



**Rotary Club of
Alstonville Inc.**



Sponsorship Proposal

2014

Northern Rivers

Science and Engineering Challenge

&

Discovery Day

11th – 13th June, 2014

Lismore Campus,

Southern Cross University

1. It's back and its bigger and better, the Science and Engineering Challenge 2014

The *Northern Rivers Science and Engineering Challenge* is excited to announce it will be returning to *Southern Cross University in Lismore* on *11th and 12th of June*.

The Science and Engineering Challenge is a nationwide outreach program lead by the University of Newcastle in conjunction with various partners and sponsors.

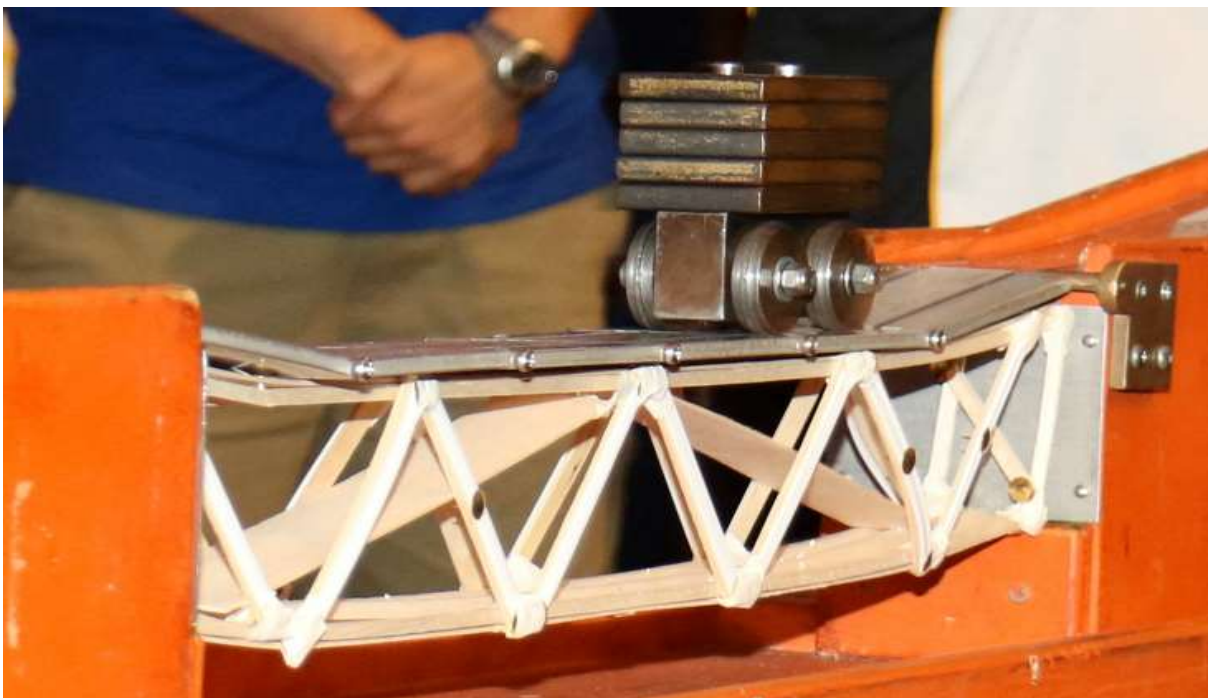
The Challenge is designed to inspire students to study science and engineering at a senior level.

Each day the students participate in a range of exciting hands-on activities that are designed to demonstrate the varied and practical elements of a career in the disciplines of science and engineering.

Students are awarded points for each activity and the school with the most cumulative points at the end of the day is declared the winner. Winning schools will subsequently compete against each other for a place in the state and - perhaps - the national competition.

The Challenge has grown rapidly. Last year, the Science and Engineering Challenge involved more than 24,000 students from almost 800 schools across Australia.

The Challenge is a practical day of fun, teamwork and discovery.



2. Discovery Day

We are pleased to announce that the 2014 Northern Rivers Science and Engineering Challenge have expanded to include a Discovery Day for stage 3 students on Friday 13th June, 2014 at Lismore Campus, Southern Cross University.

Just like the Science and Engineering Challenge for high school students, the Discovery Day aims to provide meaningful, hands-on experiences that challenge young people to make a difference in the world by choosing a career in Science and Engineering. They're also a lot of fun!

What is a Discovery Day?

A Discovery Day is a Science and Engineering Challenge event designed for year 5-6 (NSW stage 3) students. It features up to 8 short but engaging and hands-on science and engineering activities; simple 1-page notes and scoring; and an integral teacher's professional development workshop. Up to 8 schools send teams on the day of up to 32 students to compete against each other.

The Challenge has been a huge success with participating students exhibiting great enthusiasm and determination to win for their school. Participating teachers have also indicated that the Challenge has had a significant, positive and lasting effect on the students' approach to science and technology in the classroom.



