

Major Events Sponsorship and Attraction Program **Kimberley Pilbara Cattlemen's Association**

Better Beef Business

The Kimberley Pilbara Cattlemen's Association seeks your consideration for this major events sponsorship funding application. The Kimberley Pilbara Cattlemen's Association Annual Conference has commenced proceedings for the Annual Conference to take place in Karratha on 31 October – 1 November 2024. It is with sincere hope that you find this application meets all of the requirements and is accepted on its merits and detail provided.

To make this event a resounding success, we are seeking your support through a sponsorship investment of \$40,000. Your contribution will demonstrate your commitment to shaping a strong and sustainable pastoral industry through facilitating innovation in technology, best practice animal welfare and biosecurity and inclusion in the agriculture sector in the region. Join us in shaping the future of the northern Australia beef industry within our region by supporting this dynamic and impactful event.

The pastoral industry employs over 10,000 northern Western Australians, including pastoral families, Indigenous landowners, exporters, stockmen, road transport providers and dockside workers, and others who provide services to the trade, such as veterinarians and fodder suppliers. 10 per cent of the Kimberley pastoral leases have tourism operations entwined in their day-to-day activities, while 61 per cent of Pilbara properties have mining activities occurring on their lease. Other enterprises and operations occurring on pastoral leases include horticulture and beekeeping, traditional activities undertaken by Aboriginal communities, helicopter mustering businesses, Indigenous training centres, mining accommodation, contracting and steel fabrication works to name a few.

The 2024 theme of the conference is "Better Beef Business". KPCA is dedicated to enhancing the beef industry through sustainable practices, technological innovation, and a focus on quality assurance and workforce development and inclusion. Attendees will explore market trends, consumer preferences, and global perspectives, with the aim of growing collaboration, knowledge sharing, and encouraging positive changes that contribute to a more sustainable, efficient and well-informed beef industry. There will also be a strong focus on mental health as we know this is still a huge issue for those living in remote and regional areas.

Key Topics:

Sustainable Practices: Delving into environmentally conscious and resource-efficient methods for beef production, the conference will address sustainable farming practices, responsible land management, and eco-friendly initiatives to ensure a resilient and eco-sensitive beef industry.

Technological Innovation: Exploring the latest technologies, attendees will gain insights into advancements in precision farming, data analytics, and supply chain management. Emphasis will be placed on how technology can optimise operations, improve efficiency, and enhance overall productivity.

Quality Assurance and Traceability: Ensuring the highest standards of quality and safety in beef production, the conference will discuss quality assurance protocols, traceability systems, and transparency measures to build consumer trust and meet regulatory requirements.

Market Trends and Consumer Preferences: Understanding market dynamics and consumer preferences is crucial for success in the beef business. The conference will address evolving consumer trends, market demands, and effective marketing strategies to help producers better understand the whole supply chain.

Health and Nutrition: Exploring the nutritional aspects and health benefits, dietary considerations, and the role of beef in a today's society.

Global Perspectives: Taking a global view, examining international trade, collaborations and global trends affecting the beef industry. This includes discussions on market access, trade regulations, and opportunities for cross-border partnerships.

Mental Health: Pastoralists face unique stressors, including the challenges of managing livestock, coping with climatic uncertainties, and dealing with social isolation. Prioritising mental health helps pastoralists build resilience, make sound decisions, and maintain positive relationships within their communities.

Workforce: Workforce shortages are impacting industries Australia wide. Understanding the opportunities for attraction and strategies for retention will be key to stabilising workforce and enabling the growth and development of our industry. Exploring workforce opportunities offered through the Aboriginal Pastoral Academy to create an engage and skilled workforce and create more job opportunities for Aboriginal people living across the Kimberley and Pilbara regions.

The event is an opportunity for local, state and federal members of parliament, as well as leading industry experts to come together from across Australia and discuss important issues in a two way dialogue with the pastoralists, service providers and key stakeholders

The calibre of high quality, relevant speakers presented at the conference offers a unique political and regulatory overview as well as supply chain perspectives, industry insights and expertise from leaders, innovators and decision makers, who are all key to shaping the future of the northern beef industry.

