



Expressions of interest in hosting LambEx 2018

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 attracted 930 delegates and over 1000 delegates attended Albury in August 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



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.

Financial performance of LambEx

LambEx 2010, 2012 and 2014 have each returned a modest surplus (\$15k in 2010; \$5k in 2012 and \$25k in 2014). The 2016 financial performance will be released at the end of the year. 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 600 plus delegates. In considering suitable venues for hosting a LambEx event, the following venue criteria must be met:

- The capacity to accommodate 650 plus persons within easy proximity of the conference venue;
- A conference venue with a capacity to seat up to 650 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 650 and sufficient infrastructure to make that happen inside 2 hours.



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

- An in-principle commitment of \$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 2016 LambEx committee member Tracy Lamb by November 25th 2016, with a view to finalising a host state by December 6th, 2016

General inquiries and the EOI please contact Tracy Lamb

tracy.lamb@dpi.nsw.gov.au or 0408443267