



WHEATBELT BUSINESS NETWORK
Connecting Business. Growing the Wheatbelt.



SPONSORSHIP PROSPECTUS

Welcome

The WBN is Growing

GET INVOLVED!

We are delighted to present for your consideration our 2023 Sponsorship Proposal.

The past couple of years have presented an unparalleled economic climate in which Wheatbelt businesses have operated in. With changing agricultural practises, an emerging mining industry, labour shortages, housing constraints and significant technological advancements the challenges and opportunities for Wheatbelt businesses are significant.

With thorough strategic planning and concerted efforts, the Wheatbelt Business Network (WBN) continues to work hard for the growth of the business community in the Wheatbelt region.

We are excited to share with you our three key initiatives for the WBN and with your support we are aiming to:

- ▶ Increase our membership to further upskill business owners and support them to grow their businesses and in turn their communities throughout the Wheatbelt.
- ▶ Grow our WBN team to continue to provide the professional, relevant support to our expanding membership.
- ▶ Realise our vision of a thriving region, where people want to be!

Meeting these goals is vitally important to bring about these beneficial results, as a thriving, sustainable Wheatbelt benefits ALL businesses, and therefore we are asking for your help.

Vast Geographical Reach

WBN BACKGROUND

Established over a decade ago, the Wheatbelt Business Network (WBN) has grown to be the largest and most prominent business association in the Wheatbelt. The Wheatbelt Business

Network encompasses a vast geographical reach, extending across all 42 local governments that make up the Wheatbelt region covering in excess of 150,000 square kilometres.



Comprehensive Network

Dedicated to fostering business development in the Wheatbelt, WBN has earned the trust and recognition of Local, State, and Federal Government entities, as well as our member organisations. As a reliable point of contact, WBN offers invaluable assistance and guidance in areas such as business support, growth opportunities, timely business activity updates, governance advice, referrals and much more.

In recent years, our membership base has experienced significant growth, encompassing a diverse range of industries that span the Wheatbelt. With over 300 small to medium-sized business members, from agriculture to mining, construction to tourism and everything in between our network represents a wide spectrum of business interests.

The Wheatbelt Business Network takes immense pride in providing a comprehensive suite of services tailored to meet the diverse needs of our valued members. Committed to professionalism and excellence, the WBN is dedicated to offering unparalleled support and exceptional opportunities for business growth. Within the business community, we have earned a reputation as a trusted, high-quality organisation that consistently delivers reliable and relevant business support and opportunities.

We offer a range of valuable services to support businesses and professionals in the Wheatbelt and our core services include:

- ▶ **Business Support:** We understand the unique challenges faced by businesses, which is why we offer confidential and compassionate support. Our team listens attentively, providing valuable support and connecting businesses with relevant services and mentors who possess the necessary expertise to assist them effectively.
- ▶ **Human Resources Support:** In partnership with the Chamber of Commerce and Industry WA, we offer specialised human resources support to our members. This collaboration ensures that businesses have access to the latest industry insights and resources to manage their workforce effectively.
- ▶ **Advocacy:** Through strong partnerships and relationships with influential entities such as the Chamber of Commerce and Industry WA, Regional Chambers of Commerce and Industry WA, as well as various levels of Government, we actively advocate for the interests of our members. By engaging with key stakeholders, we ensure that the concerns and perspectives of our business community are effectively represented.
- ▶ **Professional Development:** We provide valuable professional development opportunities through our online workshops and Masterclasses. These sessions are tailored to the needs of business owners and their staff. Additionally, all Masterclasses and workshops are recorded, allowing participants to revisit them at their convenience.
- ▶ **Enhanced Profile and Priority Listing:** Our members receive enhanced visibility and priority listing on the Wheatbelt Business Directory, an online platform that connects businesses within the region. This increased exposure enables our members to strengthen their brand presence and attract potential customers.
- ▶ **Fortnightly Business E-news:** Our members stay informed with our comprehensive e-newsletter, delivered every two weeks. Packed with valuable information, it includes updates on tender and grant opportunities, budget insights, legislative changes, and Wheatbelt-specific news that may impact local businesses.
- ▶ **Regular Phone Check-ins and site visits:** We prioritise building strong relationships with our members and ensuring their needs are met. Therefore, we conduct regular check-ins to provide additional support, address any concerns, and offer assistance wherever necessary.
- ▶ **Referral Services:** We actively refer our members to WBN Partners and fellow member businesses, connecting them with reliable service providers based on their specific requirements. Our extensive network enables us to facilitate valuable business connections and collaborations.
- ▶ **Networking Opportunities:** Members can expand their professional network through our organised networking events. These occasions provide a platform for business owners and employees to meet like-minded professionals, fostering meaningful relationships and potential business collaborations.
- ▶ **Exclusive Discounts:** Our members enjoy discounted prices on participation in any WBN programs, training sessions, and special events. These exclusive offers allow them to maximise their professional development while benefiting from cost savings.
- ▶ **Signature Events:** We pride ourselves on delivering remarkable signature events, including the prestigious Wheatbelt Business Excellence Awards (held biannually) and the

Wheatbelt Economic Forum. These events provide exceptional networking opportunities, recognition for business achievements, and valuable insights into regional economic trends.

