
<b>Acknowledgement of Sponsor level in Annual Compendium</b>	*	*	*	*
<b>Advertisement in Annual Compendium</b>	2 x full page	Full page + half page	Full page	Half Page
<b>Acknowledgement of Sponsor level in Annual Field Day Book</b>	*	*	*	*
<b>CWFS Membership</b>	unlimited	X 5	X 3	X 1

*All prices shown exclude GST*

The benefits outlined above are guidelines only and may be refined to suit particular sponsor requirements. CWFS are also happy to discuss additional sponsorship opportunities, for example sponsorship of specific regional site field days.

Whilst in-kind support is welcome, please note that minimum financial contributions do apply to bronze, silver and gold sponsor levels.



 **Contact CWFS**  
 Jodie Dean  
 Chief Executive Officer

**Phone:** 02 6895 1015  
**Mobile:** 0431 438 684  
**Email:** [jodie.dean@industry.nsw.gov.au](mailto:jodie.dean@industry.nsw.gov.au)  
**Fax:** 02 6895 2688  
**Post:** PO Box 171  
 Condobolin NSW 2877

