



# SEPTEMBER 9 ,10, 11 NATIONAL CONFERENCE & AGM

Hold the date & book your travel & accommodation to Sydney's ParkRoyal Hotel (Darling Harbour) for the 2018 PFIAA National conference & AGM. Welcome reception & drinks on the evening of Sunday 9 September, AGM & Conference & Dinner on Monday 10 September and PFIAA Work groups on Sept 11. Please support this event through sponsorship, please see details of opportunities in this document.



mob: 0468430660  
post: PO Box 1043, Camberwell, Vic 3124

email: [info@pfiaa.com.au](mailto:info@pfiaa.com.au)

**Key issues & insights  
for the Australian pet  
food industry**

**Quality speakers**

**Annual dinner with  
entertainment**

**Sponsorship  
opportunities**

**Networking,  
industry  
developments,  
entertainment**

## **ALL ENQUIRIES**

Duncan Hall  
Executive Manager  
PFIAA Inc.

[info@pfiaa.com.au](mailto:info@pfiaa.com.au)

Mobile: 0468 430 660

# CONFERENCE PROGRAM [PROPOSED]

## Sunday 9<sup>th</sup> September

6.30 – 8.30 pm Welcome Cocktails

Subject to change and dependent upon securing speakers

## Monday 10th September

8.30 – 9.00 am Registration

9.00 – 10.00 am Annual General Meeting

10.00 – 10.30 am Morning Tea

### 10.30 – 12.00 pm **Session 1 Trade Facilitation**

- **Issues & opportunities in Australia's import & export processes for pet foods & ingredients** DAWR TBC
- **Challenges of growing an export oriented pet food business – an insider's view** (TBC)
- **Kangaroos: National protected wildlife icon or a sustainable plentiful resource – quite a conundrum**  
KIAA TBC

12.00 – 1.30 pm Lunch

### 1.30 – 3.00 pm **Session 2 Quality & Standards**

- **Petfood recalls, regulations and consumer expectations – TBC**
- **Expectations of Australian and foreign governments re AS5812 compliance & how we score as an industry**  
DAWR TBC
- **Innovation in high-meat diets – 'meating' the global demand for biologically appropriate diets**–Neil Hinton, CEO K9 Natural (N.Z) TBC

3.00 – 3.30 pm Afternoon Tea

### 3.30 – 5.00 pm **Session 3 Public Engagement**

- **Adapting to fickle pet owners and delivering outstanding customer service and engagement on-line** – Leading online retailer
- **Can building roads add lasting value to pet food packaging waste?** –Redcycle , Mars & the Craigieburn case study TBC
- **Staying relevant, adding value: Proposed changes & what do members want from the PFIAA?**

Discussion/workshop: (Chaired D.Hall) *to include review of recent changes and plans – audit, rules & seeking member feedback re priorities & expectations etc*

6.30 – 11.00 pm **Annual Dinner & entertainment– Sydney ParkRoyal Hotel, Darling Harbour**

## Tuesday 11th September – PFIAA Work Groups

9.00 – 9.50 am Quality & Standards

10.00 – 10.50 am Trade facilitation

11.00 – 11.50 am Public engagement

12.00 Buffet lunch

Conference close

**mob:** 0468430660

**post:** PO Box 1043, Camberwell, Vic 3124

**email:** info@pfiaa.com.au

**web:** www.pfiaa.com.au

**ABN:** 84289617042

# SPONSORSHIP PACKAGES:

Welcome cocktail event Sunday	Display banner, short introductory welcome speech. (Gold)  Recognition & banner	\$6,300  Or 3 @ \$2100
Platinum Conference Sponsor	Inclusion full page cover in seminar program, display space in pre function area. 3 Free seminar registrations, Choice of conference break option incl short pre session presentation	\$4,725
Gold Conference Sponsor	Inclusion full page in seminar program, display space in pre function area. 2 Free seminar registrations, Choice of conference break option incl short pre session presentation	\$3,700
Silver Conference Sponsor	Inclusion full page in seminar program, display space pre function area. 2 free seminar registrations	\$2,625
Conference Sponsor	Inclusion half page in seminar program, display space pre function area	\$1,600
Conference breaks sponsors	Recognition in conference program, tent cards on beverage station	\$1600 each ,  lunch 2 @ \$2100 each
Platinum Dinner sponsors	MC recognition, Menus and tent cards	\$7,350
Gold Wine Sponsor	Wine list tent cards	\$3,150
Dinner Sponsors (cocktails, flowers, name badges)	Sponsor tent cards & menus.	\$1,600

**Please note** that the above prices are ex-GST. GST will be applied in the invoice. Sponsorship pledges will be invoiced upon receipt by PFIAA.

