



# AUSTRALIAN **BIOECONOMY** CONFERENCE 2024

Profiting from biogenic carbon as we move towards net zero  
Wed 11 & Thu 12 September 2024 | Rydges Newcastle, NSW




Hosted by:



[bioeconomy.com.au](https://bioeconomy.com.au)



An aerial photograph of a vast, dense forest of tall evergreen trees, likely spruce or fir, covering a hillside. The trees are tightly packed, creating a textured green canopy. The lighting suggests a bright day, with some areas of the forest appearing slightly brighter than others.

**The improved management of carbon across our economy - or our 'bioeconomy' - is critical if we are to mitigate the impacts of climate change and increase renewable electricity production as we move away from fossil fuels in an increasingly carbon-constrained world**



# Invitation

**The Australian Industrial Ecology Network (AIEN) takes great pleasure in inviting you to partner with us for the 2<sup>nd</sup> Australian Bioeconomy Conference to be held on 11 and 12 September 2024 at the Rydges Newcastle.**

This two-day event is themed *Profiting from biogenic carbon as we move towards net zero*, where we will explore opportunities for industry and business in Australia in managing carbon better as our economy transitions to a future with net zero emissions.

The enormity of the challenge in transitioning our economy to net zero emissions by 2050, as set out in the Paris Agreement, is just being realised. The Australian Government has made a commitment under the *Climate Change Act 2022* to achieve net zero emissions by 2050 – meaning that all fossil fuel carbon emissions will be offset by abatement programs or no emissions technologies, resulting in no “new” fossil fuel carbon being released into the atmosphere by 2050.

Whilst Government can set the policy framework and ambitious targets to help drive progress towards a future with less carbon dioxide to reduce the impacts of climate change – investment by business and industry in low carbon emissions technologies, clean manufacturing, sustainable farming systems, renewable fuels and green electricity is fundamental. Without this investment, net zero is likely to be extremely difficult to achieve by 2050.

Our conference will help highlight and explore the business case and new technologies to drive change to a low emissions future. Successful case studies from Australia and overseas will be explored to help highlight practical and relevant new investment opportunities to reduce emissions. Managing carbon as part of the wider ‘bioeconomy’ is critical if we are to mitigate the impacts of climate change and increase renewable electricity production as we move away from fossil fuels in a world moving towards net zero.

AIEN recognises that national leadership is critical in connecting key players and capabilities across the value chain and is striving to build partnerships with key stakeholders to frame this dialogue in developing a path for a circular bioeconomy in Australia.

With an already well established and strong network of members and collaborators, the AIEN would like to invite you to be a vital part of the conference by partnering with us as a conference sponsor.

There is a variety of opportunities available providing the ideal platform to promote your organisation and its services whilst supporting a major professional event for participants at the forefront of advancing Australia’s shift away from fossil fuels towards a greener and more sustainable future.

We look forward to welcoming and working with you as a valued partner of the 2<sup>nd</sup> Australian Bioeconomy Conference in Newcastle



