



Post Event Report

May 10, 2023



SOLD OUT SOLD OUT SOLD OUT SOLD

**WHEATBELT
FUTURES FORUM
3rd MAY 2023**



Muresk Institute, Spencers Brook Road, Northam

The Wheatbelt Future's Forum brings businesses from the furthest corners of the wheatbelt together to assess and find business opportunities in the lead up to 2023 –

tickets now at [wheatbeltfuturesforum](http://wheatbeltfuturesforum.com)



www.wheatbeltfuturesforum.com

The Concept #WFF23

The inaugural CBH Wheatbelt Future's Forum, organised by the Northam Chamber of Commerce and the Wheatbelt Business Network, was held on May 3rd at Muresk Institute in Northam. The forum brought together businesses from the furthest corners of the wheatbelt to assess and develop business opportunities in the lead up to 2023 – 2024.

This business focussed event, where businesses and farm enterprises heard from a range of specialist industry delegates, networked with other businesses from across the wheatbelt and asked questions of state and federal government representatives on policy and upcoming business opportunities in the region.

A White paper was commissioned and written by a journalist that accompanies this document, along with the link's to the professional photography taken during the event. All of this will also be available to download from the Wheatbelt Futures Forum website.



CBH*GROUP*



The Wheatbelt Futures Forum Programme 23



Speakers

Held at the Muresk Institute campus in Spencers Brook, 10 Industry Leaders spoke in the morning session from 9am-1.15pm. Q+A was offered after each session.



Panel One

Parliamentarians and Industry Advisors participated in a robust conversation regarding the current and future state of the Wheatbelt.



Panel Two

Federal representatives from Ausindustry, ODIS, Home Affairs, ASIC and Cyber Security offered insights and opportunity.



Exhibition

An exhibition for the sponsors and a chance for the participants to network throughout the breaks.



Networking Sundowner

Held in the Homestead of Muresk Institute, this was where more conversation and networking occurred.

Marketing for WFF23

Marketing for the Wheatbelt Futures Forum was a combination of social media marketing, press releases, newspaper article & advertising, radio interviews and email blasts.



Social Media, Media and Press Release Campaigns

LinkedIn, Facebook and Instagram were platforms used to boost engagement and drive ticket sales towards the event. Local Newspaper, Radio through ABC Wheatbelt and Triple M Avon Valley and a Press Release sent through an email blast to all members, Local Councils and Stakeholders.



Sales performance metrics

Tickets were sold through "Stripe" and attracted GST reporting. 90 tickets were sold, with the other tickets packaged through sponsorship. A total of 154 tickets were committed toward the event. The auditorium held seating for 142 people.



Local Procurement

Only one metropolitan company was engaged to provide exhibition hire equipment. Website Domain and purchase was an International Provider. Almost \$20,000 was invested into the local economy through this event.



Social Media

The links to the social media campaigns produced for the Wheatbelt Futures Forum are provided under Addendum A.



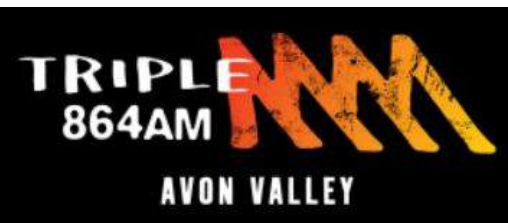
Public Relations



Through the Press Release the following Media were engaged in interviews and articles. The Press Release is attached as Addendum B. Radio interviews are attached as Addendum C. Articles and publicity were achieved in The Northam Advertiser and the Farmers Weekly attached as Addendum D.

Public Relations

Through the Press Release the following Media were engaged in interviews and articles are listed Addendum C and D.



Farm Weekly

May 11, 2023



ABC Wheatbelt

Sam McManus
ABC Midwest & Wheatbelt
Mornings
Live Cross



**The Northam
Advertiser**

May Issue 2023
June issue 2023



**Triple M Avon Valley
864**

Triple M Breakfast
Carwyn Church
Triple M Avon Valley 86

Rural Focus
Troy Stockden
Triple M Avon Valley 864

Sponsorships

The following sponsors supported the Wheatbelt Futures Forum and CBH were the Naming Rights Sponsor.