3. 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 Regional Event and providing a worthwhile return to ALL sponsors of the event.

Sponsorship Promotions Options

Recognition	Platinum	Gold	Silver	Bronze
	\$2000+gst	\$1500 + gst	\$750+ gst	\$500+ gst
At Challenge Event				
Display of company banners	YES	YES	YES	YES
Verbal promotion	YES	YES	YES	YES
VIP at final Presentation	YES	YES	NO	NO
Judge the Bridge event	NO	YES	NO	NO
Main activity sponsor (Bridge Activity)	NO	YES	NO	NO
Activity sponsor	NO	NO	YES	NO
At Challenge Dinner				
Sponsor of Challenge Dinner Event (With option of 5mins Presentation)	YES	NO	NO	NO
Documents and Publications				
Event Show bags (sponsors to supply merchandise/brochure)	YES	YES	YES	NO
Awards/Trophies	YES	YES	YES	NO
Northern Rivers Science & Engineering Challenge Publications	YES	YES	YES	NO
Sponsor acknowledged in Media releases- Regional and National	YES	YES	YES	YES
Sponsor logos on Student/Teacher Feedback Surveys	YES	YES	YES	YES
Website				
Sponsor acknowledged on Challenge website	YES	YES	YES	NO
Newcastle University Challenge Website	YES	YES	YES	NO
Note: Where appropriate Social Media will be utilised	YES	YES	YES	YES

4. SCHEDULE AND VENUE

Southern Cross University Lismore Campus Wednesday, 11th and 12th June, And Discovery Day 13th June, 2014:

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 the 3 days for all teachers, students, event staff, and guests. All the Science and Engineering student participants will receive a complimentary gift bag which will contain items as provided by local industry and sponsors.

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.

Welcome Dinner (Tuesday, 10th June):

A welcome dinner will be held the evening preceding the Challenge.

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 Deputy Vice Chancellor of Southern Cross University, Professor Bill MacGillivray.

Bill MacGillivray was born and raised in Brisbane, attending Camp Hill State School, Brisbane Grammar School and the University of Queensland from which he graduated with a PhD in Physics. Then followed many years at Griffith University where he was the co-founder of the Laser Atomic Physics Laboratory. He undertook appointments as Dean of Science and Technology (1996-1997) and Dean of Science (1997-2002). In 2003 he took up the position of Dean of Sciences at the University of Southern Queensland and was appointed to the conjoint position of Pro Vice Chancellor (Planning and Quality) in 2004. He commenced as Deputy Vice Chancellor at Southern Cross University in April 2007.

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

6. PHOTOS OF THE NORTHERN RIVERS SCIENCE AND ENGINEERING CHALLENGE



7. National Final Science and Engineering Challenge 30th October 2013.

The School of Environment, Science and Engineering is proud to have hosted the 2013 Science and Engineering Challenge National Final, with support from the Rotary Club of Alstonville on Wednesday, 30 October at Southern Cross University, Lismore campus.

Southern Cross University congratulates the National Final Grand Champion – St Columba Anglican School, Port Macquarie, NSW.

Congratulations also to the Runners Up – Henry Lawson High School, Grenfell, NSW and to all other participating schools.

- Applecross Senior High School, Perth, WA
- Bendigo South East College, VIC
- Lismore High School, Northern Rivers, NSW
- Loxton High School, SA
- Mount Carmel College, Hobart, TAS
- St Joseph's Nudgee College, Brisbane, QLD

The national final participants are selected from schools across Australia who participated in regional and super Science and Engineering Challenges throughout the year.



8. 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 confirmation of sponsorship by 17th April 2014 and supply of promotional materials by 26th May 2014

Invoices would be supplied for agreed sponsorship commitment by 30th April, 2014.

Email: amanda.simmons@scu.edu.au

Tel. 02 6626 9260

Name	Affiliation (Northern Rivers Challenge experience)
Sue Lloyd (Chair)	Rotary Club of Alstonville Assistant Governor for District 9640 of Rotary (Committee Member, Rotary Club of Alstonville overseeing 2007-2013 NRSEC ¹)
Debbie Johnson	Assistant to HoS Environment, Science and Engineering Southern Cross University (Member, 2010-2013 NRSECC)
Amanda Simmons	Administration Officer – Sponsorship Southern Cross University (Member, 2013 NRSECC)
Graham Lancaster	Manager, Environmental Analysis Laboratory Southern Cross University (Member, 2007-2013 NRSECC)
Scott Smith	Dean and Foundation Professor of Engineering Southern Cross University (Member, 2013 NRSECC)
Brett Hunter	Rotary Club of Alstonville (Committee Member, 2013 NSEC)
Aaron Bailey	School Environment, Science and Engineering (Engineering Student representative).

¹ NRSEC = Northern Rivers Science and Engineering Challenge

² NRSECC = Northern Rivers Science and Engineering Challenge Committee