

**Sponsorship Proposal**  
**2013 National Final**  
**Science and Engineering Challenge**

**Wednesday, 30 October 2013**

**Lismore Campus,**

**Southern Cross University**



**Rotary Club of  
Alstonville Inc.**



## 1. BACKGROUND FOR 2013 NATIONAL FINAL

The Science and Engineering Challenge (herein *Challenge*) was established by the University of Newcastle in 2000. It has grown to involve over 100 Rotary Clubs and 30 Universities reaching approximately 800 schools and over 25,000 students Australia wide. It is an outreach program aimed at increasing awareness of high school students towards science and engineering and also for the fostering of creativity, innovation, problem solving, and team work.

The Northern Rivers Challenge has been held at the Lismore campus of Southern Cross University (SCU) since 2007. It has been organised by the Northern Rivers Science and Engineering Challenge Committee (NRSECC) which is spearheaded by the Rotary Club of Alstonville and Southern Cross University. This year, Southern Cross University, Lismore nominated and was awarded the 2013 National Final of the Science and Engineering Challenge.

To date, the National Final (known as the Grand Challenge from 2005 to 2011) has never been held in the Northern Rivers region. Since the first offering in 2005, the finals have been held at:

- Geelong (2012)
- Sydney (2011)
- Newcastle (2010)
- Bendigo (2009)
- Gold Coast (2008)
- Toowoomba (2007)
- Tamworth (2006)
- Newcastle (2005)



## 2. EVENT SPONSORSHIP

Event sponsorship from Regional businesses to enable the event to successfully operate is essential. Below is a summary of the sponsorship levels proposed for the event. The organising committee are committed to ensure the success of this National Event and providing a worthwhile return to ALL sponsors of the event.

### Sponsor Promotional Activities:

Recognition	Platinum	Gold	Silver	Bronze
	\$5000*	\$2000*	\$1000*	\$500*
<b>At Challenge Event</b>				
Display of company banners	✓	✓	✓ at activity	✓ at activity
Verbal promotion	✓	✓	✓ at activity	
Opportunity to speak at events	✓			
Judge the Bridge event	✓			
Main activity sponsor (Bridge Activity)	✓			
<b>At Challenge Dinner</b>				
Sponsor of Challenge Dinner Event	Single sponsor opportunity			
<b>Documents and Publications</b>				
Event Show bags (sponsors to supply merchandise/brochure)	✓	✓	✓	✓
Awards/Trophies	✓			
National Science & Engineering Challenge Publications	✓	✓	✓	✓
Sponsor acknowledged in Media releases-Regional and National	✓	✓		
Sponsor logos on Student/Teacher Feedback Surveys	✓	✓		
<b>Website</b>				
Sponsor acknowledged on Challenge website	✓	✓	✓	✓
Newcastle University Challenge Website	✓	✓	✓	
Note: Where appropriate Social Media will be utilised	✓	✓		

\*Prices exclude GST. 10% GST is required.

### 3. REGIONAL ENGINEERING

#### Regional Australia and new Engineering Program at Southern Cross University

Sixty-seven per cent of Australia's economic assets are located outside of capital cities. Regional universities in turn contribute to educational opportunities and economic prospects for 30 % of Australians who live in non-metropolitan areas. A recent report by the Regional Universities Network (RUN, <http://www.run.edu.au/>) found the total value to the national economy of the six regional universities within RUN was \$3 billion (\$2.1 billion in gross domestic product; \$1.2 billion in household income) and they provided more than 14,000 (FTE) jobs. The importance of regional Australia therefore cannot be underestimated.

SCU has committed to help address the engineering skills shortage and to also retain local talent who would normally have left the region for further education and work opportunities. SCU introduced engineering for the first time in 2013. The first cohort of civil engineering students commenced in February this year. In addition, engineering laboratories are currently under development and will be operation from 2014.

### 4. SCHEDULE AND VENUE

*National Final (Wednesday, 30 October 2013):* The organising committee is keen to foster an atmosphere of fun and excitement. The Rotary Club of Alstonville will host a free BBQ lunch for all teachers, students, event staff, and guests. All student participants will receive a complimentary gift bag which will contain a "special" 2013 National Final gift as well as other items as provided by local industry and sponsors. In addition, 2013 National Final T-shirts will be produced and provided to all volunteers. The Mayor of Lismore City Council (or a representative from the Mayor's Office) will be invited to present the awards at the conclusion of the day. Other dignitaries will be invited to attend.