Platinum



Community Bank
Mukinbudin · Goomalling
Toodyay · Gingin · York



Office of Defense
Industry Support



Australian Government
Department of Home Affairs



Gold



Silver



Ticket Sales and Participation

A total of 90 tickets were purchased, and sponsor tickets were distributed in accordance to their levels of sponsorship support. The event sold out at 140 tickets, with 154 attendees throughout the day. This number includes all speakers.



Muresk Institute



Purchased Tickets

90



Sponsors Tickets

50



Speakers Attendance

14

Sponsored



Registration - Sponsored by Purslowe Tinetti Funerals

Registration at Conference Area
Muresk Institute



Morning Tea - Sponsored By Rural West

Conference Area with Exhibition
Muresk Institute



Lunch - Sponsored By Wheatbelt Development Commission

Conference Area with Exhibition Muresk
Institute



Networking Canapes - Sponsored by Department of Primary Industries and Regional Development

Homestead Area
Muresk Institute

Exceeded Expectations

The inaugural Wheatbelt Futures Forum exceeded all expectations delivering a quality forum of speakers, robust conversation and genuine discussion around the improvement of the Wheatbelt as a business region.

All KPI's were exceeded;

1. Sold Out to 140 tickets (including sponsorship tickets)
2. Produced a quality forum of speakers
3. Used local businesses where possible for procurement
4. Secured Sponsors to cover costs
5. Promoted all speakers in the lead up and during the event.

The Wheatbelt Futures Forum is now positioned to become an annual economic discussion. The continual growth of the region is paramount and this inaugural forum has proven that there is an appetite for this event.

Thank You

For your support



Visit Our Website
www.wheatbeltfuturesforum.com.au

CBH Wheatbelt Future's Forum: Social Media Posts

Facebook

Created event on Facebook – 3rd April, 2023
[\(\(https://www.facebook.com/events/749491716679809/?ref=newsfeed\)\)](https://www.facebook.com/events/749491716679809/?ref=newsfeed)
 Social media tile posted onto feed – 4th April 2023
[o\(\(https://www.facebook.com/photo/?fbid=615893437246637&set=a.570654365103878\)\)](https://www.facebook.com/photo/?fbid=615893437246637&set=a.570654365103878)
 Have you secured your ticket? - 13th April 2023
<https://www.facebook.com/NorthamChamber/posts/pfbid024Nxi13Y5qK8BbYu>
 Sponsors thank you post – 14 th April, 2023
<https://www.facebook.com/photo/?fbid=621742709995043&set=a.570654365103878>
 and
<https://www.facebook.com/photo/?fbid=604159155089016&set=pcb.604159781755620>
 Speaker line up post – 14th and 17 th April, 2023
<https://www.facebook.com/photo/?fbid=623646833137964&set=pcb.623646993137948>
<https://www.facebook.com/NorthamChamber/posts/pfbid0Fg1DXsLTdNNQvVtFd6uaGDtUSQKTBN6fC5DnJ3PWWR7jTmbyRfazEMyzpyHzGwUl>
 General Post - 19th April, 2023
<https://www.facebook.com/NorthamChamber/posts/pfbid0MWZCE91oaDjyz2zPPtELagQfWlp8VhM5Z2LqB6KXAgvxSJMzjLjusgmBhNkzDeJl>
 Forum Programme advertised – 20 th April, 2023
<https://www.facebook.com/photo?fbid=625466816289299&set=a.570654365103878>
 Social media tile posted onto feed – 20 th April, 2023
<https://www.facebook.com/photo?fbid=625477012954946&set=a.570654365103878>
 Tickets are selling out - 24 th April, 2023
<https://www.facebook.com/NorthamChamber/posts/pfbid02He8MfCVgW1aNBey4cs3RxbhQonZ7vMJ4Un79B5gb16PYC9ia92CmE8CV3Qn5AeUwl?>
 Forum programme advertised – 26 th April, 2023
<https://www.facebook.com/photo?fbid=629048765931104&set=a.570654365103878>
 Reel created and posted onto FB – 27 th April, 2023
https://www.facebook.com/reel/240496371852821/?s=single_unit
 Last chance for ticket purchases post – 28 th April, 2023
<https://www.facebook.com/photo?fbid=630066772495970&set=a.570654365103878>
 Sold out event advertised – 2 nd May, 2023
<https://www.facebook.com/photo?fbid=632103835625597&set=a.570654365103878>
 Thanks for all the support - 2 nd May, 2023
<https://www.facebook.com/NorthamChamber/posts/pfbid0rgz5Yt9CWqyqhHy8ceCWRqZR1zmNiDd9eQCzrgmQzohmh2j6GD1fVHwGGNQF39nCl?>
 Sponsors post – 3 rd May, 2023
<https://www.facebook.com/photo?fbid=632820762220571&set=a.570654365103878>
 Thank you to Wheatbelt Audio Visual
<https://www.facebook.com/NorthamChamber/posts/pfbid02iju4Sm7TfiGcMGnCYshasY2vqbs1mPnLDetQNxrufafa9siWjvZccgUeV7YosQfcl>
 Day recap reel posted onto page – 4 th May, 2023
https://www.facebook.com/reel/1383141645872076/?s=group_other