Colin Barker  
Chairman, Australian  
Industrial Ecology Network

# About the conference

## Key themes for 2024 include:

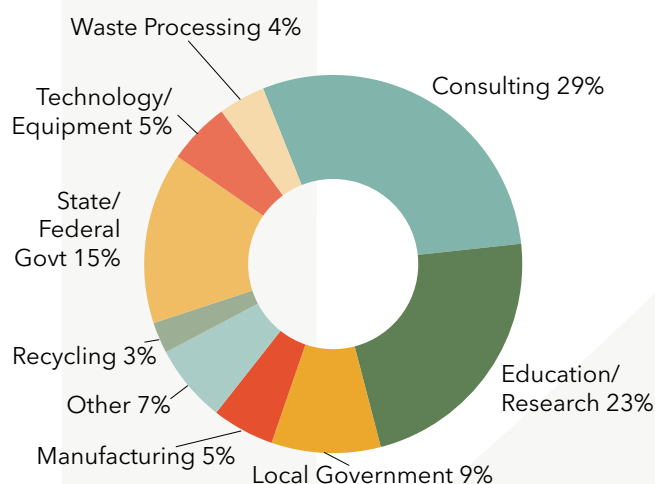
- Emerging industries in Australia and overseas taking on the net zero challenge.
- Market reform and government policy needed to accelerate low carbon investments or abatement projects in Australia.
- Opportunities for government co-investment in carbon abatement projects through reforms under the *Nature Repair Act 2023*, Nature Repair Market, Australian Renewable Energy Agency (ARENA) and the Clean Energy Finance Corporation (CEFC).
- Climate change benefits from managing carbon from biogenic sources across the bioeconomy.
- Techniques, processes and industries seeking to improve the management of carbon in sustainable energy generation.
- How can we fast track investment in anaerobic digestion, to provide green electricity and provide a solution for urban food and garden organic wastes.
- Role of oceans, soils and sustainable farming systems in carbon abatement and bioeconomy opportunities.
- Green manufacturing technologies and potential contribution to a low emissions future.
- Regional planning and bioeconomy precincts to help support new industries seeking to help in the transition to a low emissions future.
- New green fuels, such as biofuels and hydrogen - how can these be used to help in the transition to low or zero emissions electricity.
- Getting the balance right in planning and regulatory approvals, whilst giving confidence to communities living near green technologies.
- Climate change policy to drive down future emissions from new development proposals.
- Exploring principles, commercial drivers and benchmarks that might shape the development of the bioeconomy going forward.

## Audience profile

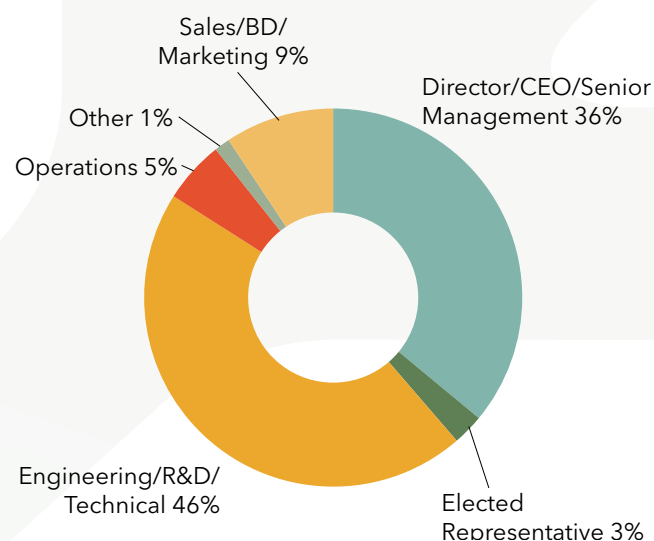
A total of 75 individuals attended the inaugural Australian Bioeconomy Conference.

- Participants came from most State and Territories of Australia
- There was a broad cross-section of stakeholders (industries and job roles) represented at the conference.

## Industry sector



## Job function



## Host organisation



Catalyst to achieving a circular economy

The Australian Industrial Ecology Network (AIEN) is a vibrant network of like-minded individuals, companies, and institutions with a common interest in sustainable development through the study and practice of industrial ecology.

AIEN aims to bring industry, government, and community stakeholders together to capitalise on Industrial Ecology opportunities and resolve emerging issues with coordinated solutions.

[aien.com.au](http://aien.com.au)

## Organising committee

- Dr Mark Jackson, Jackson Environment and Planning
- Dr Abi Sudharsanam, The University of Newcastle
- Mike Haywood, Verdant Earth Technologies
- Colin Barker, Plastech Recycling
- Mark Glover, Ecowaste
- Veronica Dullens, AIEN



## Venue

**Rydges Newcastle**  
**Wharf Rd &, Merewether St**  
**Newcastle NSW 2300**

Sitting amongst the waterfront boutiques, cafés, bars and eateries of the iconic Honeysuckle promenade, Rydges Newcastle is the ideal destination to take this lively city head on. With sweeping views of the stunning harbour and only moments from the major tourist attractions, this premium Newcastle hotel is the perfect blend of vibrant coastal city and luxury holiday escape.

Rydges Newcastle is conveniently located in the heart of Newcastle's Honeysuckle precinct, only a short 30-minute drive from Newcastle Airport, and only two hours drive from Sydney.

