



Sponsorship Proposal

Introduction

For the first time in history, more than 50% of the world's population now resides in an urban environment¹. With the rate of urbanisation expected to grow at 1.85% per annum, the translocation of people to the cities continues to put enormous pressure on the environment. The growing demand for residential and industrial property is accelerating the rate of land clearing, or conversion from agricultural uses. With higher density housing, the amount of public open space per resident is declining and for the isolated pockets of native vegetation that do remain, biodiversity continues to be threatened by pests and disease and invasion by exotic species.

To provide sufficient water to support population growth, both the quality and quantity of groundwater resources are deteriorating. Balancing the competing demands for water from households, industrial and agricultural users and the environment is expected to become more challenging. Furthermore, as cities expand, they become increasingly reliant on food imports. As local produce is perceived to be fresher, more nutritious and safer to eat, more consumers are seeking to reconnect with producers who have adopted more sustainable farming practices. Community gardens and alternative modes of farm-direct marketing are re-emerging.

1 World Health Organisation, 2014

Symposium Themes

To reduce the ecological footprint, conserve scarce resources, promote a more food secure world and to enhance and promote the value of public open space and recreational horticulture, this symposium will invite papers that discuss the following issues;

- conservation and habitat preservation
- managing remnant bushland
- community gardens
- composting and recycling
- hydroponics
- irrigation
- intensive horticultural production
- urban and recreational horticulture in dry arid environments
- water conservation and recycling
- sustaining and rehabilitating degraded soils
- food security
- promoting local foods
- good agriculture practice
- water sensitive urban design
- protected cropping
- direct marketing of fresh and processed horticultural products





ISHS
International Society for Horticultural Science

International Symposium

Smart Horticulture for Sustainable Cities

25–29 June 2017 | Parmelia Hilton, Perth Australia

Symposium Structure

Over four days, the symposium will combine invited keynote addresses with contributed papers. The symposium will commence on the Sunday evening with registration and a cocktail reception and a traditional welcome to country. On each of the following three mornings, the opening session of the day will be dedicated to a plenary presentation on one of three themes;

- innovations to create more food secure cities
- managing public open space and remnant bushland for more sustainable outcomes
- maximizing the benefit from our most limited resource - water

Submitted papers will be grouped into recurrent themes, the number of themes and parallel sessions being contingent upon the number of papers accepted. All accepted papers will be subject to a peer review and published in a dedicated volume of *Acta Horticulturae*.

On day four (Thursday), delegates will participate in one of several field tours in the Perth metropolitan area. As many enterprises have limitations on the number of delegates they can accommodate, the number of people participating in each tour will be limited. The tour themes will include;

- managing the remnant bushland – conservation and biodiversity (Kings Park)
- managing sustainable public open spaces for recreation
- intensive horticulture production (hydroponics)
- balancing rural and urban demands for land (Swan Valley)
- community gardens, grower direct marketing, retail marketing

International Society for Horticultural Science

The International Society for Horticultural Science (ISHS) is a global network comprising over 53,000 individuals, universities, governments, institutions, libraries and commercial companies. It is a major source of up-to-date information on global horticultural research. ISHS aims to promote research in all branches of horticulture, encouraging international co-operation and bringing together scientific and technical professionals to stimulate, facilitate and share research and scientific activities on a global scale.

The success of the ISHS is primarily through the 50 or more specialized symposia that are held every year. These are organised locally in-country, each with a convener, an organising committee, a scientific committee and an editorial board. Designed to be self-financing, these symposia normally concentrate on a technical subject, a crop or research area. Invited speakers present papers, research findings are debated, discussions held, visits arranged and the editor(s) compile a monograph which is published as a dedicated volume of *Acta Horticulturae*.





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The other avenue for regular communication is *Chronica Horticulturae*, the quarterly publication of ISHS. In addition to containing a calendar of events, announcements, news items and details of past and forthcoming events, *Chronica* reports on the activities of Sections, Commissions and Working Groups.

Perth NRM

Perth NRM is an environmental organisation with a focus on sustainability, both within the agriculture sector and as a growing city. It develops and manages projects and events, and builds support through collaborative networks, corporate volunteering, grants, sponsorships and fundraising.

