



# LambEx 2014

JULY 8-11 ADELAIDE SOUTH AUSTRALIA

## Expressions of interest in hosting LambEx 2016

**Background:** LambEx is a whole-of-industry event that is designed to be staged every two years, rotating around the major lamb producing states of Australia. It's philosophy is to act as a conduit for quality communication along the lamb/sheep supply chain and to be underpinned by an objective of promotion the Australian sheep and lamb industry as a highly professional and progressive industry. The LambEx program is intended as a 'high level' event, providing new and relevant information that has not been exposed elsewhere at regional field days or industry seminars. ***The LambEx program must give the industry access to speakers, topics and concepts that they would not otherwise be able to access.*** Therefore, designing a meaningful and powerful speaking program is fundamentally the biggest challenge of the organising committee.

With a LambEx there is a strong focus on involving young people, on promoting student bursaries and on bringing together the producers, researchers, educators, extension officers, service providers, processors, retailers, wholesalers, food service and exporters into a single forum for quality information exchange.

The first LambEx attracted 550 delegates in Perth, WA in August 2010; and the second LambEx attracted 650 delegates in Bendigo, Victoria when held on June 28/29 2012. LambEx SA in July 2014 is likely to surpass these numbers. Esther Price Promotions (EPP) founding director Esther Price played an instrumental role in establishing the design and structure of the event in consultation with its foundation committee. The company transitions to EPP Events in July 2014 under the ownership of long term EPP senior employee Donna Sykes, with Esther consulting back to the company for a minimum of three years to continue in the roles she has traditionally played with conference design and direction. EPP Events wishes to express its strong interest in and commitment to the continued management of LambEx in 2016.

**Structure and Funding:** LambEx is governed by a committee comprising of a diverse skill-set and widely connect and linked throughout industry of

- A Producer Chair
- Representative/s of the event underwriter (a processor, or a commercial business))
- Representative of the major R&D funders (Ideally MLA and state Department of Primary Industries)
- A representative from any other major funder (eg AWI)
- Representatives of the sheep research sector, preferably multi universities
- Representative of the relevant sheep industry lobby group, representing farmers
- Several producers that are well connected into existing sheep industry discussion groups
- Young Guns who are keen and can be mentored and grow
- Professional Conference Organiser

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For the baton to be handed over to a new state host, a \$50,000 underwriter is required and a total of \$150,000 in start-up funding is recommended, with the following matrix considered the optimum approach:

- A commitment of \$50,000 sponsorship and the preparedness to underwrite the event for a further \$50,000 from a meat processor / commercial sector;
- An in-principle commitment of matching funding from 2-3 other parties:
  - Meat & Livestock Australia
  - The relevant state (or federal) department of primary industries for matching funding.

**Note:** in 2010, 2012 and 2014, EPP has finalised the detail of the sponsor agreements through to contracting, building on the initial in-principle commitments extracted by the organising committee.

## Financial performance of LambEx

LambEx 2010 and 2012 have each returned a modest surplus (\$15k in 2010; \$5k in 2012). The 2014 financial performance will be released at the completion of the event. Financial performance is modest due to (a) the requirement for delegate entry fees to be kept at low as possible; and (b) the event's philosophy of 'investing hard in the event to ensure it is delivered at the highest standard in order to position the industry well'; yet managed prudently in order to provide a responsible and comfortable financial buffer, to guard against lower than budgeted delegate or exhibition numbers.

## Venue selection

With the LambEx phenomenon now an established brand, LambEx should be convened with an intention of attracting a crowd of 500 plus delegates. In considering suitable venues for hosting a LambEx event, the following venue criteria must be met:

- The capacity to accommodate 500 plus persons within easy proximity of the conference venue;
- A conference venue with a capacity to seat up to 700 delegates, theatre style;
- An immediately adjoining exhibition and catering area with the capacity to house up to 50 trade exhibitors including at least 10-15 equipment displays;
- A capacity to 'turn around' the conference room to meet the requirements of a gala dinner, with banquet seating for 600 and sufficient infrastructure to make that happen inside 2 hours.



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**Expressions of interest in hosting the event should include detail of:**

- An in-principle commitment of \$50,000 sponsorship plus a further \$50,000 underwriting from a single entity, with whom a contract for the event management is held;
- Some detail around the stage of in-principle agreements from other major funders to the value of \$100,000. (It would be expected that the appointed Professional Conference Organiser (PCO) would finalise the detail and contracting of the sponsorship agreements);
- A proposed conference chair; and
- Recommendations of location/venue that will meet the criteria set out above.

EOI's should be lodged with 2014 Event Chair Allan Piggott by October 15, with a view to finalising a host state by October 30, 2104. It is the recommendation of the 2010/12/14 event organiser EPP, that preparations require a minimum of 18 months lead time in order to optimise delivery, impact, attendance and event viability. General inquiries and the EOI should be delivered by email to [donna@estherprice.com.au](mailto:donna@estherprice.com.au)