

berries
AUSTRALIA



Australian Berry Industry Partnership Program & Support Opportunities

www.berries.net.au



Valid from 1 Jan 2023

Support the largest horticultural group in Australia by becoming an inaugural Australian Berry Industry Partner with Berries Australia!

Combining the blueberry, strawberry and raspberry/blackberry industries, Berries Australia represents a combined membership of more than 700 growers nationally, ranging from major horticultural enterprises and multi-site agribusinesses to local cooperatives and independent farms. With an annual output of over 109,000 tonnes of berries generating over \$1bn in farmgate value to the national economy, we're offering an unprecedented opportunity to support an organisation with a strong and united voice. And as a business with a vested interest in horticulture, this is the perfect chance to throw your support behind this continually evolving industry.

THERE ARE NUMEROUS WAYS YOU CAN GET INVOLVED WITH THE AUSTRALIAN BERRY INDUSTRY:

1. Industry Partnership Program

The Berries Australia Industry Partnership Program is customised for berry industry associated businesses who are keen to support all growers nationally and have their brand, products and/or services promoted extensively across the entire berry network.

The program provides businesses with access to a range of promotional opportunities within a complete package, meaning your products and/or services will be in front of Australian berry growers at every available opportunity.

2. Advertising

For businesses who want to promote themselves to berry growers but on a smaller scale, advertising space is available within the Australian Berry Journal. The high quality, quarterly publication is distributed to over 700 growers nationally, plus key businesses and stakeholders who are directly involved in one or more of the berry industries.

A copy of the advertising guidelines including rates, deadlines and how to book your space is included in this prospectus.

3. Regional Support Opportunities – Events/Regional Partnerships

Industry Development Officers are working to roll out field days and workshops across all growing regions, with the aim of providing the latest information in research, development and technology to as many berry producers as possible. As these events are developed and finalised, we can keep you in the loop about opportunities to participate, support and network. Check out our Events page at bit.ly/BA-Event-List

Berries Australia also has partnerships with regional berry organisations, who have more localised partnership/ sponsorship programs in place. You can receive more information about these including events and additional support opportunities by contacting the following:

- Queensland Strawberry Growers' Association – www.qldstrawberries.com.au or email office@qldstrawberries.com.au
- Victorian Strawberry Growers Association – email victorianstrawberrygrowers@gmail.com
- Fruit Growers Tasmania – www.fruitgrowerstas.org.au or email admin@fruitgrowerstas.org.au

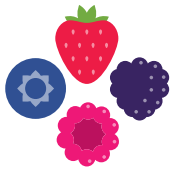
4. Memberships

For a small annual fee, you can become a member of the Australian Blueberry Growers Association (ABGA), Raspberries and Blackberries Australia (RABA) and/or Strawberries Australia Inc (SAI) and receive the benefits attached to each of their membership programs. Subscription to the Australian Berry Journal and The Burst eNewsletter is also included. Membership of all three peak industry bodies is included in the Berries Australia Industry Partnership Program.

Go to www.berries.net.au and select MEMBERSHIP from the main menu to join online.

5. Purchase a Journal Annual Subscription

An annual subscription to the Australian Berry Journal is available for purchase as an option for individuals and businesses who don't wish to advertise or purchase a support package or membership, but would like to keep up to date on all things berry in Australia. To buy your subscription, go to bit.ly/ABJ-Subscribe



berries
AUSTRALIA

GOLD PARTNER*
\$12,500 plus GST

* Opportunities limited – exclusive to one business only per category of product/service

SILVER PARTNER
\$7,500 plus GST

BRONZE PARTNER
\$5,000 plus GST

ADVERTISING & PROMOTION

AUSTRALIAN BERRY JOURNAL (QUARTERLY)

1. Advertisements & Advertorials	Full page x6	Half page x4 or Full page x2	Half page x2
2. Inserts (A4 or A5)	Two per year	One insert per year	x
3. Design and print of inserts (if required)	✓	x	x
4. Number of Journal copies per edition	6 copies	4 copies	2 copies
5. Recognition inc. partner level and logo – Corporate Partners section	✓	✓	✓

THE BURST NEWSLETTER (MONTHLY)

1. Promotion of products/services including exclusive discounts to growers	Up to 6 eNews per year	Up to 4 eNews per year	Up to 2 eNews per year
2. Submission of articles relevant to your products and/or services	Up to 4 articles (1 per issue) per year	Up to 2 articles (1 per issue) per year	x
3. Sponsor Profile	✓	✓	x
4. Recognition inc. partner level and hyperlinked logo	✓	✓	✓

GROWER SURVEY

Opportunity to survey growers within Berries Australia communication network once per year	✓	x	x
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EVENTS

