



OPERATING FOR ENDURING VALUE SUSTAINABLE DEVELOPMENT CONFERENCE 2006



SPONSORSHIP OPPORTUNITIES

Minerals Council of Australia
Sustainable Development Conference
Perth, Western Australia
23 - 27 October 2006

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SD06: OPERATING FOR ENDURING VALUE

MINERALS COUNCIL OF AUSTRALIA
SUSTAINABLE DEVELOPMENT CONFERENCE
SHERATON PERTH HOTEL - PERTH, WA
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SD06: partnership through sponsorship

operating for enduring value

The Minerals Council of Australia is the peak industry organisation representing Australia's exploration, mining and minerals processing industry, nationally and internationally, in its contribution to sustainable development and society. MCA member companies produce around 85% of Australia's mineral output.

Now in its 31st year, the annual Sustainable Development Conference is recognised internationally as the leading minerals industry forum for sustainable development and its practical execution through cooperative partnerships with industry, government and community.

This year the conference will focus on Enduring Value – The Australian Minerals Industry Framework for Sustainable Development. Since its launch in October 2004 Enduring Value has been adopted by more than 85 per cent of the Australian minerals industry's operations and is being applied at sites both nationally and internationally.

The Enduring Value framework provides an appropriate structure for the '06 conference reinforcing the industry's commitment to applying the principles of Sustainable Development into operational practice.

Bringing together leaders, experts and practitioners from around the world, the conference will offer speakers the opportunity to exchange ideas, information and practical examples of sustainable development. A comprehensive five-day program will explore global, national, and regional issues and solutions. Throughout the week delegates will be challenged by case studies, presentations, workshops and site tours.

Through a comprehensive program of case studies, presentations, workshops and site tours, the Sustainable Development Conference will bring together a diverse range of experts, speakers and participants to share international ideas, knowledge and most importantly operational best practice, which enhance and build on the minerals industry's sustainable development performance.

sponsorship opportunities

The MCA is offering sponsorship packages, providing profiling, trade show and networking opportunities for your organisation at the 2006 Sustainable Development Conference.

It's an opportunity to gain exposure to heads of industry and key decision makers including Chief Executives, Senior Managers, Mine Managers and social and environmental practitioners. It opens the way for developing effective partnerships with minerals industry stakeholders including Commonwealth, State and Local Governments, NGOs and academic institutions.

Attracting more than 400 national and international delegates, the Sustainable Development Conference provides a powerful platform for suppliers, contractors and customers to showcase their expertise and capacity in all aspects of sustainable development and its interaction with the minerals industry.

Sponsors will have three and a half days of continuous exposure from the afternoon of Monday 23 to Thursday 26 October, with additional workshop and site tours on Friday 27 October.

Sponsorship opportunities include the commercial trade exhibition, session sponsorship and support of the various social functions including Gala Dinner, Happy Hour and the Informal Dinner. The sponsored events offer an opportunity to promote and exchange information to a large group of participants interested in products and services assisting and further enhancing operations within the minerals industry.

FOR FURTHER INFORMATION:

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SD06: what is our focus?

Enduring Value: the Australian Minerals Industry Framework for Sustainable Development.
SD06 will focus on the principles and elements of Enduring Value

enduring value

- > Aligns with global industry initiatives, and in particular provides critical guidance on the International Council on Mining and Metals (ICMM) Sustainable Development Framework Principles and their application at the operational level;
- > Builds on the Australian Minerals Industry Code for Environmental Management - the platform for industry's continual improvement in managing environmental issues since its introduction in 1996;
- > Provides a vehicle for industry differentiation and leadership, building reputational capital with the community, government and the finance and insurance sectors; and
- > Assists the industry to operate in a manner which is attuned to the expectations of the community, and which seeks to maximise the long-term benefits to society that can be achieved through the effective management of Australia's natural resources.

Enduring Value's principles form the structure of the conference. We will explore and challenge all aspects of the principles and elements of Enduring Value from Health and Safety, to Environment and

The future of the Australian minerals industry is inseparable from the global pursuit of sustainable development. Through the integration of economic progress, responsible social development and effective environmental management, the industry is committed to contributing to the sustained growth and prosperity of current and future generations.

