



NSW AAA REGION

Guidelines for Financial co contribution for promotional displays (field days)

OVERVIEW

Members of NSW Region AAA have been attending various promotional events including events such as Field days for some time. Traditionally each event has been heavily subsidised by the AAA in various formats, and these guidelines have been developed by the AAA NSW regional committee to standardise the arrangements across the region.

Member benefits from exposure at field days.

Site fees at many field day events result in attendance at these events cost prohibitive for individual members and studs, however these events offer a good avenue for promotion of both individual studs and the Alpaca Industry as a whole. As such, we the NSW committee encourage members to attend such events and offer financial support to ensure that these events are available to all members at a reasonable cost, and to make available the AAA regional resources to support and enhance these events. AAA Insurance is also offered to displays at promotional events (once the required risk assessment and associated documents are filed with the NSW events coordinator – Currently Kerry Burns).

To qualify for a regional co contribution, the event must be open to all members of AAA, for the entire duration of the event. AAA promotional materials must be available, and attendees may promote both the AAA and individual alpaca interests. Products displayed and or sold at such events must also be more than 50% Alpaca or be Alpaca related. Members attending are asked to help with any AAA information table that the organiser deems necessary, and this may be in the form of a roster, or as needs basis as identified by the organiser.

Current field day events (coordinators as at April 2019)

- Moss Vale Small farm field days 2-3rd February 2019 Contact person?
- Tocal Field days 3-5th May 2019 coordinator vacant
- Mudgee Small Farm Field Days 12-13th July 2019 Louise Manwaring
- Murrumbateman Field Days October 2019 Carolyn Austin
- Australian National Field Days 25-27th October 2019 Erin Marsden

Co contribution structure

The NSW region will contribute 100% of the site fees (Excluding cleaning fees or electricity connections where needed) for promotional events. We ask organisers and attendees to cover the other additional costs such as bedding straw, and or pen hire / transportation etc. This will mean that individual costs will be lessened by working together and increased attendance from a range of members in this event. Various events have varying fees, so the NSW regional committee believe that offering a financial contribution covering the site fees is a fair and equitable way of subsidising these events. If organisers are able to attract sponsorship, this can be used to cover some or all of the attendees fees, or to provide additional facilities such as marquees, advertisements in printed media or specially printed handouts.

Organisers are asked to complete the event pack outlining all features of the events and information on sponsors, and or expenses (total event costs not just the site fees). This will enable us to monitor what members are being asked to contribute, and the number of members attending these events. This information will help the committee when reviewing this arrangement in the future. The Event pack including the WHS element is also required to facilitate access to AAA Insurance and allows us to advise the AAA national office of members attending. The AAA office will then invoice the members their share of the additional costs divided by the number of attendees.

All fees are payable to Australian Alpaca Association LTD NSW Region.