



# Australian Land Conservation Alliance 2018 Conference

**PLC18: ACCELERATING CONNECTION  
REPORT TO SPONSORS**

# Note of thanks



## Thank you!

Support of sponsors like you helped make “PLC18: Accelerating Connection” the best national private land conservation conference to date!

It was an honour to host PLC18 here in Brisbane. On behalf of the Australian Land Conservation Alliance (ALCA) and Queensland Trust for Nature (QTFN), I am pleased to provide this report to sponsors.

In these pages, we hope to give you a snapshot of the value and impact of your support.

ALCA’s national conference is the highlight of our calendar. The annual event is growing each year and aims to build capacity and collaborations, share learnings and develop projects ultimately growing the collective impact and shared value of the private land conservation community.

By all reports PLC18 met and exceeded these objectives!

Participants from all corners of Australia came together at PLC18. The gathering demonstrated massive growth of cross-sector collaborations and partnerships, diversity of projects, as well as the positivity and future focus of so many landholders working to support thriving natural landscapes across Australia.

We hope you can join us in beautiful Adelaide for PLC19, hosted by Nature Foundation SA from 8-10 October 2019.

Thank you again for your generous support of PLC18 and the Australian Land Conservation Alliance.

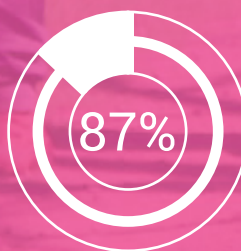
**Nerida Bradley**  
**Executive General Manager**  
**Queensland Trust for Nature**



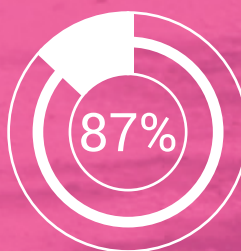
**OLKOLA  
LAND MANAGERS**

# Participants @PLC18

Results from the post-event survey

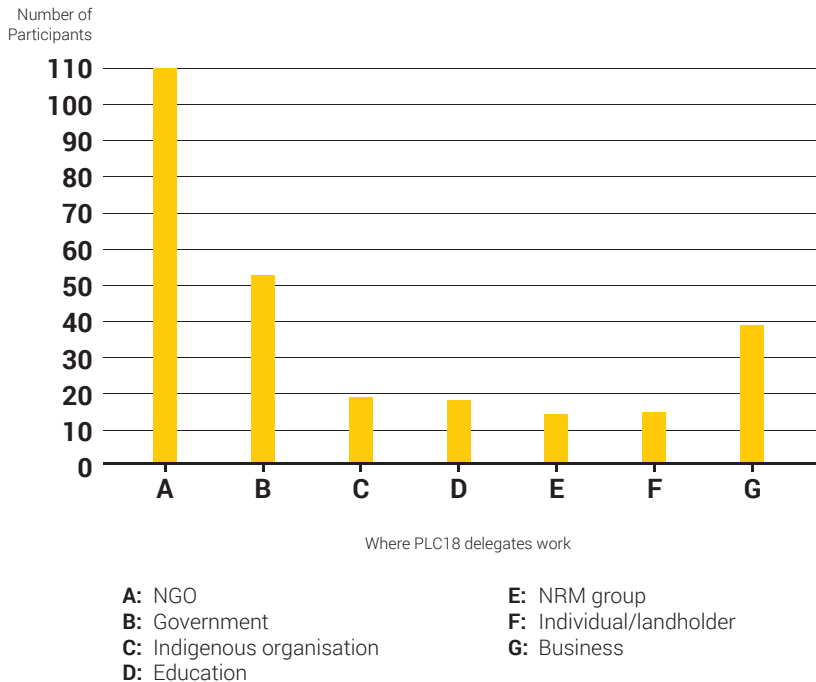


87% of PLC18 delegates  
rated the conference  
very good or excellent



87% of PLC18 delegates  
indicated they are very  
likely to attend PLC2019

## PLC18 delegates by sector



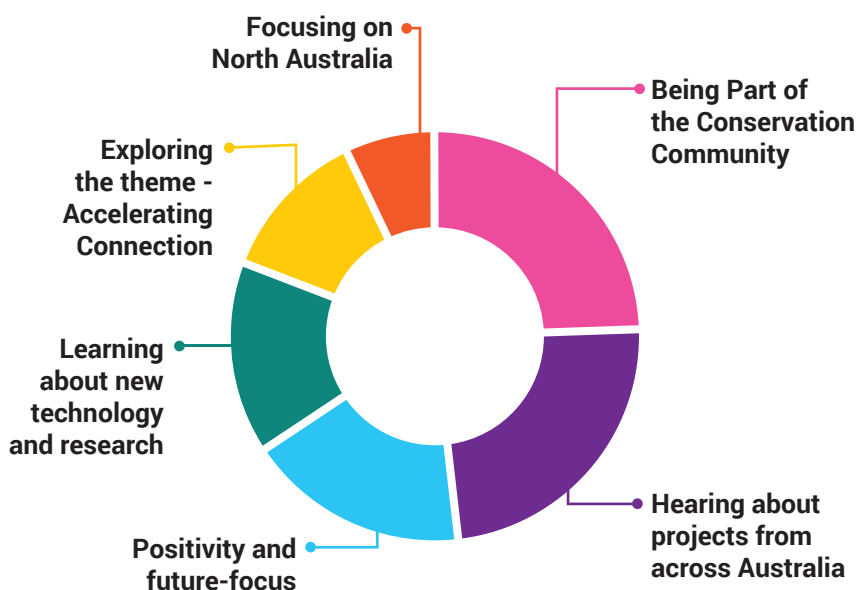
## Here's what some PLC18 delegates said:

"Inspiring and exciting themes, great mix of content, exciting to have the remote link ups on the last day, great diversity representation."

