



AUSTRALIAN GOVERNMENT

EVENT PROFILE

EVENT TITLE	Launch of Global Soil Biodiversity Atlas
TIME & DATE OF EVENT <i>(include proposed duration; arrival time; start time; finish time)</i>	9.30 am to 11 am on 10 October, 2016. Arrive 9.30 am for the start of event at 9.45 am.
MP's ROLE <i>(What exactly is required of the attending representative? I.e., give a speech – if so, how long for and on what topic; lay a wreath; present an award or trophy; pose for photos)</i>	The Hon. Minister is requested to give 3- 5 min speech on soil biodiversity and it's importance for environmental health and sustainability. The Minister will also be invited to the stage again for launch photos.
EVENT HOST	The Ambassador / Delegation of the European Union to Australia and the Global Soil Biodiversity Initiative
EVENT VENUE NAME AND STREET ADDRESS	Parliament House, Canberra in the Senate Alcove room
VENUE FORMAT	
- Venue layout / set-up	Small stage with lectern and microphone
- Seating	Theatre style seating with the catering station set at the back of the room
- Backdrop on stage / themes / branding	Posters of Global Soil Biodiversity Atlas and EU Banner
EVENT CONTACTS <i>(including mobile numbers and email)</i>	1. Prof Brajesh Singh, Western Sydney University b.singh@uws.edu.au (0404187962) Mr Jonas Rupp, Delegation of the European Union to Australia Jonas.RUPP@eeas.europa.eu (02 6271 2734)
EVENT BACKGROUND <i>(a brief summary of the event, including background, information in relation to other speakers or host organisation etc)</i>	See separate note provided
DRESS CODE	Business Attire



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TO BE MET ON ARRIVAL BY	EU Ambassador and Prof Brajesh Singh
GUEST LIST <i>(include total number of attendees and VIPS and their official titles)</i>	Total 60 this will include Ministers, ministerial staff, Ambassadors for multiple countries, industrial representatives and civil and academic societies. Please see attached list for more details.
RUN SHEET <i>(please provide a complete run sheet with exact timings)</i>	<p>09.30: Guests Arrive in Senate Alcove Room</p> <p>09.45: Event called to order: Prof Brajesh Singh will introduce the Atlas on the behalf of Global Soil Biodiversity initiatives (GSBI) as well as editorial board</p> <p>09.50: The EU Ambassador (To thank Ministers and all guest and speak about EU role in producing the Atlas.</p> <p>09.55: Speech by Hon. Minister Assisting the Deputy Prime Minister, The Hon Luke Hartsuyker MP, to officially launch the Global Soil Atlas on the behalf of the Deputy Prime Minister.</p> <p>10.00: Speech by Hon. Minister Frydenberg on importance of soil biodiversity for environmental health and sustainability</p> <p>10.05: Speech by Minister Laundy speaks on importance of soil biodiversity for industries, bioeconomic growth and job creation.</p> <p>10:10 Official Photos for Launch – all members will be on stage (EU Ambassador, all Ministers and Prof Singh) to represent Australian Government, EU, and GSBI and for photo opportunities</p> <p>10.15: Light Refreshments Served – opportunity for guests to mingle till event closed at 11 am.</p>
MEDIA ARRANGEMENTS	
- Event media contact	2. Jonas.RUPP@eeas.europa.eu (02 6271 2734);



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	b.singh@uws.edu.au (0404187962)
- Proposed media involvement	A number of media reports have been invited (please see the list)
- Audio-visual set up	
- Media Release	A media release is planned and will be coordinated with the Minister office
TRANSPORT DETAILS <i>(Arrival and departure points; parking for vehicles)</i>	No need as the event will take place in Parliament House
SECURITY	
- Security contact	Parliament Security
- Entrée cards / guest check list	Guest check list will be provided at a later date.
OTHER <i>(eg: dietary requirements; message for publication; signed item for auction)</i>	



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