



The Fairlight Foundation
Advancing women in agriculture

**SPONSORSHIP
PROSPECTUS**

THE FAIRLIGHT FOUNDATION

The Fairlight Foundation is a registered NZ charity and is seeking financial sponsorship to enable it to fully meet its mission of supporting women's careers in agriculture.

This document is an information package for potential sponsors.

It provides a background of The Fairlight Foundation and its programme, explains the purposes to which sponsorship will be directed, and details a range of sponsorship options.

Full details of The Foundation and its aspirations are available in the Information Prospectus and Annual Report which can be found on our website:

www.thefairlightfoundation.org

OUR MISSION

To foster and support career advancement of women in the agriculture industry in New Zealand.

OUR VISION

More women as leaders in New Zealand's agriculture industry.

STRATEGIC INTENT

Provide world leading, on-farm internships which deliver practical, personal and professional skills and knowledge based training, building confidence, competence and expertise, to underpin advanced careers in the agriculture sector.

Identify and provide a range of additional activities designed to meet the needs of women entering or advancing careers in agriculture.

Develop a support network of agriculture sector stakeholders to foster career opportunities for women in agriculture.

OUR VALUES

Be Community Minded

Being community minded and getting more involved with local clubs helps our rural communities survive. Stronger rural communities will create a stronger rural industry.

Be Well

Being well acknowledges that the traditional 'she'll be right' attitude isn't good enough. Creating healthy habits that promote a balanced lifestyle is an essential component of the programme.

Be Professional

Being a professional both in and out of the paddock teaches self respect and respect for those around you. Our course graduates will become role models and industry mentors.

Be Proficient

If it is worth doing, it is worth doing well. Our interns will graduate with a practical knowledge and proficiency in farming systems, underpinned by professional knowledge.

Be Life Long Learners

We expect our interns to be lifelong learners. Being passionately committed to the industry requires continuous practical, personal and professional development.



OUR PROGRAMME

We are passionate about helping more women succeed in the rural industry. The Fairlight Foundation is proud to offer a robust practical farm training course just for New Zealand women.

The Foundation believes that to succeed in the rural industry today, aspiring rural professionals need well rounded practical expertise supported by advanced knowledge and formal qualifications. Internships are the foundation's signature programme, aiming to enhance career pathways by immersing women for twelve months in working station life so they learn a broad range of practical farming skills, while also completing nationally recognised formal industry and/or academic qualifications with our tertiary training partners.

The Foundation also acknowledges a range of other needs and opportunities that exist for women in agriculture, specifically to those who cannot commit to a 12-month internship. The Foundation therefore has a mandate to facilitate a broad spectrum of activities in the future such as short practical, personal and professional courses and workshops which will also be based at Fairlight Station.

In addition to facilitating a range of practical skills such as dog training, fencing and shearing, these short programmes will also include topics such as personal wellbeing, agribusiness management, and workshops that will help build professional aptitude. The Foundation will also look to establish a school holiday farm skills programme for young women considering careers in agriculture.



OUR BOARD

Peter Wilson, Chairperson

Our Chairperson, Peter Wilson BVSc, PhD, is an Emeritus Professor in the School of Veterinary Science, Massey University. Peter has had a distinguished veterinary career, starting as a rural general practitioner. After completing postgraduate studies, he entered an academic clinical, teaching, research and consulting career, both here and internationally.

His career focus has been on holistic approaches to animal health and production, specialising in deer but integrating with sheep and cattle. He has an extensive local and international research and academic publication record in diseases, disease prevention, epidemiology, reproduction, nutrition, welfare and animal remedies. This background, combined with his on-farm clinical practice and consulting experience, provides him with a deep understanding of livestock production systems and the need for a professional, skilled and knowledgeable agriculture sector workforce. He is a director of Fairlight Station Ltd and LLC.

Doug Harpur, Trustee

Doug and Mari Harpur are majority shareholders of Fairlight Station Ltd and LLC. Doug is chairman of North Oaks Investments LLC, a private personal holding company owned by members of the Harpur family that manages a group of approximately 50 companies including forestry, farming, land development and associated industries, with operations in Alberta and Quebec, Canada, and Oregon and Minnesota, USA. While based in the Northern Hemisphere, Doug has NZ parentage and has NZ citizenship. He spends a significant amount of time in this country.

Fairlight Station was purchased in the late 1990s, signaling a significant diversification from northern hemisphere operations into Douglas fir forestry and livestock farming in New Zealand. Doug has a passion for achieving top performance in his farming and forestry enterprises, and has invested heavily in establishing Fairlight Station Ltd, and LLC as among the larger and highest performing mixed sheep/cattle/deer farming operations in NZ. Doug places high value on knowledge and evidence-based farming and forestry. Establishing the Fairlight Foundation complements similar ventures in Canada and the USA aimed at fostering opportunities for young, often professional people, in a range of largely ecological contexts.



