

Rabo Client Council Initiative Pitch Paper



What are the Rabo Client Councils and the Rabo Community Fund?

Rabobank has a network of Client Councils across Australia and New Zealand. They were formed to listen, learn and adapt bank strategies and investments based on clients' feedback. Collaborating with the Councils enables Rabobank to work with the community on reaching common goals, sharing information, experiences and knowledge. With the aim of tangibly and meaningfully contributing to the vibrancy and resilience of rural Australia and New Zealand, the Rabo Community Fund is used to support local grassroots initiatives, identified by our clients in the heart of the community. The Rabo Client Councils are made up of 8-12 client representatives from across their region. Part of their role is focussing on localised initiatives that benefit and support the industry and communities.

As identified by clients, our Rabo Client Council initiatives are centred around 5 key themes:

Long-term industry capacity and agricultural education

Attracting and retaining people has always been an ongoing challenge for agriculture. We aim to create better awareness of the various career opportunities and exciting pathways available to the industry.

Environmental sustainability

Best practice, environmental compliance, water availability, land degradation and waste management are all important factors to keeping farms sustainable. Our goal is to identify the main issues and how we can support our clients and their communities.

Rural/urban divide

Urban consumers often have very little insight into how their food and fibre is produced. Our aim is to increase awareness of modern farming practices and food production amongst the urban audience by organising and supporting initiatives that bridge the rural/urban divide.

Rural health

We aim to increase awareness and enable improved farmers' well-being, both mentally and physically. Isolation and difficulty accessing health services are some of the challenges faced by rural / remote communities.

Adaptation/disruption

Proactively addressing emerging concerns within the agricultural industry, from plant-based meat labelling issues to farm labour shortages. We are committed to facing challenges head-on and supporting our farmers in an ever-changing agricultural landscape.

Rabo Client Council Initiative

Examples of initiatives that would be considered for funding include: initiatives that focus on wellbeing, initiatives that raise awareness of careers in agriculture, initiatives that connect community during times of adversity, initiatives that celebrate our industry and regions.

Minimum funding is \$5000 per initiative.

Initiatives that will not be funded include:

- Political, religious and unsafe initiatives (must meet all state and local government public regulatory requirements).
- Initiatives already funded by Rabobank.
- Sponsorship of local sporting club.
- Donation to an animal sanctuary.

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YOUR INITIATIVE PITCH

Key information and contact details

Initiative Name	
Date	
Outline City/Town and State	
Expected Number of Attendees (not including Sponsors & Organisers)	
Target Area for Primary Benefits (communities, regions)	
Deadline for Funding	
Organisation Name	
ABN (or NZBN)	
Coordinator Name & Position	
Coordinator Email	
Coordinator Phone	

Rabo Client Council themes that the Initiative aligns to:

Select as many as relevant.

See cover page for explanations of these themes

Long-term industry capacity & agricultural education	
Environmental sustainability	
Rural/urban divide	
Rural health	
Adaptation/disruption	

About the Initiative - The Purpose

How does the initiative align with the five key themes identified by the Rabo Client Councils and the Rabo Community Fund?

What's your vision and goals for this initiative?

Provide additional information separately if required

250 words maximum

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YOUR INITIATIVE PITCH

About You - The Organisers

Who is the organisation and team responsible for bringing this initiative to life?
Are you partnering with others, if so, who and in what capacity?

200 words maximum

About the Audience - The Impact

Who is your target audience for this initiative and how will they be impacted?
What are the short and long term objectives of the initiative for those attending and beyond?

200 words maximum

Spreading the word - Value & Recognition

What is your marketing plan for this initiative? How are you going to attract attendees?
How will you raise wider awareness and impacts of the initiative beyond those who attend?
How are sponsors recognised before, during, and after the initiative both online and in person?

200 words maximum

Relevant Websites, Social Media Accounts & Hashtags	
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YOUR INITIATIVE PITCH

Budget

Total cost of project:	\$
Applicant's financial contribution:	\$
Amount sought from Rabo Community Fund (including GST if applicable)	\$
Funding secured from others: (list amount & who)	\$ & Name
Funding sought from other parties but not secured:	\$
In-kind contributions: (list approx. value, what & who)	\$ & Details

How did you hear about the Rabo Community Fund?

Please send this form to the general inbox Rabocommunity@rabobank.com.

Initiative Pitches will be assessed by the Rabo Client Council as they are received.

Any Client Council member or Rabobank staff member with a conflict of interest with the Initiative Pitch will not be part of the assessment process.