*National Final Welcome Dinner (Tuesday, 29<sup>th</sup> October 2013):* A welcome dinner will be held the evening preceding the National Final. The dinner will be held in the Zest function centre on the Lismore campus of SCU and the guest speaker at the dinner is expected to be the Vice Chancellor of Southern Cross University, Professor Peter Lee.

Professor Lee, a chemical engineer, is a distinguished scholar. He is a Fellow of the Australian Academy of Technological Sciences and Engineering, and he has been on the Engineers Australia list of 100 most influential engineers since 2004.

Event sponsors will be special invitees to the dinner as will be dignitaries, Science and Engineering Challenge regional chairs, Newcastle University representatives, teachers and guests.

## 5. MEDIA COVERAGE

Southern Cross University will promote the event via media and through direct contact with high schools, key stakeholders and industry representatives. The University's Communications and Publications unit has capacity to produce a range of electronic and printed promotional material for pre-publicity in high schools and for distribution among stakeholders and sponsors.

A communications strategy will be developed identifying key opportunities for media coverage in the lead up to the event, and for the event itself.

The University and members of the Organising Committee have well-established contacts with local media, including the Northern Star, ABC North Coast, Prime News and NBN News, and with metropolitan media. The University's media team will also identify any opportunities that might attract broader media coverage, and will consider the possibilities of targeting specific science media.

The University will also utilise additional communication tools, such as the monthly electronic e-newsletter Discover SCU and the SCU website to promote the event and showcase the results.

The University of Newcastle is expected to provide a live webcast of the event.

## 6. PHOTOS OF THE NORTHERN RIVERS SCIENCE AND ENGINEERING CHALLENGE



## 7. CONTACTS AND ORGANISING COMMITTEE

The Organising Committee is diverse and experienced and well representative of the region. The committee as a whole draws upon collective knowledge gained by organising Northern Rivers Challenges since 2007.

**Please contact Amanda Simmons for details on sponsorship and information about the promotional material requested for inclusion in 'show bags' and for teachers. We request feedback on sponsorship proposals by 16<sup>th</sup> August and supply of promotional materials by 30<sup>th</sup> September. Invoices would be supplied for agreed sponsorship commitment by the 30<sup>th</sup> August.**

Email: [amanda.simmons@scu.edu.au](mailto:amanda.simmons@scu.edu.au)

Tel. 02 6626 9260

<b>Name</b>	<b>Affiliation (Northern Rivers Challenge experience)</b>
Amanda Simmons	Administration Officer – Sponsorship Southern Cross University (Member, 2013 NRSECC)
Sue Lloyd (Chair)	Rotary Club of Alstonville Assistant Governor for District 9640 of Rotary (Committee Member, Rotary Club of Alstonville overseeing 2007-2013 NRSEC <sup>1</sup> )
Ross Turvey	Rotary Club of Alstonville (Chair, 2011-2013 NRSECC <sup>2</sup> )
Scott Smith	Dean and Foundation Professor of Engineering Southern Cross University (Member, 2013 NRSECC)
Neal Lake	Senior Lecturer and Course Coordinator Civil Engineering Southern Cross University (Member, 2013 NRSECC)
Debbie Johnson	Assistant to HoS Environment, Science and Engineering Southern Cross University (Member, 2010-2013 NRSECC)
Graham Lancaster	Manager, Environmental Analysis Laboratory Southern Cross University (Member, 2008-2013 NRSECC)
Linda Svenson	Promotions Manager, Southern Cross University (Member, 2008-2013 NRSECC)
Barbara Harrison	Technical Officer School of Environment, Science and Engineering Southern Cross University (Member, 2008-2013 NRSECC)
Gary Murphy	General Manager, Lismore City Council (Member, 2013 NRSECC)
Greg Mashiah	Chair, Engineers Australia National Regional Special Interest Group Chair, Northern Rivers Regional Group of Engineers Australia Manager of Water Cycle, Clarence Valley Council (Member, 2013 NRSECC)

<sup>1</sup> NRSEC = Northern Rivers Science and Engineering Challenge

<sup>2</sup> NRSECC = Northern Rivers Science and Engineering Challenge Committee