



2024

**SPONSORSHIP PROSPECTUS**





## WHO WE ARE

**Sprout Tasmania** is a not-for-profit, non-government organisation, operating statewide in Tasmania, committed to supporting small scale producers and regenerative farming.

## VISION & MISSION

**Our vision** is of a strong network of well-resourced and productive small-scale farmers, who are recognised for the role they play in a fair, resilient food and farming system, where communities and landscapes thrive.

**Our mission** is to grow and support our industry through advocacy and capacity building.

## OUR VALUES

**Collaboration.** We help make connections between people, to encourage collectively working towards shared goals. We understand the benefits that come from listening to the perspectives of others.

**Innovation.** We choose to see not just what is, but the potential of what could be. We find creative ways to improve outcomes for farmers, the community and the environment.

**Leadership.** We seek to elevate small producers contributions to food production and food security in Tasmania through advocacy, representation and conversations with all levels of government and community.

**Thriving.** We strengthen local food and farming systems by supporting farmers and providing the skills, confidence and tools to succeed.





# STRATEGIC PILLARS

## 1: Advocacy & Influence

- We are influential in industry, government, and consumer decision-making.
- We have an evidence-based understanding of our people and their work.

## 2: Financial Sustainability

- We have diverse and stable income streams.

## 3: Capacity Building

- We are set up to be a national leader in capacity building programs for small-scale farmers.
- Our programs are full and deliver value to us and participants.
- We enable networking to build capacity in the sector.

## 4: Brand & Reputation

- All small producers in Tasmania know about us.
- The people who know about us are clear on what we do.
- We have a defined position in the marketplace and a clear scope.

## 5: Membership & Community

- Sprout is the conduit through which the local small farming community is connected.
- We have a growing membership filled with the right people.

## 6: Our Team

- Our staff feel valued and are engaged in their work.
- We are supported by partners.
- Our team is clear on their roles, rights, and responsibilities.
- We have a well managed team of fit-for-purpose volunteers.

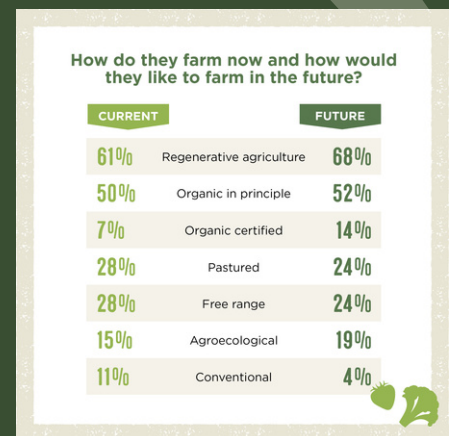


# WHY SMALL-SCALE FARMING?

**Small-scale farmers support localised food systems.** The UN food report of 2021 stated that the industrialised food system costs the globe roughly US\$20tn a year. US\$11tn of that is in the impact to human health, and US\$7tn is the impact to the environment.

**Environment.** Small-scale farmers are more likely to adopt regenerative practices. 61% of Tasmanian small-scale farmers surveyed in 2023 farmed regeneratively.

**Short supply chains.** By avoiding the supermarket duopoly and selling direct to consumers, small-scale farmers are paid fairer prices for their produce, while consumers have access to fresher, locally produced food. Only 16% of Tasmanian small producers surveyed last year sold via wholesalers.



**Challenges.** Small-scale farmers face a number of challenges. Inflation, rising costs, and financial viability are the main challenges faced by small-scale farmers.

**What support do small-scale farmers need to thrive?** When surveyed in 2023, small producers asked for:

- greater recognition of the sector
- ready access to capital
- more opportunities for skill building

Resoundingly the sector values the role of Sprout Tasmania. In our 2023 survey, small scale producers called on Sprout to continue:



Advocating about the challenges and needs to all levels of government



Working with the government and philanthropic sectors to increase support of small scale producers



Creating more opportunities for networking and knowledge sharing



Collaborating with stakeholders and other industry partners





## OUR IMPACT

Between 2012 & 2023 we:

- Graduated 50 producers through the Sprout Producer Program (SPP).
- Hosted our annual Cross Pollinate conference 11 times, bringing together an average of 100 small producers, speakers, and representatives per year.
- Produced 2 Small Producer Surveys with funding from the Tasmanian State Government through the Strategic Industry Partnership Program.
- Launched an online learning management system, The Sprout Hub.
- Run workshops to provide small producers with on-the ground support around key aspects such as soil health, polytunnel construction and pastured pig farming.