To give practical effect to the industry's commitment to sustainable development, the Australian minerals industry has developed Enduring Value - the Australian Minerals Industry Framework for Sustainable Development.

the principles of enduring value

- > **Principle 1:** Implement and maintain ethical business practices and sound systems of corporate governance.
- > **Principle 2:** Integrate sustainable development considerations within the corporate decision-making process.
- > **Principle 3:** Uphold fundamental human rights and respect cultures, customs and values in dealings with employees and others who are affected by our activities.
- > **Principle 4:** Implement risk management strategies based on valid data and sound science.
- > **Principle 5:** Seek continual improvement of our health and safety performance.
- > **Principle 6:** Seek continual improvement of our environmental performance.
- > **Principle 7:** Contribute to conservation of biodiversity and integrated approaches to land use planning.
- > **Principle 8:** Facilitate and encourage responsible product design, use, re-use, recycling and disposal of our products.
- > **Principle 9:** Contribute to the social, economic and institutional development of the communities in which we operate.
- > **Principle 10:** Implement effective and transparent engagement, communication and independently verified reporting arrangements with our stakeholders.

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sponsorship opportunities

Designed to maximise your exposure in the lead up to and throughout SD06: Operating For Enduring Value

Package		\$ Value (ex GST)
Gold Sponsor	1 Only	SOLD
Silver Sponsor	2 Only	SOLD
Zinc Sponsor	1 Only (per concurrent session)	\$ 5,000
Gala Dinner Sponsor	1 Only	SOLD
Happy Hour Sponsor	1 Only	SOLD
Informal Dinner Sponsor	1 Only	\$ 8,000
Internet Cafe Sponsor	1 Only	\$ 6,000
Luncheon Sponsor	3 Only	\$ 5,000
Conference Workbook	3 Only	\$ 4,000
Morning & Afternoon Tea Sponsors	3 Only	\$ 4,000
Speakers Preparation Room	1 Only	\$ 2,500
Satchel Supplement	Unlimited	\$ 750
Write your own deal...	Unlimited	\$ Negotiable

trust art exhibition

A very special opportunity for 2006

Package		\$ Value (ex GST)
Platinum Sponsor	1 Only	\$ 10,000
Gold Sponsors	4 Only	\$ 7,000

sponsorship opportunities continued...

gold sponsor benefits

- > Five (5) complimentary 3-day registrations to attend the 2006 Sustainable Development Conference covering all session, catering, social functions and copies of the Conference Proceedings on CD-ROM.
- > One double booth at the Trade Exhibition. This booth includes all benefits offered to other exhibitors and described in the Exhibitors Information Agreement, excluding the complimentary registration.
- > Name and logo to appear as Gold Sponsor, in conjunction with the MCA's logo, on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.
- > Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.
- > One two-colour, full-page advertisement in the 2006 Sustainable Development Conference Program and Registration Brochure, to be distributed electronically and in hard copy to a total of over 5000 potential delegates with an interest in the minerals industry. Sponsor to provide the appropriate artwork.
- > Signage/banners (supplied by sponsor) can be displayed at the venue during the Conference. Banners are to be displayed in accordance with the venue regulations and on approval of the organiser (MCA).
- > Sponsor's logo printed on the Conference satchel, in conjunction with the MCA's logo.
- > Opportunity to supply up to three (3) promotional items/flyers in the Conference satchels.
- > One electronic, Excel spreadsheet with contact details of delegates attending the 2006 Sustainable Development Conference (name, position, company and email only).
- > Acknowledgement of sponsorship throughout the Conference.

silver sponsor benefits

- > Four (4) complimentary 3-day registrations to attend the 2006 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.
- > One booth at the Trade Exhibition. This booth includes all benefits offered to other exhibitors and described in the Exhibitors Information Agreement, excluding the complimentary registration.
- > Name and logo to appear as Silver Sponsor, in conjunction with the MCA's logo, on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.
- > Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.
- > One two-colour, half page advertisement in the 2006 Sustainable Development Conference Program and Registration Brochure, to be distributed electronically and in hard copy to a total of over 5000 potential delegates with an interest in the minerals industry. Sponsor to provide the appropriate artwork.
- > Opportunity to supply up to two (2) promotional items/flyers in the Conference satchels.
- > One electronic, Excel spreadsheet with contact details of delegates attending the 2006 Sustainable Development Conference (name, position, company and email only).
- > Acknowledgement of sponsorship throughout the Conference.