AGMs - BERRIES AUSTRALIA, ABGA, RABA, SAI

Opportunity to attend, network and/or distribute marketing collateral	✓	x	x
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WORKSHOPS/FIELD DAYS - QLD/NSW/VIC/TAS/WA

1. Display signage, distribute marketing collateral at relevant workshops/field days. Details of each event will be advised in the lead up.	✓	✓	x
2. Notice of upcoming workshops and events with priority for participation/support opportunities	✓	✓	✓

OTHER EVENTS

1. Invitations to attend and priority notice of opportunities to participate or support any additional Berries Australia events	✓	✓	✓
2. Logo on promotional material, signage at event and distribution of marketing collateral	✓	x	x

SOCIAL MEDIA / WEBSITE

1. Posts on Berries Australia Facebook page	Up to 24 posts per year	Up to 12 posts per year	Up to 6 posts per year
2. Sharing of your social media content	✓	✓	✓
3. Scrolling banner on Berries Australia homepage – one month	Up to 6 months of your choice	Up to 4 months of your choice	Up to 2 months of your choice
4. Scrolling advertisement on top of Events page	1 advert per month, 6 months of the year	x	x
5. Logo and link featured in Partners section of website home page	✓	✓	✓
6. Logo featured in commodity specific members section of website	✓	✓	x

MEDIA RELATIONS

Joint media release to promote your brand and partnership with Berries Australia.	1 per year	x	x
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ASSOCIATION MEMBERSHIP

1 year membership of ABGA, RABA and SAI	✓	✓	x
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PLEASE NOTE: All materials – advertising, articles and social media content – are subject to approval by Berries Australia. Berries Australia will not support content that is not true, is misleading or is political in nature.

ADVERTISING RATES



The Australian Berry Journal is the industry journal for all the berry growers of Australia. The journal is being produced by Berries Australia and has been funded by Hort Innovation using research and development levies from the Blueberry Fund, Strawberry Fund and Raspberry & Blackberry Fund, and funds from the Australian Government.

The total Australian Berry industry is worth over \$1bn and is growing rapidly. The readers of this journal control the investment choices at a farm level so this is the best way to reach decision-makers across the berry industry – in trusted surroundings – and an ideal way to show your support for the growers in the industry.

For any queries, please contact: **Kylie Thompson** | admin@berries.net.au | 0491 751 123

TO BOOK PLEASE VISIT:
www.berries.net.au/advertising

FOR CUSTOM PARTNERSHIP PACKAGES CONTACT:
Jen Rowling | jenrowling@berries.net.au | 0448 322 389

ADVERTISING OPPORTUNITIES

Current members of any Australian berry industry incorporated association qualify for MEMBER rates. The rates quoted **do not include artwork**.

RATES

AD SIZE	Non-Members 1 Edition	Member 1 Edition	Member 4 Editions
FULL PAGE	\$950	\$715	\$565
HALF PAGE	\$515	\$325	\$295
INSERTS	\$495	\$250	–

All prices are PER EDITION. All full colour. Prices include GST. Rates are set by the Berries Australia Committee to support the production of the larger journal. Prices apply to all bookings made from 1 January 2023.

PUBLICATION DEADLINES

JOURNAL	Edition	Booking Deadline	Artwork Deadline	Publication Date
AUTUMN 2023	14	30-Jan-23	30-Jan-23	10-Mar-23
WINTER 2023	15	01-May-23	01-May-23	09-Jun-23
SPRING 2023	16	31-Jul-23	31-Jul-23	08-Sep-23
SUMMER 2023	17	30-Oct-23	30-Oct-23	08-Dec-23
AUTUMN 2024	18	29-Jan-24	29-Jan-24	08-Mar-24
WINTER 2024	19	29-Apr-24	29-Apr-24	07-Jun-24

SPECIFICATIONS

FULL PAGE: 210 W x 297 H mm

HALF PAGE (Vertical): 105 W x 297 H mm

HALF PAGE (Horizontal): 210 W x 148.5 H mm

- All artwork to be supplied in InDesign/Illustrator/print ready PDF formats in full colour CMYK
- All fonts must be outlined or supplied separately
- All images to be supplied separately or embedded and must be minimum of 300dpi
- Artwork must be a minimum of 300dpi
- Convert all spot colours to CMYK before supplying artwork
- Include 3mm bleed on all artwork, please **DO NOT ADD ANY TRIM MARKS**
- Artwork can be created or amended for a small fee
- Supply all artwork to admin@berries.net.au via email or use wettransfer.com for files larger than 4MB
- Inserts maximum size is A4. Quantity & delivery address will be confirmed once booking has been completed.