LinkedIn

Created event on LinkedIn – 3 rd April, 2023
<https://www.linkedin.com/events/cbhwheatbeltfutureforum7048502348976984064/comments/>
 Social media tile posted onto feed – 4 th April 2023
<https://www.linkedin.com/company/11714281/admin/>
 Sponsors thank you post – 14 th April, 2023
<https://www.linkedin.com/company/11714281/admin/>
 Speaker line up post – 17 th April, 2023
<https://www.linkedin.com/company/11714281/admin/> &
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 Forum Programme advertised – 20 th April, 2023
<https://www.linkedin.com/company/11714281/admin/>
 Forum programme advertised – 26 th April, 2023
<https://www.linkedin.com/company/11714281/admin/>
 Last chance for ticket purchases post – 28 th April, 2023
<https://www.linkedin.com/company/11714281/admin/>
 Sold out event advertised – 2 nd May, 2023
<https://www.linkedin.com/company/11714281/admin/>
 Sponsors post – 3 rd May, 2023
<https://www.linkedin.com/company/11714281/admin/>

Instagram

Social media tile posted onto feed – 4 th April 2023
https://www.instagram.com/p/CqmlakLPLO_/
 Social media reel posted onto feed – 20 th April, 2023
<https://www.instagram.com/p/Chourgr8QB/>
 Day recap reel posted onto page – 4 th May, 2023
<https://www.instagram.com/p/CrzN8Okt1MA/>

Addendum A

Boosted Post

Post insights ✕



Is your business focused on WA's burgeoning Wheatbelt and looking to grow further in 2023 - 2024? Get your...

3 April · 🌐

Post impressions ⓘ

23,297

Post reach ⓘ

6,209

Post engagement ⓘ

604

Interactions ⓘ



44



4



0



0



0



1

😊 Reactions
49

REGIONAL BUSINESS COLLABORATION DELIVERS FUTURES FORUM

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This is a business focussed event, where businesses and farm enterprises can hear from a range of specialist industry delegates, network with other businesses from across the wheatbelt and can ask questions of state and federal government representatives on policy and upcoming business opportunities in the region.

The event will showcase industry experts providing brief 15-minute presentations on pertinent topics from agriculture, mining and free trade agreements, through to housing, workforce development, cyber security, technology, communications, mental health and sustainability. Delegates will have the opportunity to ask questions of the speakers in a 30-minute discussion at the end of each session. It is interactive and participants will walk away with new insights, fresh perspectives, and a wealth of actionable ideas that they can plan for in their businesses.