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sponsorship opportunities continued...

zinc sponsor benefits

Zinc sponsorship provides the sponsor with an opportunity to support and be identified with a session theme with which their business strongly aligns. The nine Conference Themes are:

- > **Principle 1:** Ethics
- > **Principle 2:** Corporate
- > **Principle 3:** Human rights
- > **Principle 4:** Risk management
- > **Principle 5:** Health & safety
- > **Principle 6 & 7 combined:** Environment & Land use
- > **Principle 8:** Product design & disposal.
- > **Principle 9:** Community
- > **Principle 10:** Communication
- > One (1) complimentary 3-day registration to attend the 2006 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.
- > Name and logo to appear as Session Sponsor for the concurrent session of your choice on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference. (The Program and Registration Brochure is to be distributed electronically and in hard copy to a total of over 5000 potential delegates with an interest in the minerals industry).
- > Signage/ banners (supplied by sponsor) either side of the stage during the nominated session at the Conference.
- > Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.
- > Opportunity to supply one (1) promotional item/ flyer in the Conference satchels.
- > One electronic, Excel spreadsheet with contact details of delegates attending the 2006 Sustainable Development Conference (name, position, company and email only).
- > Acknowledgement of sponsorship during your nominated session and throughout the Conference.

gala dinner sponsor benefits

The Gala Dinner is a semi-formal networking dinner attended by around 350 guests. In 2006 the Gala Dinner is to be held at Frasers Restaurant, at the height of Kings Park.

Fraser's Restaurant places Perth at your feet, with panoramic views and exciting cuisine. Set in a magnificent parkland within the CBD.

Guests will taste the best in Australian seafood and Western Australian produce accompanied by an equally impressive Australian wine list.

- > Naming rights to the Gala Dinner. The Dinner will be referred to by this name in all promotional material for the event and appear with the sponsor's logo wherever appropriate.
- > Opportunity to give a brief welcome address to dinner guests.
- > Signage/banners (supplied by sponsor) can be displayed at the Dinner venue. Banners and other collateral are to be displayed in accordance with the venue regulations and on approval of the organiser.
- > Opportunity to distribute a gift (supplied by sponsor) to all dinner guests.
- > One (1) complimentary 3-day registration to attend the 2006 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.
- > 5 complimentary guest passes to bring colleagues and clients to the dinner.
- > Name and logo to appear as Dinner Sponsor on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.
- > Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.
- > One electronic, Excel spreadsheet with contact details of delegates attending the 2006 Sustainable Development Conference (name, position, company and email only).
- > Acknowledgement of sponsorship throughout the Conference.



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sponsorship opportunities continued...

happy hour sponsor benefits

The Happy Hour is a well established event at the Sustainable Development Conference. It is always held in the trade exhibition area and provides delegates with an informal opportunity to unwind, network and visit the trade booths.

This year, drinks will be served in the trade hall overlooking the Swan River from the Sheraton Perth's Grand River Ballroom as the sun sets over one of Australia's most beautiful cities.