"The conference provides an awesome opportunity to access new ideas and conservation contacts. I loved hearing about the new work in new places. As a theme, Accelerating Connection enabled diverse content on business models and innovation and this was really stimulating."

"Mostly we are all faced with similar challenges and hearing the solutions other individuals and organisations have adopted is invaluable."

## The most valuable aspect of PLC18







## Sponsors @PLC18

“The exposure and feedback we received through the Reef Showcase event about ‘Reef Credits’ was fantastic. We would definitely consider sponsorship of the PLC conference again next year. A lot of key relationships were strengthened and new ones formed over the few days.”

***Dave Moore, GreenCollar Group (PLC18 sponsor)***

“Banrock Station is proud to have supported the PLC conference for the past few years through providing Banrock wines at social events. Banrock Station was pleased with the level of service we received which was positive and on-the-ball.”

***Tim Field, Banrock Station (PLC18 sponsor)***

"NAB has been a long-time supporter of the Private Land Conservation Conference. A lot of the organisations at the conference are our customers or work with our Agribusiness customers. I think it's a really great conference that brings people together to talk about the challenges we are facing in conservation and share great stories and how we can work better together.

As hosts of the PLC18 Conference, Queensland Trust for Nature did a fabulous job and clearly went to a lot of effort to deliver a really well-run event and make us feel appreciated as a conference supporter. The positive outlook throughout the program in the face difficult challenges, left us feeling hopeful. At NAB, we believe that everyone has a role to play in supporting conservation and the presentations at PLC18 demonstrated the impact of cross-sector collaborations."

**Stephanie Russo, National Australia Bank, (ALCA supporter)**

## PLC18 Sponsors

Cash contributions were received by the following partners:



**Biodiversity  
Conservation  
Trust**



In-kind support was received from the following partners:



**YOUNG  
HENRYS**



**MinterEllison**



**Our sincere thanks to ALCA supporters National Australia Bank  
and State Trustees Australia Foundation**

# On-site Sponsor Exposure @PLC18

Sponsor's brands were extensively promoted at all PLC18 venues including on every holding slide over three days, pull-up banners at venues, promotional material in conference bags and a sponsor slide-show playing in the main conference venue.

Sponsor brand promotion opportunities	On-site exposure
Logos on all holding slides	55 holding slides over three days thanking sponsors for their generous support.
Merchandise in conference bags	260 delegate bags sharing sponsor merchandise, brochures and booklets.
Slide show	PLC18 sponsor's slide-show played over two days promoting sponsor's support for the PLC18 conference.
Acknowledgement and thanks	Sponsors thanked for their support throughout plenary sessions and during the opening and closing address by the Hon. Leeanne Enoch MP, ALCA Chair Brendan Foran and multiple facilitators.
Acknowledgement in the printed program	260 printed conference programs displaying sponsor logos and acknowledgment of sponsor branded sessions and workshop sponsors.
Keynote address and sponsor branded sessions	Keynote address by session sponsors and sponsor facilitated sessions.
Workshop development	415 registrations for sponsor supported workshops with sponsors playing a key role in developing program design, identifying presenters and providing venues and catering.



# On-site Exposure examples



A PLC18 sponsor slide-show played in the foyer at the conference venue over two days promoting every sponsor to 260 delegates.



PLC18 Sponsor's logos were displayed on every holding slide throughout the conference.



PLC18 sponsors Banrock Station provided fine wines for 155 guests at the conference dinner.



Christopher Thorne from Ernst & Young facilitating the EY sponsored Social Finance workshop. EY provided venue, catering and program design for the PLC18 Social Finance workshop held at the EY Brisbane office.



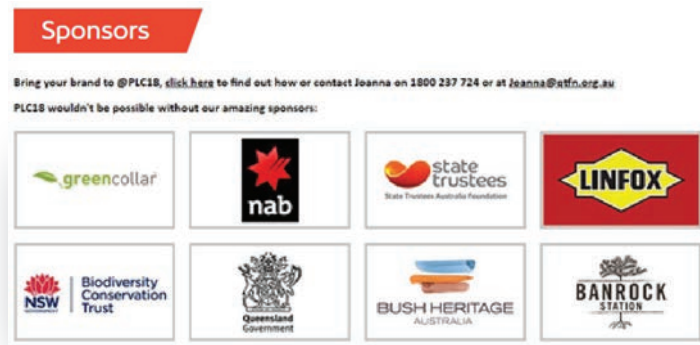
# On-line Sponsor Exposure @PLC18

Return on investment to conference sponsors through exposure and recognition of their generous support is amplified through on-line and digital exposure.