## Contact

For all queries regarding sponsorship, please contact the Australian Industrial Ecology Network

T: 0400 449 100

E: [info@aien.com.au](mailto:info@aien.com.au)

# Sponsorship opportunities



The following partnership opportunities have been developed to provide maximum exposure for your products and services during the Australian Bioeconomy Conference.

The conference is designed to allow for a multitude of formal and informal networking opportunities allowing you to interact with delegates and exchange ideas in a relaxed environment. There are a variety of packages available designed to provide maximum exposure for your organisation in all promotions before, during and after the event.

If your organisation wants to stand out as being an innovator in the bioeconomy sector, you can't afford to miss out on this opportunity.

If you would like to expand your partnership package or have an innovative sponsorship product you would like to promote, please contact us. We would like to discuss how we can assist you in meeting your marketing objectives.

## Why sponsor?

**Sponsorship of the conference provides an excellent opportunity to:**

- Promote your organisation, support your brand and maintain a high profile among key influencers and decision-makers before, during and after the event
- Stimulate discussion on issues that affect your industry
- Demonstrate your position and commitment to a circular bioeconomy for Australia
- Connect, engage, interact and influence your target audience
- Establish, renew and build relationships with existing clients, prospects and stakeholders
- Enable your target audience to experience your product/service and people
- Establish your position as the leader of trends and reforms within the industry
- Launch new initiatives and products
- Build your brand, gain valuable knowledge and establish key contacts that will be able to help you build your business

## Event marketing

**The conference will be actively promoted via:**

- Partnerships with related industry organisations
- Advertising in industry publications, e-news, event calendars and websites
- Event website
- Direct mail-outs to an extensive list of potential delegates.
- Electronic broadcasting
- Ongoing updates of website content
- Post-event communications with delegates
- Promotion through social media networks



# Gold sponsor



Gain premium brand exposure by showcasing your organisation to a captive and targeted audience. Build strategic connections with key decision makers and showcase your products and services.

## EXCLUSIVE OPPORTUNITY

Investment:  
\$15,000 + GST

### What's included:

- Corporate logo and acknowledgement as a Gold Sponsor:
  - Printed on the front cover of event promotional material (includes event brochures and advertising where possible)
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 200-word company profile in conference Program
- 200-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- The sponsor may provide a freestanding banner to be positioned at the front during the conference sessions (sponsor is responsible for delivery, installation and removal of banner)
- 4 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Full page advertisement in the Conference Program
- Promotion through the host organisation's social media networks
- Dedicated email blast to confirmed delegates either prior to or immediately after the conference including logo, link to your website, 300 words of text and one image
- Trade table display in the conference venue
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country

# Silver sponsor



As one of only two Silver Sponsors, your organisation will benefit from a strong alignment with the conference through the many opportunities for branding and exposure prior to, during and after the event.

## MAX. TWO PACKAGES

Investment:  
\$10,000 + GST

### What's included:

- Corporate logo and acknowledgement as a Silver Sponsor:
  - Printed on the front cover of event promotional material (includes event brochures and advertising where possible)
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 100-word company profile in conference Program
- 100-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- 2 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Half page advertisement in the Conference Program
- Promotion through the host organisation's social media networks
- Trade table display in the conference venue
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country



# Bronze sponsor



Become a Bronze Sponsor  
and access attractive  
opportunities for  
outstanding brand exposure