Northam Chamber of Commerce CEO, Melanie Jones said of the event;

"It's rewarding to see such an incredible line-up of speakers providing insights and engagement to our businesses in the Wheatbelt region.

The Wheatbelt supports 30,706 jobs and has an annual economic output of \$13.883 billion. (<https://app.remplan.com.au/>). The CBH Wheatbelt Futures Forum will magnify the significance of the Wheatbelt's contribution to the WA economy, and the need for our businesses to be informed on Local and International levels.

The Northam Chamber of Commerce is proud to be co-hosting this event with the Wheatbelt Business Network and believes this inaugural event will set a precedent for an annual economic forum in the Wheatbelt region."

In addition to the speaking sessions, the organising committee has put together 2 panels of state and federal representatives as well as departments offering delegates the opportunity to ask questions. Rachael Thomas, Business Manager of the Wheatbelt Business Network added;

"Great forums are built on the backs of great speakers. By bringing together the right mix of industry experts, government representatives and innovators, you can create a program that inspires, educates, and energises attendees, setting the stage for a fantastic event.

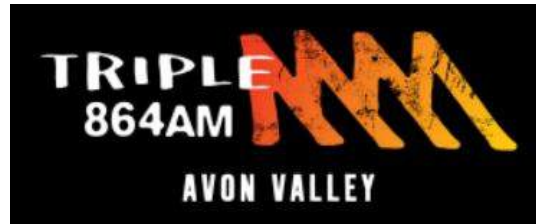
On the back of COVID, the forum also offers delegates the opportunity to network with fellow businesses, speakers, panel members and sponsors that are eager to share their strategies and knowledge, which will undoubtedly provide valuable insights to aid in planning for the coming financial year. The panels are a real coup and I think those attending will gain tangible benefit from interacting with the speakers, engaging in robust discussions and gaining practical solutions to the challenges facing their businesses to enable them to plan for the future."

More information and ticket sales can be found at www.wheatbeltfuturesforum.com.au

Further Information: Rachael Thomas M 042 8855 224 /
r.thomas@wheatbeltbusinessnetwork.com.au

Addendum B

This Press release was sent out to all members, LGA's in the Wheatbelt and Avon, Stakeholders and local media.



Addendum C

Radio Interviews were conducted on;
ABC Midwest and Wheatbelt Mornings. - Live Cross with Glenn Barndon, Presenter and Sam McManus ABC Journalist
Triple M 864 Avon Valley with both Troy Stockden from Rural Focus
& Carwyn Church on Breakfast with Melanie Jones from Northam Chamber of Commerce.

Here are the links; Interviews

ABC

[https://www.abc.net.au/wheatbelt/programs/mornings/midwest-and-wheatbelt-mornings/102276268?
utm_campaign=abc_radio_wheatbelt&utm_content=mail&utm_medium=content_shared&utm_source=abc_radio_wheatbelt](https://www.abc.net.au/wheatbelt/programs/mornings/midwest-and-wheatbelt-mornings/102276268?utm_campaign=abc_radio_wheatbelt&utm_content=mail&utm_medium=content_shared&utm_source=abc_radio_wheatbelt)

TRIPLE M 864 AVON VALLEY

[https://soundcloud.com/ceo-987795459/rf140423-mel-wheatbelt-forum?
si=652ce996faa14ddab9295dfa9de89eab&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing](https://soundcloud.com/ceo-987795459/rf140423-mel-wheatbelt-forum?si=652ce996faa14ddab9295dfa9de89eab&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

[https://soundcloud.com/ceo-987795459/rf140423-mel-wheatbelt-forum?
si=cb0edcc340b24421bcbbda6cf58240a7&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing](https://soundcloud.com/ceo-987795459/rf140423-mel-wheatbelt-forum?si=cb0edcc340b24421bcbbda6cf58240a7&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