It is estimated that the 2024 KPCA Conference event will directly deliver over half a million dollars into the Karratha economy, as outlined below.

1. Strategic Alignment

Contribution to Council's Vision and Strategic Themes

Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.

The Kimberley Pilbara Cattlemen's Association (KPCA) is a not-for-profit organisation whose vision is to support and promote a resilient, profitable and sustainable beef industry. The KPCA conference is the main event held each year for the north west Australia beef industry. The program is tailored to reflect the most important issues, both current and long term and provides an important platform for learning, innovation, industry engagement, networking and mental health and wellbeing support.

The KPCA's annual conference will contribute significantly to the City of Karratha's vision to be Australia's most liveable regional city by aligning with its mission, purpose, and values.

KPCA acts as an industry development and advocacy body that represents a diverse range of producers, including Aboriginal producers and a number of related businesses servicing the industry across the Kimberley, Pilbara and into the Gascoyne region of WA. The annual conference provides a platform for networking and business opportunities within the cattle industry, contributing to economic growth.

The conference always has a key focus on cultural and environmental wellbeing, with discussions/speakers at the conference regularly addressing sustainable farming practices, and addressing the cultural heritage of the Traditional Owners and cattle industry as a whole, demonstrating the city's commitment to environmental and cultural responsibility within the agricultural sector.

The conference offers opportunities for speakers, sponsors and exhibitors to participate in innovative discussions and provide demonstrations of new technology which often offer advanced animal welfare and environmental outcomes. This aligns with the city's vision and offers a platform for discussing and implementing innovative solutions within the cattle industry, reflecting the city's commitment to innovation.

Hosting a conference of this nature with a focus on open discussions and knowledge sharing aligns with the City of Karratha's values of transparency, collaboration, professionalism, and accountability.

The KPCA annual conference can contribute to the City of Karratha's vision by promoting economic growth, showcasing cultural significance, addressing environmental concerns, fostering innovation, and encouraging teamwork and leadership within the community. It aligns well with the city's mission to enhance social, cultural, economic, and environmental wellbeing through community leadership and excellent local government services.

2. Economic Impact - 30%

Contribution to the local economy

1. Provide a breakdown of the estimated number of attendees from:
 - a) Within the local area (City of Karratha); b) Within the Pilbara Region;
 - c) Perth Metropolitan Area; d) Intrastate – From other parts of WA;
 - e) Interstate – From other parts of Australia; and f) International.

Beef production accounts for the bulk of pastoral production in WA and is estimated to be worth more than \$850 million to the WA economy.

The conference is generally held on a rotational basis in Broome, Kununurra and Karratha and attracts around 200-250 delegates from across WA, and Australia.

The 2023 Conference attracted 184 delegates. We anticipate that these numbers will be similar in 2024.

Attendee breakdown:

WA	147	NT	1
QLD	22	NSW	4
ACT	3	Vic	2
SA	2		

Local KPCA member stations in the Pilbara and Gascoyne region

Station or Business name	Additional Pastoral Leases	No. Stations
Emu Creek Station		Pilbara x 1
Yarrie Station		Pilbara x 1
Harvest Road Pastoral P/L	Minderoo, Uaroo, Nanutarra	Pilbara x 3
Harvey Beef		
Yanrey Station		Pilbara x 1
Koordarie Station		Pilbara x 1
Rio Tinto	Hamersley, Rocklea, Juna Downs	Pilbara x 3
Hooley Station		Pilbara x 1
Pardoo Station	Mowanjum	Pilbara x 1,
Noreena Downs		Pilbara x 1
Red Hill Station	Yaraloola	Pilbara x 2
Red Hill Station		
Munda Bullangana		Pilbara x 1
Glenflorrie Brahmans		Pilbara x 1
Lyndon Station	Towera	Pilbara x 1, Gascoyne x 1
Bambi Pty Ltd	Wyloo Station	Pilbara x 1
Hancock Prospecting/Rinehart	Fossil Downs, Liveringa, Nerrima, Ruby Plains, Mulga Downs	Pilbara x 1
Warrawagine Cattle Co	Wallal Downs	Pilbara x 2
Bettini Beef	De Grey, Sherlock, Pyramid, Mallina, Warambie	Pilbara x 5
		Total Stations - 28

2. Provide estimated length of visit for attendees.

Conference Delegates tend to spend between 3-4 nights in the region that the event is held. The event management company generally book rooms for speakers and staff who attend the conference (between 20-40 depending on location). This usually equates to approximately 100 nights equivalent. It is our expectation that most of the conference attendees will stay with local accommodation providers. This could be up to 800 night stays equivalent. We do not have any way of collating data regarding additional nights and other recreational activities which some of the attendees do before or after the event.

