

## FUNDING THE FUTURE OF THE BEEF INDUSTRY DONATION PROSPECTUS



### Background

The Angus Foundation provides a mechanism for members and other beef industry stakeholders to support youth development, education and research programs conducted by Angus Australia.

These programs are designed to encourage and assist the involvement of young people in the Australian beef industry, to provide professional development opportunities for young beef breeders, and to assist in conducting research, development and educational programs for the benefit of Angus breeders and the wider Australian beef industry.

Recent programs the Angus Foundation has supported include

- GenAngus Future Leaders Program
- Angus Foundation Cadetship
- TransTasman Travel Bursary
- Total Beef Cattle Assessment School
- LIVEXchange Conference
- BeefEX Conference
- Beef Australia Scholarships
- Angus Foundation Research Grant

These opportunities have changed the lives of dozens of young Angus members by providing opportunities to them they may not have otherwise had.

To keep the range of opportunities offered to members accessible to a range of ages and interests and to ensure the programs remain industry relevant, the Angus Foundation continues to scope and deliver new and novel ideas through Angus Australia.

The evolving opportunities and programs depend on the voluntary levy paid by Angus members and any other sponsorship and donations.

We are proud to announce a new way to make a difference to the future of the Angus breed, supporting its younger members, while contributing to the Angus Foundation. Expressions of interest are now open for members to consider donating the proceeds of an animal or genetic lot they are selling.

# Donation Benefits

Members donating animals from which the proceeds of sale go to the Angus Foundation will receive a range of comprehensive marketing opportunities\* provided by Angus Australia including written and media content promoted across the expansive social media channels as well as electronic and print media leading up to the sale of the animal.

## *Pre-sale promotion in form of:*

- Media release announcing donation
- News article on the Angus Australia website
- Article included in The Angus Weekly
- Shares across the Angus Australia social media channels
- Inclusion in other Angus Australia publications where relevant eg. Angus Bulletin, Grass Roots (time dependant)
- Development of a promotional video about the donation by Angus Australia if deemed appropriate

## *Post sale promotion in form of:*

- Media release announcing successful fundraising
- News article on the Angus Australia website
- Article included in The Angus Weekly
- Shares across the Angus Australia social media channels
- Inclusion in other Angus Australia publications where relevant eg. Angus Bulletin, Grass Roots
- Development of a wrap up video about the donation by Angus Australia if deemed appropriate, including interviews with the successful purchaser
- Complimentary MREC on the Angus Australia website in the week prior to the sale
- Complimentary quarter page advertisement in the Angus Bulletin following the sale
- Recognition as a donation partner of the Angus Foundation

For more information on the opportunity to support the Angus Foundation by the donation of an animal or genetic lot (proceeds), please contact Angus Australia Extension and Youth Manager, Jake Phillips 0401 261 217 [jake.phillips@angusaustralia.com.au](mailto:jake.phillips@angusaustralia.com.au)

\*The proposed benefits may need to be adjusted in relation to appropriateness and uptake from time to time as required by the CEO.

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Angus Australia has a lot of sponsorship opportunities for young people coming into the industry and the cadetship completely changed my life. It has given me a new career, new peers around me that are different in the industry. I've got to network with a lot of really cool contacts, and my future just looks completely different to how it did before the cadetship.

BONNIE COX

2022 Angus Foundation & AuctionsPlus Cadetship recipient

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