Perth NRM promotes their work and delivers these services through three key initiatives: Living Perth, Living Landscapes and Food Future WA. Food Future WA is an initiative that raises awareness about food security for all West Australians. It provides consumers, food producers, suppliers and retailers with information and resources to help ensure sufficient, safe and healthy food now and in the future.

As a non-profit organisation, Perth NRM works for the community, to lead a collaborative and integrated approach to natural resource management. An important aspect of this is its custodianship of the Swan Region Strategy for NRM; a publicly recognised regional strategy that guides investment into natural resource management. In addition, the Food Future Plan proposes pathways to achieving sustainably produced, secure food for the future.

Perth NRM is part of a State-wide network of NRM organisations that have worked together for more than ten years and manage funded programs at a regional level as part of the Australian Government's National Landcare Programme.

Perth NRM will provide the secretarial and support services for this symposium.

Perth Convention Bureau

Funded by the West Australian Government through Tourism WA and by the City of Perth, the Perth Convention Bureau drives the business events sector in Perth and Western Australia by securing large, high yield NFP conference events and marketing the City and State as a premium conference destination.





Sponsorship Opportunities

For this inaugural symposium on ‘Smart Horticulture for Sustainable Cities’, some 250 delegates are expected to attend the four-day event. As one of the world’s most isolated cities, Perth is expensive in terms of both travel and accommodation. While the demise of the mining industry has resulted in an opportunity to secure more competitive rates, corporate sponsorship is necessary to reduce the registration fee and thus make the event even more attractive to local, interstate and international delegates. Two levels of sponsorship are proposed;

Sponsorship	
<p>Gold x 3 \$15,000 AUD</p>	<p>Silver x 6 \$5,000 AUD</p>
<p>Your company logo displayed on home page and sponsor page of the conference website</p> <p>Your company logo displayed on the sponsorship page of the conference proceedings</p> <p>Full-page monochrome advertisement of your company printed in the program book</p> <p>Your company’s logo projected on screen during coffee breaks and lunchtime</p> <p>Leaflet (A4 size or smaller) inserted in the conference bag</p> <p>Complimentary registration for 3 delegates</p>	<p>Your company logo displayed on the sponsor page of the conference website</p> <p>Your company logo displayed on the sponsorship page of the conference proceedings</p> <p>Half-page monochrome advertisement of your company printed in the program book</p> <p>Your company logo projected on screens during coffee breaks and lunchtime</p> <p>Leaflet (A4 size or smaller) inserted in the conference bag</p> <p>Complimentary registration for 1 delegate</p>

Sponsorship Enquiries

For more information on becoming a Sponsor please contact the convener;

Dr Peter J. Batt
Peter J Batt and Associates
Adjunct Professor Food and Agribusiness Marketing, Curtin University
Honorary Research Fellow, University of Western Australia

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Symposium Conveners

- Peter J. Batt
Peter J Batt and Associates, Perth, Western Australia
- Giorgio P. Gianquinto and Francesco Orsini
University of Bologna, Bologna, Italy

Symposium Organising Committee

- Peter J. Batt
- Giorgio P. Gianquinto
- Francesco Orsini
- Graeme McAlpine, Perth NRM
- Keith Pekin, Perth NRM

Scientific Committee

- P.J. Batt (ed)
- G.P. Gianquinto (ed)
- F. Orsini (ed)
- V. Bitsch, Technical University Munich, Germany
- M. Boehme, Humboldt University, Bangladesh
- W.P. Davies, Royal Agricultural University, UK
- S. de Pascale, University of Naples, Italy
- J.W. van der Schans, Wageningen University, Netherlands
- T. Georgiadis, National Research Council, Italy
- P. Iglesias, Universidad Politecnica de Madrid, Spain
- C. Williams, University of Melbourne, Australia
- M. Zude-Sasse, Leibniz Institute for Agricultural Engineering, Germany
- P. Luz, INIAV, Portugal
- J. Nasr, Ryerson University, Canada
- K. Specht, ZALF, Germany
- I. Tsirogiannis, TEI, Greece
- R. Fox-Camper, ILS, Germany
- A. Voigt, University of Klagenfurt, Austria
- M. Kacira, University of Arizona, USA
- S. Caputo, Portsmouth University, UK
- J. Rayner, University of Melbourne, Australia