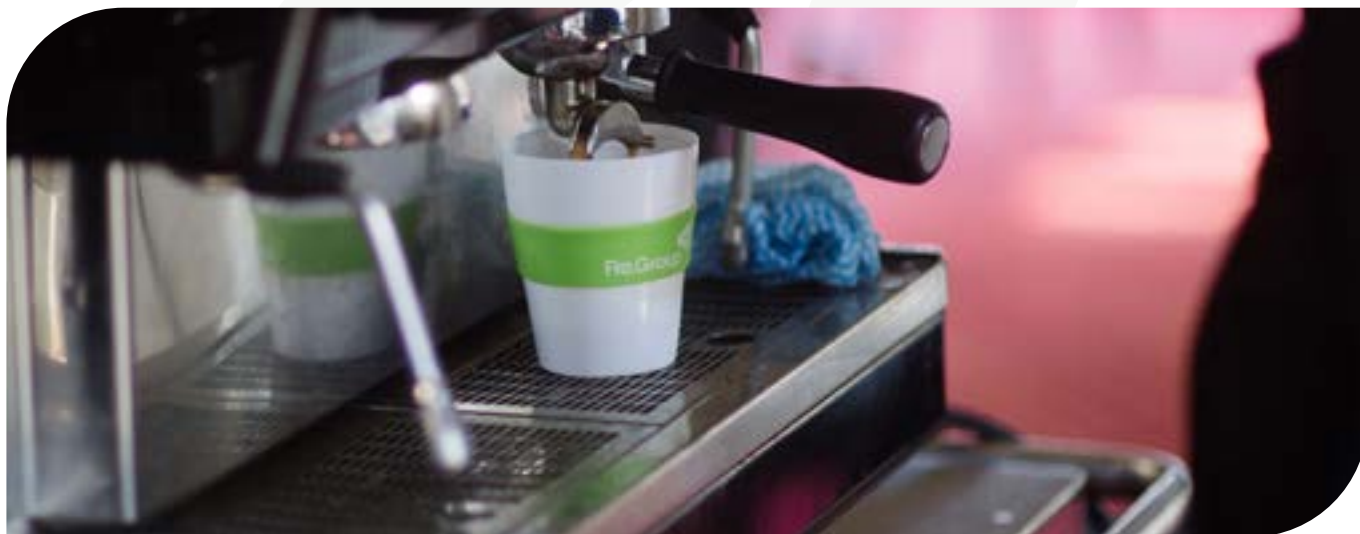
## What's included:

- Corporate logo and acknowledgement as a Bronze Sponsor:
  - Printed on event promotional material
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 50-word company profile in conference Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- 1 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Conference Program
- Promotion through the host organisation's social media networks
- Trade table display in the conference venue
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country

## MAX. FIVE PACKAGES

Investment:  
\$7,000 + GST

# Coffee cart sponsor



A popular feature for many delegates, the Coffee Cart is a great place for networking as well as providing attendees with an essential caffeine hit during the conference breaks.

*Please note: The Conference will supply coffee cart including up to 120 cups of coffee per day. The sponsor may choose to provide additional coffee at their expense.*

## EXCLUSIVE OPPORTUNITY

Investment:  
\$7,000 + GST

### What's included:

- Corporate logo and acknowledgement as the Coffee Cart Sponsor:
  - Printed on event promotional material
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 50-word company profile in conference Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- The Sponsor's logo will be printed on the coffee vouchers
- The Sponsor may provide branded napkins for use at the Coffee Cart
- The Sponsor may provide two freestanding banners for placement alongside the Coffee Cart
- The Sponsor may provide reusable branded coffee cups. A sample or description of the cups must be provided to AIEN for approval at least two weeks prior to the event. Alternatively, the Conference Secretariat can source cups on your behalf, the approximate cost for branded re-usable cups is \$500 - 1,000.
- 1 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Conference Program
- Promotion through the host organisation's social media networks
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country.



# Session sponsor



Session Sponsorship\* offers the opportunity to align your organisation with a particular topic or speaker

\*List of sessions to be published in April/May 2024

## ONE SPONSOR PER SESSION

Investment:  
\$5,000 + GST

### What's included:

- Corporate logo and acknowledgement as a Session Sponsor:
  - Printed on event promotional material
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 50-word company profile in conference Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- Your company logo will be displayed on the opening slide for your session
- 1 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Opportunity to provide a 30 second pre-roll video to play at the start of your sponsored session (sponsor to provide and subject to approval by the conference organiser.
- Promotion through the host organisation's social media networks
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country

# Networking function sponsor



The Networking Function on Tuesday 19 September 2023 offers the opportunity to bring together conference attendees and speakers in an informal networking setting.