In 2023 we:

- Won the Fonterra Australia Agricultural Award at the recent Tasmanian Community Achievement Awards. The Fonterra Australia Agriculture Award applauds our unsung heroes and high achievers working on land or marine farming who work tirelessly to provide us with food and drink.
- Became a grant recipient for the Sustainable Table Fund, a not-for-profit organisation regenerating food and farming in Australia.
- Served as a member of the Tasmanian Livestock Processing Taskforce at the request of Jo Palmer, Minister for Primary Industries and Water.
- Raised \$20,000 at our annual Growing Good dinner and auction, hosted and held at The Agrarian Kitchen in New Norfolk, Tasmania.
- Undertook our Land Access Toolkit project that has produced resources, case studies and legal templates to assist farmers looking to access land.

In 2024 we:

- Increased the cohort of producers for the SPP to 12.
- Begun work on widening the impact of the SPP, to produce a 12 week intensive online course for up to 40 producers per year.
- Received funding for the Small-Scale Meat Processing project which includes a full scan of the state's service-kill sector looking at supply and demand, geographical spread, stock types, as well as other models that are being used in other parts of Australia or globally.





## CURRENT FUNDING

Sprout Tasmania is funded through a diverse mix of sources. The breakdown of funding for FY 2023 was:

- 37% from government grants
- 29% from corporate sponsorship
- 11% from ticketed events such as Cross Pollinate and Growing Good
- 10% from donations and fundraising initiatives
- 7% from membership fees
- 6% from non-government grants

## A NEW FUNDING GOAL

Increases to our funding are required to help us carry out our mission.

In January 2024, we set an ambitious goal to raise a further \$75,000 for the rest of the 2024 financial year.

This fundraising campaign aims to raise \$50,000 in new corporate and business partnerships.

Corporations and businesses that share our vision are critical to our work in boosting the regenerative small scale farming sector and future partnerships will:

- Ensure stability for Sprout Tasmania in the long term.
- Assist us to build capacity in the small scale farming sector through our core programs.
- Sponsorship helps us complete the circle of support beyond our core programs. This includes the very important work of advocacy, sector engagement, and other collaborative programs.
- Our work is fundamentally important to the sustainability of the sector, not just in terms of small producers and regenerative farmers' contribution to the state's economic and productivity outputs, but for the well-being and longevity of our members.
- Provide models for small scale farming for other communities in mainland Australia and beyond.





## PARTNER PACKAGES

### \$25,000 PACKAGE (HECTARE)

What would this package allow us to do?

- An allocation of \$12,000 to general funds allows us to continue to run the operations and administration of the organisation, our programs, and advocacy work.
- \$8,000 would pay for scholarships for two (2) participants in our Small Producer Program, that builds capacity in the regenerative small scale farming sector.
- \$5,000 is the level of a Gold Sponsor at our annual Cross Pollinate conference. This event reaches over 100 small producers, members, and non-members from across the state to learn from each other, share stories of success and challenges, and encourages curiosity and engagement across the broad food and agriculture industries.

### \$15,000 - \$10,000 PACKAGE (ACRE)

- Support for overall running of the organization and advocacy work
- One (1) full year scholarship for SPP Candidate
- Silver Sponsorship for Cross Pollinate

### \$5,000 - \$2,500 PACKAGE (PLOT)

- Support for overall running of the organization and advocacy work
- Half year scholarship for SPP Candidate
- Bronze Sponsorship for Cross Pollinate





## WANT TO KNOW MORE?

Scan below to watch our video and learn about the ways you can support Sprout Tasmania



## CONTACT US

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