## HOW TO SECURE YOUR SPONSORSHIP

Sponsorships will be allocated on a 'first in, best dressed' approach, so please don't be shy.

Simply complete the following page and scan, then email the completed sponsorship pledge to Duncan Hall, Executive Manager, PFIAA at [info@pfiaa.com.au](mailto:info@pfiaa.com.au)

# SPONSORSHIP APPLICATION



Generous sponsorships are absolutely necessary to deliver our annual PFIAA conference and dinner and your generosity will be recognised and appreciated through the program.

Please complete the table below, ensure that it is signed and dated and then return to:

Duncan Hall  
Executive Manager  
PFIAA, P.O Box 1043, Camberwell Vic. 3124

OR (preferably) SCAN and email to: [info@pfiaa.com.au](mailto:info@pfiaa.com.au), with the title: **PFIAA conference sponsorship**

<i>PFIAA member company</i>	
<i>Company representative</i>	
<i>Position</i>	
<i>Sponsorship package</i>	
<i>Amount pledged (ex GST)</i>	
<i>Invoice to be sent to (email address)</i>	
<i>Date</i>	
<i>Signature</i>	

## Terms & conditions:

Please be assured that every effort will be made to ensure that the sponsorship package applied for by PFIAA member companies will be allocated. In the event that such sponsorship package is not available, the Executive Manager will inform the member company and seek alternative mutually acceptable arrangements.

Please note that Platinum, Gold & Silver conference sponsorships include complimentary registrations. These are organized separately to the on-line registration process for attendees and sponsors will be contacted separately to arrange complimentary attendees.

All sponsorship prices listed are ex GST. Sponsorships will be invoiced once applications are received and approved by the Executive Manager. Payments are due within 30 days of invoice.

# REGISTRATION

[Click here for on-line registration](#)

**Early bird** registration if registration received **prior to July 20 2018**

## EARLY BIRD REGISTRATION

Attendance fees	PFIAA Members*		2018		Non PFIAA Members		2018	
	Price excl GST	GST	Price Incl GST	Price excl GST	GST	Price Incl GST		
Welcome Cocktails	\$0.00	\$0.00	\$0.00	\$84.00	\$8.40	\$92.40		
PFIAA Seminar	\$155.00	\$15.50	\$170.50	\$200.00	\$20.00	\$220.00		
Dinner	\$89.00	\$8.90	\$97.90	\$160.00	\$16.00	\$176.00		
<b>TOTAL COST</b>	<b>\$244.00</b>	<b>\$24.40</b>	<b>\$268.40</b>	<b>\$444.00</b>	<b>\$44.40</b>	<b>\$488.40</b>		

## STANDARD REGISTRATION

Attendance fees	PFIAA Members*		2018		Non PFIAA Members		2018	
	Price excl GST	GST	Price Incl GST	Price excl GST	GST	Price Incl GST		
Welcome Cocktails	\$0.00	\$0.00	\$0.00	\$94.00	\$9.40	\$103.40		
PFIAA Seminar	\$170.00	\$17.00	\$187.00	\$220.00	\$22.00	\$242.00		
Dinner	\$98.00	\$9.80	\$107.80	\$178.00	\$17.80	\$195.80		
<b>TOTAL COST</b>	<b>\$268.00</b>	<b>\$26.80</b>	<b>\$294.80</b>	<b>\$492.00</b>	<b>\$49.20</b>	<b>\$541.00</b>		

\*PFIAA members defined as all member company employees and partners.

These prices will be applied for all registrations received via the on-line registration facility up to midnight on July 19, 2018. All registrations received after this date will have the standard pricing applied.

**Standard registration fees payable if registration is received *after midnight July 19.***

# ACCOMMODATION

The Sydney ParkRoyal is located in Darling Harbour, Sydney and has offered the following accommodation options to PFIAA for attendees.

Superior Rooms at Park Royal for \$255 per night, these can be booked at time of (online) registration

Note- Room allocations are limited and attendees requested to book early to avoid disappointment.

# ABOUT THE VENUE

**PARKROYAL**  
DARLING HARBOUR  
SYDNEY



**Address:** 150 Day St, Sydney NSW 2000  
**Phone:** (02) 9261 1188



**mob:** 0468430660  
**post:** PO Box 1043, Camberwell, Vic 3124

**email:** [info@pfaa.com.au](mailto:info@pfaa.com.au)

**web:** [www.pfaa.com.au](http://www.pfaa.com.au)  
**ABN:** 84289617042

I look forward to working with members of the PFIAA Executive Committee, Sponsors and all members to make the 2018 conference and dinner a successful and memorable event. Look forward to seeing you all in Sydney.

Regards,

Duncan Hall  
**Executive Manager**  
[Pet Food Industry Association of Australia Inc.](#)