- ▶ **Member Conversations:** We offer our members to the opportunity to feature in a Member Conversation which is regular segment where we interview our members on their journey and business story, which is then promoted through our Facebook page and as a podcast available through Spotify.

By partnering with the Wheatbelt Business Network, you not only gain access to a wide range of services but also join a vibrant community of like-minded professionals dedicated to success and growth. Together, we can elevate businesses within the region to new heights.



The Wheatbelt Future Looks Bright!

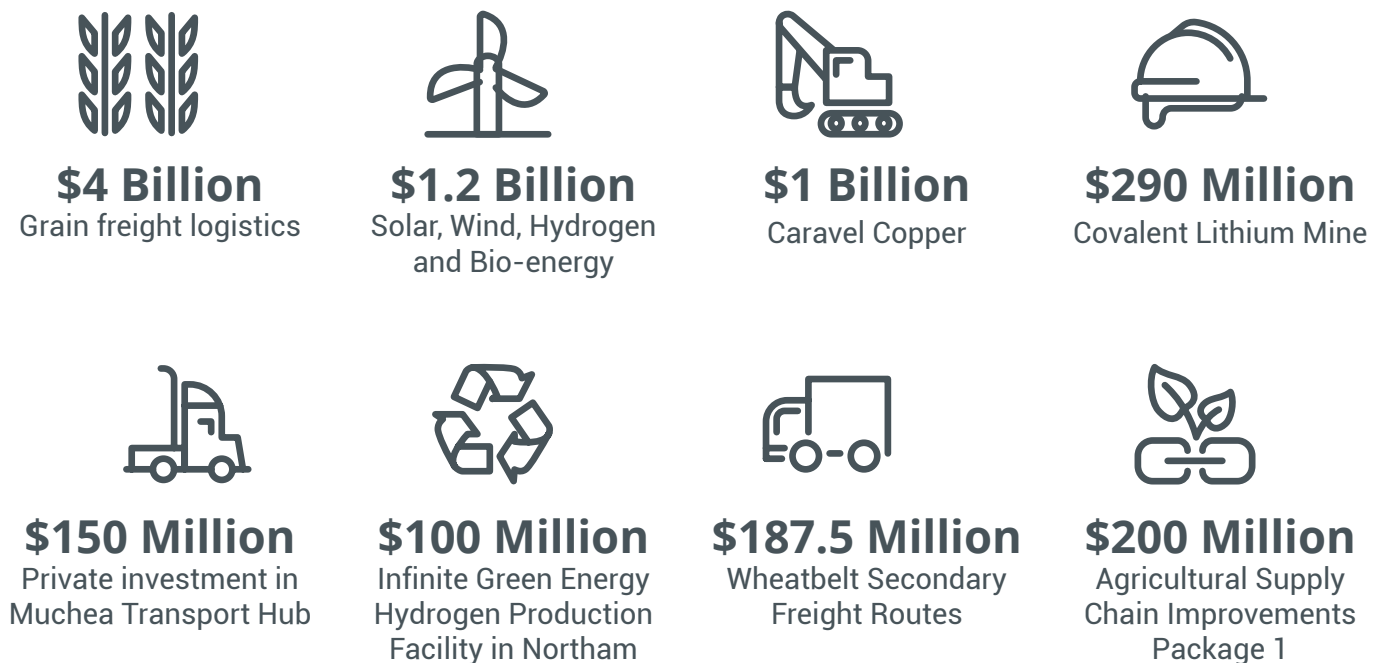
REGIONAL ECONOMIC PROFILE



These are figures from 2020-21 Source: REMPLAN.
Courtesy of the Wheatbelt Development Commission

WHEATBELT ECONOMIC OUTLOOK

More than \$10 Billion in Projects



Courtesy of the Wheatbelt Development Commission

REGIONAL DRIVERS

Avon	Northern	Eastern	Central	Southern
<ul style="list-style-type: none">► Prei-urban growth and interface with Metro and Peel► Agri-business and mining expansion	<ul style="list-style-type: none">► Transport connectivity to Metropolitan Region► Population growth► Horticulture and intensive livestock expansion	<ul style="list-style-type: none">► Mining, renewable energy, broad acre farming and service sectors► Restructuring of industry and population	<ul style="list-style-type: none">► Growing agri-food and intensive livestock sector► SME Manufacturing.	<ul style="list-style-type: none">► Farming system change - increased cropping and value add agribusinesses

Courtesy of the Wheatbelt Development Commission



The Wheatbelt Future Looks Bright!