Plugs

[https://soundcloud.com/ceo-987795459/rf140423-mel-wheatbelt-forum?
si=33d0926d7f51489eb1e2c334154a4d07&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing](https://soundcloud.com/ceo-987795459/rf140423-mel-wheatbelt-forum?si=33d0926d7f51489eb1e2c334154a4d07&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

[https://soundcloud.com/ceo-987795459/rf010523-wheatbelt-forum?
si=1e6361fb13e04cf3ba69ba7cac61cc77&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing](https://soundcloud.com/ceo-987795459/rf010523-wheatbelt-forum?si=1e6361fb13e04cf3ba69ba7cac61cc77&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

38 Farm Weekly Thursday, May 11, 2023 **BUSHELEGRAPH T**

Industry heavyweights ponder the future

By **JASMINE PEART**

THE future of the Wheatbelt is looking bright, with some of the biggest minds in business and agriculture gathering at the Muresk Institute, Northam, last week to discuss the next 12 months for the region.

The CBH Wheatbelt Futures Forum was well attended and raised issues about live export, mining and economic prosperity in the region. Master of ceremonies Regional Chambers of Commerce and Industry of WA chief executive officer Kitty Prodonovich, who encouraged discussion between speakers and attendees.

"It's about how do we make ourselves reactive to investors and see what opportunities are out there – it's about long-term sustainable development for the region," Ms Prodonovich said.



Avon Valley Nissan and Mitsubishi operations co-ordinator Jordan Mills (left), CBH community relations manager Cassidy Bennett and CBH head of employee relations Ali Local.



Rural West business financial counsellor Roger Tonkin, York (left), with 2WorkinOz farm skills training and recruiting Ley Webster, York.



Retired Countrywide Group director Max Hubble (left) and communications and sales representative Natalie Horak, Northam.



Shire of Northam manager of planning and environment Jacky Jurman (left) and Frontier Impact Group head of sustainability Andy Rodgers.



CBH director Jeff Seaby (left), Mukinbudin, CBH chairman Simon Stead, Esperance and farm management consultant Ashley Herbert.



Association of Mining and Exploration Company (AMEC) policy adviser Nick Parry (left), Liberal Party Member for the Agricultural Region Steve Martin and the Association of Mining and Exploration Companies chief executive officer Warren Pearce.



CBH chief executive officer Ben Macnamara, with Member for Central Wheatbelt Mia Davies, The Nationals WA.



HAWKE'S BREWING Co.



Western Australian College of Agriculture, Cunderdin, principal Matt Dowell, with Department of Education, Agricultural Education director Sally Panizza (centre) and Holly Panizza, Southern Cross.



State Workforce Planning director Kathy Hoare (left), with Delia Pascua-McGlew, Northam.



Renee Manning, Merredin (left), with Juana Paynter, Northam and Astyx State manager Elizabeth Carlson.



Shire of Northam manager of planning and environment Jacky Jurman (left) and Frontier Impact Group head of sustainability Andy Rodgers.

AGTOURS & JOURNEYS NT CATTLE & CROPPING HIGHLIGHTS

I DEPARTS 25 JUNE 13 DAYS

VISIT DOUGLAS DALY REGION & STAY AT TIPPERARY STATION

EXPLORE LITCHFIELD NATIONAL PARK & NITMILUK NATIONAL PARK

VISIT INNOVATIVE CROPPING & HORTICULTURAL ENTERPRISES

QUADRANT AGTOURS

☎ 1300 301 120 quadrantaustralia.com

✉ bookings@quadrantaustralia.com

ACM AUSTRALIAN COMMUNITY MEDIA AGRICULTURAL PUBLISHING & EVENTS

Wheatbelt Futures Forum

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More information and ticket sales can be found at www.wheatbeltfuturesforum.com.au



Professionals

You don't need a big team just one great *collaborating*



Naomi Thomas
Licensee / Director



Matthew Thomas
Sales Representative



Kayleen Tutt
Senior Property Manager



Beth Carpenter
Training & Development



Claire Stylianou
Sales Representative



Kelly Lee
Property Management Assistant