



SPONSORSHIP PACKAGE FOR: THE CENTRE OF IRRIGATION EXCELLENCE SPONSORS

Background to the Irrigation Australia Centre of Irrigation Excellence

The Centre of Irrigation Excellence (COIE) was conceived in 2016 and is a partnership between Irrigation Australia, a Registered Training Organisation (RTO 91313) and the Peak Industry Body for the irrigation industry, and some of the leading irrigation industry suppliers to provide a platform that facilitates, oversees and coordinates irrigation industry knowledge, training and development. The Centre of Irrigation Excellence promotes Irrigation Australia training including competency and non-competency-based courses and workshops in the irrigation sector. It aims to become a one-stop shop for irrigation employers/employees, students seeking a career in our industry and industry stakeholders to find and learn more about training, industry knowledge, career pathways, career development and study-tour programs. A key objective of the Centre of Irrigation Excellence is to increase the range and standard of irrigation training in Australia.

Achievements of the Irrigation Australia Centre of Irrigation Excellence

A major initiative in 2019 was the establishment of a trade in irrigation - Irrigation Technician (Certificate III in Irrigation Technology AHC32419) which was achieved after many months of Industry Reference Committee meetings nationally and finally approved by the Australian Industry Skills Council.

The new irrigation trade has been listed on training.gov.au and Australian Skills Quality Authority (ASQA) approved addition of this course to our RTO scope for delivery in 2020. This new trade is a well overdue initiative for the irrigation industry and will also encourage school leavers to consider irrigation as a trade option. The achievement of this trade qualification was assisted by the support and funding of COIE sponsors.

Support from COIE sponsors has also enabled Irrigation Australia to move from utilisation of other Registered Training Organisations (RTO's) to deliver irrigation training to now delivering all courses on its own RTO training scope. Since the establishment of the Centre of Irrigation Excellence in 2016 over 1800 students have commenced and/or completed training with Irrigation Australia.

Irrigation Australia has now widened its training offering to include Certificate III in Irrigation Technology AHC32419 & Certificate IV in Irrigation Management AHC41119 and a range of competency and non-competency skill-based training courses.

Irrigation Australia also provides a Certification Program for the irrigation industry with eight Certification disciplines and is recognised as the provider of Certified Meter Installer and Validator training and certification in several Australian states.

Benefits of Centre of Irrigation Excellence Sponsorship

Irrigation Australia recognises the important role that COIE sponsors have in supporting irrigation training and seeks to recognise this support in a number of ways. The following benefits will apply for sponsors of the Irrigation Australia Centre of Irrigation Excellence:

- 1) Membership of Irrigation Australia is now included in the sponsorship package (value \$714)
- 2) Sponsors will have *one complimentary training placement each year* on a course of their choosing. Sponsors may elect to register their own employee or use this as a promotion for one of their customers. Please note for Cert III and Cert IV these are two year courses and therefore 50% of the registration fee will be complimentary in each year of the sponsorship.
- 3) If applicable, sponsors will be invited to present in person at training courses on selected subjects
- 4) Sponsors will be invited to provide short introductory videos about their company and products, and these will be shown on a rotational basis at online and face-to-face training courses
- 5) Irrigation Australia will *use sponsors products in the delivery of training* unless there is no suitable product available
- 6) Sponsors will receive *premium site location at the biennial Irrigation Australia conference* (conditional on booking early while there is site availability)
- 7) Each sponsor will be offered a *free placement advertising banner* on the home page of the Irrigation Australia & COIE websites
- 8) All sponsors may *advertise any in-house training courses on the Irrigation Australia and Centre of Irrigation Excellence websites* and Irrigation Australia will offer attendees one Continuing Professional Development Point per half day of attendance. Certified professionals will be able to use these points to renew their certifications
- 9) *Free enhanced entry into the annual Irrigation Directory*, published digitally, including your logo and up to 75 words (value \$165)
- 10) Centre of Irrigation Excellence sponsors are *recognised at every Irrigation Australia event* by mention and/or the placement of a banner with sponsor logos
- 11) Sponsors will be provided with a *feature page* on the Centre of Irrigation Excellence website, control of this content rests with the sponsor (within overall Irrigation Australia guidelines)
- 12) *All sponsors logos will be featured* on the Irrigation Australia and Centre of Irrigation Excellence websites
- 13) Use of a unique COIE membership logo (refer version at top of page) for the period of the sponsorship
- 14) All sponsors will receive recognition at Irrigation Australia Conferences and Exhibitions in the following ways:
 - ✓ Logo placement in the conference publication
 - ✓ Banners with sponsor logos throughout the venue
 - ✓ Mention at the Opening Plenary Session
 - ✓ Acknowledgement in a full-page COIE advertisement in each edition of the Irrigation Journal
 - ✓ Sponsors will receive one quarter page advertisement in the Journal each year free of charge (value \$904)
 - ✓ Included in the monthly edition of the Irrigation Australia industry newsletter – IrriNews distributed to in excess of 5000 subscribers
- 15) Where possible, Irrigation Australia will host training events at Sponsors premises allowing the Sponsors to market their Business / Brand
- 16) Irrigation Australia will host quarterly meetings with each sponsor either in person or by Virtual meeting systems to ensure the value & marketing of the sponsorship is being met and any adjustments made accordingly

Sponsorship Investment

The annual sponsorship investment for Irrigation Australia's Centre of Irrigation Excellence sponsors is \$10,000 plus GST. Payments can be made quarterly by arrangement.

Our current COIE Sponsors:



by **alixis**