AGRICULTURE AND MINING CONTRIBUTIONS



Wheatbelt produces 27% of WA's Ag economic output




Consecutive years of 26MT record grain haul (12MT for Kwinana Port Zone) – 24MT average by 2033



Supply chain investment is critical to maintaining the region's international competitiveness



Increasing investment in value-add sectors (horticulture, premium packaged export oats, feed lotting and processing)




Climate change, carbon neutrality and sustainability targets




600% increase in value of mining to the regional economy over 20 years



179 operating mines, across 6 commodity groups



557 new exploration tenements since 2020



Focus on Nickel, Copper and Platinum group deposits as part of a global shift to the 'green energy' economy



Julimar project is the largest nickel sulphide discovery worldwide since 2001 and largest platinum discovery in Australia




The Caravel Minerals copper project anticipated long term workforce of ~300 FTE and estimated to contribute \$810M in royalties

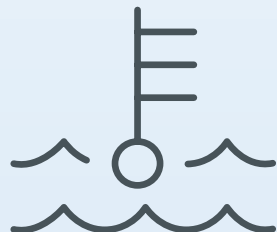
Courtesy of the Wheatbelt Development Commission




CLIMATE RESILIENCE




20% reduction in rainfall over the past 50 years and forecast to continue



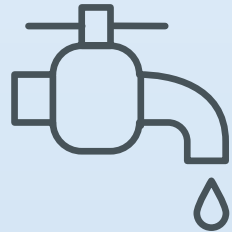
Decline in growing season rainfall, increase in variability. Offset by gains through genetics and agronomy



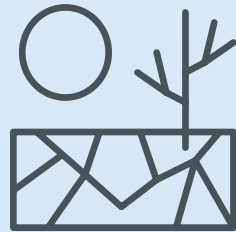
Strong investment in climate resilience (i.e. uptake of desalination technologies)



Significant demand and investment in the carbon economy and renewable energy sector



Opportunity to engage in \$100M 'Future Drought Fund'



Development of Southern Wheatbelt Climate Resilience Plan



Sponsorship Opportunities

Working With Us

The WBN is dedicated to fostering success in the business communities of the Wheatbelt region. With a wealth of practical experience and a genuine commitment to implementation, we strive to support and enable businesses, ideas, projects, and solutions.

Our board and staff are deeply rooted in the region, allowing us to truly understand its dynamics and inner workings. We possess a strong desire to assist the businesses we engage with, leveraging our own experiences, valuable partnerships, extensive knowledge, and vast networks.

As a member-driven and incorporated business association, our primary objective is to empower businesses in the region, creating a thriving region where people want to be.

The WBN has a large audience. These include:



- ▶ Wheatbelt Jobs Facebook Public Group – 5,000 members with regular contributions and growth
- ▶ Wheatbelt Business Network Facebook Public page – 2,700 followers with regular contributions and post reaches of around 3,000
- ▶ Members only Facebook Discussion Closed Group



- ▶ Wheatbelt Business Network Instagram page – 1,400 followers



- ▶ WBN Member list in Active Campaign (our contact management system) – 365 members



- ▶ Prospects list (qualified) in Active Campaign – 979
- ▶ Masterclasses list in Active Campaign – 1,943



Sponsorship Opportunities

Why Sponsor?

We believe that our organisations share similar values, principles and standing within the business community.

1. Targeted Audience:

The WBN focuses on businesses operating in the Wheatbelt. By sponsoring us, you can reach a targeted audience of local businesses, professionals, and entrepreneurs who are actively engaged in the region's economic activities.

2. Community Engagement:

Sponsoring the WBN demonstrates your commitment to the local community and supports the economic development of the region. By associating your brand with a reputable organisation that actively promotes business growth and networking opportunities, you can strengthen your reputation as a socially responsible company that values community engagement.

3. Networking Opportunities:

The WBN organises various events, seminars, workshops, and networking sessions, providing valuable opportunities for businesses to connect, collaborate, and share knowledge. As a sponsor, you gain exclusive access to these events, allowing you to establish meaningful relationships with other industry professionals, potential partners, and influential decision-makers in the Wheatbelt region. This networking can lead to potential business opportunities, partnerships, and increased exposure for your brand.

