



QUEENSLAND  
FARMERS'  
FEDERATION



## Queensland Farmers' Federation Corporate Partnership Proposal

The Queensland Farmers' Federation (QFF) is seeking to partner with a limited number of value-aligned organisations that are interested in developing a deep, long-term relationship that delivers mutual benefits for both QFF, our agriculture industry members and other corporate partners, while building a strong future for Queensland agriculture.

# About QFF

The Queensland Farmers’ Federation (QFF) is the united voice of agriculture in Queensland.

We are a member-based organisation representing the interests of peak agriculture industry organisations (both state and national). Through our members, QFF represents more than 13,000 primary producers across the cotton, cane, horticulture, dairy, nursery and garden, poultry, pork, and intensive animal industries.

We unite the sector to engage in a broad range of economic, social, environmental, and regional issues through advocacy, policy development, and project activity. We work with the government of the day on behalf of industry, farmers, and the community to provide powerful representation and contribution to the policy direction, sustainability, and future growth of Queensland’s agriculture sector.

QFF draws on the expertise and industry knowledge of our members and through our commitment to collaboration and considered policy development, we lead Queensland’s agriculture sector towards a strong future, ensuring our members are ahead of the game and have a voice at the table on the issues that matter to their members.

# Our policy and advocacy work

The QFF team are a group of highly skilled and committed professionals with technical expertise across the priority areas of our members.

Our cutting-edge projects support innovative, sustainable practices on-farm, while our policy development is science-based and future focused.

Our priority areas include, but are not limited to:

- Water

→ Energy

→ Workforce planning, including education and training, and workplace health and safety

→ National resource management, including natural capital and environmental sustainability

→ Biosecurity
- Farm business planning, including risk management and resilience building

→ Land use planning, regional development and co-existence

→ Waste management and resource recovery

→ Agriculture productivity

→ Animal welfare

## Our why

QFF exists to represent the collective interests of our members to secure a strong, sustainable, and profitable future for farmers and the agriculture sector in Queensland.

### We do this through:

- Advocating

• Connecting

• Informing
- Campaigning

• Partnering

## Our members

Access the 13,000 primary producers across Queensland represented by QFF's peak state and national agriculture industry organisations.

- CANEGROWERS

• Cotton Australia

• Queensland Fruit and Vegetable Growers

• Nursery and Garden Industry Queensland

• eastAUSmilk

• Turf Queensland
- Australian Cane Farmers Association

• Queensland United Egg Producers

• Queensland Chicken Meat Council

• Pork Queensland Inc.

• Queensland Oyster Growers Association

• Multiple irrigator groups across Queensland

## Our Corporate Partners program

QFF's Corporate Partners program is designed to develop mutually beneficial relationships between QFF, our corporate partners and our members, so that we may work together, collaborate, and innovate to build a strong future for Queensland agriculture.

Through our Corporate Partners program, we work closely with a select group of strategic partners to develop long-term relationships that foster strong engagement across QFF's membership. Our goal is to make a positive contribution to the future of farming and agriculture in Queensland.

We are seeking to partner with companies that play a critical role in the Queensland agriculture supply chain with strong values alignment to QFF members. A strong alignment of organisational values and genuine intent to place farmers interests at the centre of partnership initiatives is very important to QFF.

*We warmly invite you to consider joining us as a Corporate Partner.*



# Our partnership proposal

## QFF delivers

QFF will drive engagement between our members and corporate partners to maximise benefit and brand alignment activities, including but not limited to:

- Regular inclusion in QFF's social media, website, and e-news publications, including our monthly Member Bulletin and weekly '10 Things'. Our exposure:
  - **10,000+ website pageviews** per month
  - **12,500+ followers** across all social media channels
  - **3,000+ people subscribed** to e-news publications.
- Opportunity to participate in or deliver online presentations on thought leadership topics relevant to our members.
- Targeted industry introductions throughout our membership across all regions in Queensland.
- Dedication of one month annually to promote your business.
- Invitations to QFF member only events providing your organisation the opportunity to meet and build relationships with agriculture leaders across Queensland.
- Invitation to attend and be involved in bi-annual Corporate Partner Networking Evenings for QFF partners and members.
- Promotion of special QFF members only offers and promotion of your relevant products to the membership base.
- State-wide campaigns to raise awareness and support farmers to make better informed business decisions in relation to your area of expertise.
- Inclusion in relevant government policy and strategy development relevant to your business's area of expertise.

*\*Additional opportunities relevant to your business may be explored as part of our partnership.*

## Your contribution

- \$30,000 + GST cash contribution (annual).
- A dedicated point of contact for QFF to work with in coordinating partnership initiatives.
- Access to strategic advice and information relating to your area of work.
- Partnership promotion including materials/special offers QFF can utilise to promote throughout our membership.
- Networking opportunities for QFF and our members through invitations to participate in relevant industry events alongside your organisation.
- Access to specialists within your business to support relevant policy submissions QFF may make on behalf of its members to ensure QFF submissions and policy input is well considered.

## Get in touch

We welcome your interest in partnering with QFF to support a stronger, more sustainable, and innovative agriculture sector in Queensland. For further information, please contact:

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