*The sponsoring company may liaise with the Event Organisers regarding theming and entertainment for the function.*

## EXCLUSIVE OPPORTUNITY

Investment:  
\$7,500 + GST

### What's included:

- Corporate logo and acknowledgement as the Networking Function Sponsor:
  - Printed on event promotional material
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 50-word company profile in conference Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- Acknowledgement by the MC as the function sponsor
- Sponsor advertisement/corporate logo on table signage
- The Sponsor may provide branded shirts and/or hats for wait staff to wear during the Function
- The Sponsor may address the guests during the function (5 minutes maximum)
- The sponsor may provide two freestanding banners which will be positioned in a prominent location for the function duration
- 1 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Conference Program
- Promotion through the host organisation's social media networks
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country



# Lanyards sponsor



This is an opportunity to have your organisation logo printed on the lanyards worn by all attendees providing considerable exposure throughout the event.

## What's included:

- Corporate logo and acknowledgement as the Lanyards Sponsor:
  - Printed on event promotional material
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 50-word company profile in conference Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- Company name/logo and website printed on the delegate lanyards (one colour print)
- 1 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Promotion through the host organisation's social media networks
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country

## EXCLUSIVE OPPORTUNITY

Investment:  
\$4,000 + GST

# Catering sponsor



The catering area captures all delegates, providing you with significant exposure before and during the event.

## ONLY TWO AVAILABLE

Investment:  
\$5,000 + GST

*Available for Wednesday 11  
September or Thursday 12  
September 2024 or sponsor both  
days for \$8,000 + GST*

### What's included:

- Corporate logo and acknowledgement as the Catering Sponsor:
  - Printed on event promotional material
  - Inclusion in all relevant electronic communications
  - On event webpage
  - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
  - On the table signs at the conference
- 50-word company profile in conference Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the conference opening and closing addresses
- Company logo displayed on signage within the catering area on the selected day
- Company logo displayed at the conclusion of each session on the selected day (via PowerPoint)
- 1 x Full Registration Packages including all sessions, lunches, morning and afternoon teas, 1 x Networking Function Ticket, Conference Program, access to papers/presentations
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Conference Program
- Promotion through the host organisation's social media networks
- Advance list of conference attendees (those who have given permission to be published in the Conference delegate list). The list includes First Name, Surname, Organisation and State/Country



# The fine print

## Sponsorship terms and conditions

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by AIEN and all prices in this document are exclusive of the GST. GST is calculated at the date of publication of this document. AIEN reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Sponsorship Agreement. Upon receipt of the Sponsorship Agreement a tax invoice for the required 50% deposit will be issued. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by Friday 28 June 2024. Applications received after Friday 28 June 2024 must include full payment. Applications will be processed in strict order of receipt and AIEN reserves the right to reject a Sponsorship Application at any time.
3. All monies are payable in Australian dollars. Payments made by credit card may be subject to a merchant fee of 3%.
4. Sponsorship entitlements including organisation logo on the event website and other marketing material will be delivered upon receipt of the required deposit payment.
5. All monies due and payable must be received cleared by AIEN prior to the event. No organisation will be listed as a Sponsor in any official event material until full payment and a has been received by AIEN.
6. Inclusion of corporate logos, organisation profile and other information in printed materials is subject to meeting publication deadlines and specifications. The preferred format for logos is vector .EPS or .AI. Advertising should be submitted as a print ready PDF and any images must be high resolution, suitable for printing (minimum 300 dpi). The placement of banners and promotional material is subject to approval by AIEN. All artwork is to be approved by AIEN prior to printing.
7. AIEN makes no guarantee as to the number of delegates that may attend the event
8. **CANCELLATION POLICY:** Any cancellation of sponsorship must be advised in writing, however, once promotion of your sponsorship has commenced, no refunds will be available, and you will be liable for full payment. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.
9. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent from AIEN.
10. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, Invited Speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the event.
11. **UNAVOIDABLE OCCURRENCES:** In the event that the event is cancelled or delayed outside the control of the Organiser, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, work stoppages, slowdowns or disputes, or other similar events, then the Sponsor may be issued a refund after all fixed expenses are paid, any remaining funds will be distributed to Sponsors. The Sponsor shall not claim for any loss or damage.
12. **INSURANCE AND LIABILITY:** AIEN shall not be liable to the sponsor, or any other person, for any loss, damage or injury sustained at or in connection with their sponsorship.



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