The PLC18 communications mix included a variety of social media promotion, a five-month e-newsletter campaign, sponsor profiles and feature articles. During the conference twitter came alive with the hashtag #PLC18!

Sponsor brand promotion opportunities	On-line exposure
Weekly PLC18 e-newsletter sent to 1260 subscribers over 5 months	30% open rate with 5,250 views of 15 e-newsletters each acknowledging sponsors and supporters.
Sponsor logos on the PLC18 website home page and sponsors page	3170 visits to PLC18 website displaying sponsor logos and including sponsor feature articles.
Facebook advertising with click through to PLC18 website and sponsor profiles	PLC18 Facebook posts average of 3,376 reach, and best posts received up to 567 engagements.
LinkedIn posts with click through to PLC18 website and sponsor profiles	70 LinkedIn posts promoting PLC18 to business and industry leaders.
Twitter posts promoting PLC18 conference and sponsors	70 tweets featuring #PLC18

# On-line Exposure examples



- PLC18 website home page with sponsor logos



- Platinum sponsors' feature articles published in the printed and online program



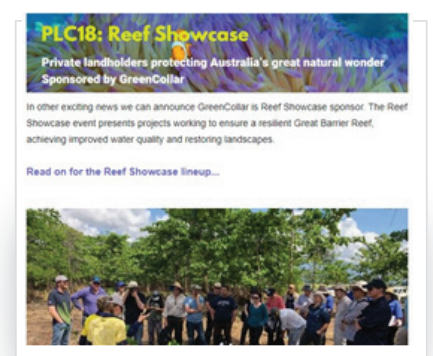
- PLC18 sponsors acknowledged in PLC18 program available on-line and in print



- PLC18 sponsors promoted on LinkedIn



- PLC18 advertisement with click through to conference website reached 7,412 people and 565 post engagements



- PLC18 e-newsletters sent to 1260 subscribers over 5 months promoting sponsor support with a 30% open rate

# PLC18 Program Highlights

## Wednesday 24 October

- The Hon. Leeanne Enoch MP, Queensland Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts, officially opened the PLC18 conference and provided the opening address.



- The Reef Showcase event presented projects working to ensure a resilient Great Barrier Reef, achieving improved water quality and restoring landscapes.





## Thursday 25 October

- Three panel discussions – Inspiration, Acceleration, Impact – providing a platform to demonstrate the breadth of the private land conservation sector.
- Presentations focusing on emerging technologies, multi-disciplinary collaborations and the development of new markets driving expansion and change across private land conservation.
- Ground-breaking indigenous-led conservation projects along with presentations from land conservancies and farmers.
- Launch of the Nature Refuge report outlining the future of private protected areas in Queensland.



## Friday 26 October

- Northern Connections session highlighted the substantial industry developing across Australia's North, based on collaborations between diverse stakeholders including traditional owners, pastoralists and conservation organisations.
- Presentations via video link from Longreach and Cape York bringing Australia's North to Brisbane utilising Zoom video conferencing technology.





# Social Events @PLC18



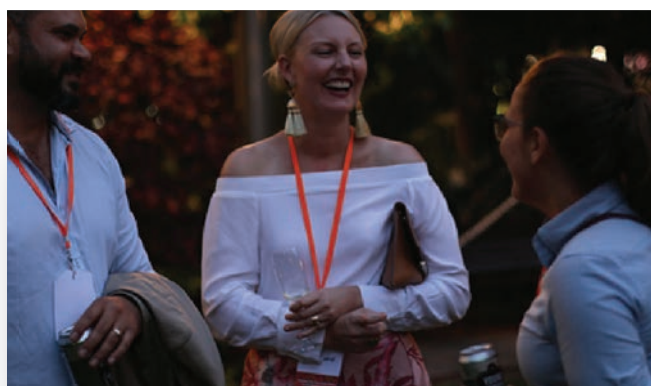
## Wednesday 24 October

Networking drinks at QUT's The Cube where delegates mingled and shared their excitement for a great PLC18 conference.



## Thursday 25 October

A selection of Queensland's finest and brightest young science ambassadors from the inspiring Wonder of Science program shared their weird and wonderful research with PLC18 Gala Dinner guests.





# Your brand @PLC19

The PLC19 conference will be hosted by Nature Foundation SA in Adelaide, South Australia from 8 to 10 October 2019. QTFN has worked closely with the team at NFSA sharing our experience and feedback from PLC18.

Bring your brand to PLC19 which is shaping up to be the best PLC yet!

To discuss sponsorship of PLC19 please contact:



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Nature Foundation SA.

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✉ [patrick.mentzel@nfsa.org.au](mailto:patrick.mentzel@nfsa.org.au)



Photos in this report were taken by Harriet Ampt, NSW Biodiversity Conservation Trust and Hugh Whitehouse.

The Australian Land Conservation Alliance acknowledges the traditional owners of the land on which the 2018 National Private Land Conservation Conference was held with sincere gratitude. We give heartfelt respect to their Elders past and present.