- > Naming rights to the Happy Hour. The Happy Hour will be referred to by this name in all promotional material for the event and appear with the sponsor's logo wherever appropriate.
- > Opportunity to distribute a gift (supplied by sponsor) to all Happy Hour guests.
- > Opportunity to give a brief welcome address to delegates at the Happy Hour.
- > Signage/banners (supplied by sponsor) can be displayed at the Happy Hour venue. Banners and other collateral are to be displayed in accordance with the venue regulations and on approval of the organiser (MCA).
- > One (1) complimentary 3-day registration to attend the 2006 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.
- > Name and logo to appear as Happy Hour Sponsor on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.
- > Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.
- > One electronic, Excel spreadsheet with contact details of delegates attending the 2006 Sustainable Development Conference (name, position, company and email only).
- > Acknowledgement of sponsorship throughout the Conference.

informal dinner sponsor benefits

The final formal event of the conference is the informal dinner. This year, we'll watch the sun go down over Fremantle's boat harbour, while devouring fresh snapper, juicy barramundi and freshly caught crayfish at Fremantle's funkier restaurant - Joe's Fish Shack.

- > Naming rights to the Informal Dinner. The Informal Dinner will be referred to by this name in all promotional material for the event and appear with the sponsor's logo wherever appropriate.
- > Opportunity to distribute a gift (supplied by sponsor) to all Dinner guests.
- > Opportunity to give a brief welcome address to guests at the Dinner.
- > Signage/banners (supplied by sponsor) can be displayed at the venue. Banners and other collateral are to be displayed in accordance with the venue regulations and on approval of the organiser (MCA).
- > One (1) complimentary 3-day registration to attend the 2006 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.
- > Name and logo to appear as Informal Dinner sponsor on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.
- > 5 complimentary guest passes to bring colleagues and clients to the dinner.
- > Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.
- > One electronic, Excel spreadsheet with contact details of delegates attending the 2006 Sustainable Development Conference (name, position, company and email only).
- > Acknowledgement of sponsorship throughout the Conference.

sponsorship opportunities continued...

internet cafe sponsor benefits

A new opportunity in 2006, we'd like to offer the opportunity to sponsor the internet cafe. A popular spot throughout the event, delegates stop to check email throughout the sessions and of course in the conference breaks.

We'd like to offer the sponsor full control of the booth - from providing all equipment and dressing the booth to best showcase your brand to the delegates.

By providing all the equipment (5 terminals, fast broad band service, furnishings for booth) you will waive the fee, or if you prefer leave it to the MCA to organise the equipment in the booth and installation of banners in booth (to be supplied by sponsor).

> Naming rights to the internet cafe. The internet cafe will be referred to by this name in all promotional material for the event and appear with the sponsor's logo wherever appropriate.

> Signage/banners (supplied by sponsor) can be displayed in the internet cafe booth (Banners and other collateral are to be displayed in accordance with the venue regulations and on approval of the organiser (MCA)

- OR -

> Complete branding fitout of booth by sponsor. Branding and booth design and other collateral are to be displayed in accordance with the venue regulations and on approval of the organiser (MCA).

> One (1) complimentary 3-day registration to attend the 2006 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.

> Name and logo to appear as Internet Cafe Sponsor on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.

> Logo to appear on the MCA's 2006 Sustainable Development Conference website with a link to the sponsor's website.

> Acknowledgement of sponsorship throughout the Conference.

luncheon sponsor benefits

SD06 will see the launch of the

> Naming rights to the Luncheon. The Lunch will be referred to by this name in all promotional material for the event and appear with the sponsor's logo wherever appropriate.

> Opportunity to give a brief welcome address to lunch guests.

> Signage/banners (supplied by sponsor) can be displayed at the lunch venue. Banners and other collateral are to be displayed in accordance with the venue regulations and on approval of the organiser (MCA).

> Opportunity to distribute a gift (supplied by sponsor) to all lunch guests.

> One (1) complimentary 3-day registration to attend the 2005 Sustainable Development Conference covering all sessions, catering, social functions and copies of the Conference Proceedings on CD-ROM.

> Name and logo to appear as Lunch Sponsor on all appropriate Conference collateral including the website, program and registration brochure, pocket program and when promoting the Conference.

> Logo to appear on the MCA's 2005 Sustainable Development Conference website with a link to the sponsor's website.

> One electronic, Excel spreadsheet with contact details of delegates attending the 2005 Sustainable Development Conference (name, position, company and email only).

> Acknowledgement of sponsorship throughout the Conference.