4. Brand Exposure:

Sponsoring the WBN can significantly increase your brand's visibility within the Wheatbelt region. Our marketing efforts, such as online promotion, social media campaigns, newsletters, and event signage, can showcase your brand to a wide range of business professionals and potential customers. This exposure can help raise awareness of your products or services and generate positive brand associations.

5. Industry Authority:

By aligning your brand with the Wheatbelt Business Network, you position yourself as a knowledgeable and trusted authority within the business community. This association can enhance your brand's credibility and influence, leading to increased trust among potential customers or clients. Being recognised as a supporter of a reputable organisation in the region can also differentiate you from your competitors and strengthen your brand's position in the market.

We believe that a partnership between us will bring mutual benefits.

- ▶ To add value to each other's initiatives for the benefit of businesses in the Wheatbelt
- ▶ To improve the profile and engagement of each organisation in the Wheatbelt
- ▶ To improve the reach and impact of each organisation
- ▶ Provide valuable assistance to our member businesses

Sponsorship Options

Get Involved!

We are seeking the involvement of our partners to invest in the WBN through a financial contribution where the WBN benefits from the investment of funds to enable us to achieve our goals, and you as a sponsor, benefit from your association with the WBN and our promotion of your business and programs through our extensive communications throughout the entire Wheatbelt.

Your investment and sponsorship options

PLATINUM

- ▶ Your logo will be placed prominently at the top of our sponsor logo strip and will appear on:
 - the footer of the WBN website on every page;
 - the footer of the Wheatbelt Jobs website on every page;
 - the e-mail footer of each WBN team member's email signature;
 - the correspondence template on all outgoing correspondence, media releases and reports;
 - the footer of our e-News template which is sent out fortnightly to all members and to our prospects list for signature events and announcements;
 - added to any graphics making up the banner image on our Facebook page and Member Discussion page;
 - we will promote you as a partner provider to member businesses enquiring about seeking the services you offer.
- ▶ In addition to this, the Platinum Sponsor logo will be placed in the header of the WBN and Wheatbelt Jobs websites on the home page as partner sponsors.
- ▶ We will include a regular fortnightly spot in our e-news for you to update our members on any services, programs or offers that you wish to promote to them.
- ▶ We will conduct a monthly member conversation with someone from your organisation to discover a bit more about them and their role in your organisation.
- ▶ You have the opportunity to conduct four Masterclasses/workshops throughout the year
- ▶ You will receive four complimentary tickets to all of our signature events including the Business Awards and Futures Forum.
- ▶ Six posts a year on our Public Facebook page thanking you as a sponsor.
- ▶ We will arrange a specific event or roadshow in 4 locations within the Wheatbelt for you to speak at if there is a major announcement or legislative issue that you are able to update our members on.

INVESTMENT: \$20,000 + GST



GOLD

- ▶ Your logo will be placed as a second-tier prominence on our sponsor logo strip and will appear on:
 - the footer of the WBN website on every page;
 - the footer of the Wheatbelt Jobs website on every page;
 - the e-mail footer of each WBN team member's email signature;
 - the correspondence template on all outgoing correspondence, media releases and reports;
 - the footer of our e-News template;
 - we will promote you as a partner provider to member businesses enquiring about seeking the services you offer.
- ▶ We will include a monthly spot in our e-news for you to update our members on any services, programs or offers that you wish to promote to them.
- ▶ We will conduct four member conversations throughout the year with someone from your organisation to discover a bit more about them and their role in your organisation.
- ▶ You have the opportunity to conduct two Masterclasses/workshops throughout the year.
- ▶ Four posts a year on our Public Facebook page thanking you as a sponsor.
- ▶ You will receive 2 tickets to any of our signature events including the Business Awards and Futures Forum.

INVESTMENT: \$10,000 + GST

SILVER

- ▶ Your logo will be placed as a third-tier on our sponsor logo strip and will appear on:
 - the footer of the WBN website on every page;
 - the footer of the Wheatbelt Jobs website on every page;
 - the footer of our e-News template;
 - we will promote you as a partner provider to member businesses enquiring about seeking the services you offer.
- ▶ We will include four spots within the year (one each quarter) in our e-news for you to update our members on any services, programs or offers that you wish to promote to them.
- ▶ Two posts a year on our Public Facebook page thanking you as a sponsor.
- ▶ We will conduct two member conversations throughout the year with someone from your organisation to discover a bit more about them and their role in your organisation.

INVESTMENT: \$5,000 + GST



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