OUR BOARD CONT.

Simon Wright, Trustee

Born and bred into farming, Simon grew up on his parents' farm which was a government ballot farm in the Te Anau Basin. Simon was educated at Waitaki Boys High and then attended Flock House, a farm training facility in the Rangitikei District. Shepherding jobs followed, working on Stations in Marlborough and the Upper Clutha before returning to Te Anau to go share farming with his parents and then into a farming partnership with his brother near Manapouri. In 1997 Simon and his wife Lou took up a Farm Managers position on a merino property at Tarras. In 2003 Simon, Lou and their 3 children moved to Fairlight Station where Simon took on the position of General Manager for the farming businesses. They are now shareholders of Fairlight Station and Simon is the Managing Director.

Laura Koot, Executive Director

Laura grew up on a sheep and deer farm in Northern Southland and after completing a Bachelor of Science and Masters in Business Administration at Otago University, she started her career as an analyst for the corporate finance division at Deloitte in Wellington. Laura then spent 6 more years in various roles and industries within the corporate world, both in NZ and overseas, until she moved back to Southland in 2016 to set up Real Country, her own agritourism business. Laura is an entrepreneur, an advocate for the rural industry, is passionate about building confident, capable and practical women, and through her social media, community involvement, speaking engagements and ladies-only farm skill workshops, she continues to mentor and inspire others to pursue their own passions.



OUR SPONSORSHIP AND FUNDING STRATEGY.

Start-up capital funding was made available from mid-2020 from an endowment to establish the foundation, appoint an Executive Director, establish our first internship programme in 2021, and plan headquarters for living and learning facilities for which Fairlight Station Ltd has committed to provide the land.

Modest investment returns from the remainder of the endowment will partially finance future internships, but will be insufficient to fully support future internships, the raft of additional programmes and the facilities and aspirations that the foundation envisages to fully achieve its mission and vision.

A strategy has therefore been developed that will seek financial support from commercial, philanthropic, government and non-government organisation sources.

That support will be directed to

- The internship programme
- Other programmes directly assisting women's careers in agriculture
- Establishment of headquarters, living and learning facilities on Fairlight Station

We have a 100-year vision for our foundation. In order to achieve this, a long term and pragmatic approach to managing our finances and obtaining sponsorship is required. Sustainable funds from a variety of sources will be sought so we can build a strong financial base that is well rounded and secure.

We are seeking co-funding from the below sources:

- Government and non-government funds
- Private individuals
- Commercial organisations
- Industry funds



OUR APPROACH

We are looking for short-, medium- and long-term funding partners who align with our values and mission and share our vision to support more women advancing to high-level careers in New Zealand's agriculture industry.

Therefore we are actively approaching agencies, individuals and organisations that we believe share these values and aspirations, and see value in supporting The Foundation's endeavors.

While a range of proposed sponsorship options are presented in this document, the Foundation offers flexibility to potential sponsors to structure alternative individualised sponsorship packages that may better meet their wishes.

The Foundation is seeking direct financial sponsorship in parallel with sponsorship in-kind. As a registered NZ charity all sponsorship and donations are tax deductible.

We intend to seek significant financial support from governmental and non-governmental agencies for large grants. We are aware that demonstration of industry stakeholder support is critical to satisfy those agencies that that our programmes have relevance and credibility to the industry. There is no better way to demonstrate that than to utilise commercial and industry stakeholder cash or in-kind support as co-funding. Thus, any contribution, large or small, has the potential to leverage significant funding from other agencies, collectively adding value to individual contributions.

Hence, The Foundation views sponsors as partners and catalysts working together to support our quest to establish a sound financial footing for The Foundation values and aspirations. We welcome all expressions of interest from those that want to help us achieve our 100-year vision.



AREAS REQUIRING FINANCIAL SUPPORT

Funds acquired through sponsorship will be used in the below areas. We are a registered charity and as such are required to provide Annual Reports to show our expenditure and how we are managing funds.

Intern-Related Expenditure

- Relocation costs incurred by the interns to move to Fairlight Station
- Appropriate clothing and gear for the interns
- Health and safety equipment for interns
- Weekly stipend for interns
- Accommodation, wifi and electricity expenses
- Practical, personal and professional workshops
- Other outsourced professional services to enhance the internship

Infrastructure

- Accommodation block for the interns
- Upgrade the workshop and training facilities
- Short term accommodation to allow us to host future short courses and external tutors

Operational Expenditure

- Executive Director salary
- Administration and office expenses
- Event expenses such as hosting the Open Day and Graduation
- Travel expenses
- Office expenses
- Legal and accounting expenses
- Board and trustee costs





To find out more about The Fairlight Foundation and to read the latest media articles, please visit our website

www.thefairlightfoundation.org

Please direct all queries to:

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