3. Provide estimated spend with local suppliers within City of Karratha.

The conference spend for the 2023 event was around \$150,000 with local suppliers in Broome. We estimate that this cost will be similar if not slightly higher due to inflation and geographical considerations for the 2024 event.

We have been given several quotes from accommodation providers in Karratha and the average room night quoted for the 2024 conference is \$323 per night.

Based on the Tourism WA 'City of Karratha, Overnight Visitor Factsheet 2022' data we have estimated that our guests conference expenditure for the event will be **\$376,740**. With the addition of the estimated conference delivery cost it is estimated that the event will directly deliver over **\$526,740** into the Karratha economy.

KPCA estimate that the return on investment for the City of Karratha would be 13.16 times the requested \$40,000 investment.

Visitor Summary - City of Karratha

Average Nightly Rate	\$ 323.00
Number of Nights	3
Average Accommodation p/p	\$ 969.00

Average Daily spend	\$ 120.00
Number of days	4
Average trip spend	\$ 480.00

Average spend per guest	\$ 1,449.00
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Conference Guests	250
Additional board members and conference/event staff x 10	\$ 14,490.00
Total spend by Conference guests	\$ 376,740.00

4. **Does the event coincide with any other events in the area/region? If so, please list the events and any potential impacts (positive or negative) that may result.**

To date we have not seen any listings of local events which are happening at the same time. This is based on the City of Karratha website event listings, City of Karratha Programming and Events Facebook page and general google searches conducted around the time of the proposed conference.

3. Community/Social Impact - 25%

Alignment with the Council's Values and associated benefit/impact to the Community

- 1. Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application.**

The KPCA Annual Conference is the Northern WA beef industry's flagship event. The conference program is tailored to reflect the most important, immediate, and longer-term industry issues. It provides an ideal forum for producers and industry members to come together in an environment that is both stimulating and social. Conference delegates can learn from industry leaders and innovators, and network with their peers. The annual conference attracts around 200 attendees including pastoralists, industry leaders, Members of Parliament and senior Ministers from the WA and Federal governments. The 2023 Conference attracted 44 corporate sponsors of which 24 were also exhibitors.

In 2023 the conference welcomed 30 speakers from across Australia with several social functions held across the city. These included a welcome cocktail function, social bowls luncheon, Ladies Lunch and industry Gala Dinner. Please have a look through the 2023 program for further details about how the conference is programmed. We would anticipate that the 2024 conference will look much the same.

KPCA 2023 PROGRAM

THURSDAY, 12 October 2023

- 8.00am - 9.00am **Annual General Meeting** (*members only*)
 8.00am - 9.00am **KPCA Beef Connectors**
 9.00am - 9.45am **Workshop 1: Practical Digital Herd Management**
 Bronwyn Roberts, B R Rural Business
 9.45am - 11.00am **Workshop 2: Using Technology to Drive Productivity and Profitability**
Facilitator: Bronwyn Christensen, KPCA
 Annie Brox, Origo.ag
 Jeff Tuthill, Grundfos Pumps
 Susan Taylor & Chis Hinks, eLynx
 1.00pm - 4.00pm **Elders Ladies Luncheon**
 at Zanders Cable Beach
 1.00pm - 4.00pm **Land Watch Australia Boots-Off Bowls**
 at Broome Bowling Club
 5.00pm - 7.00pm **Watertorque Welcome Drinks**
 at Mangrove Hotel



KPCA 2023 GenOffGrid Conference

FRIDAY, 13 October 2023

- 7.30am **Registration • Exhibition Open**
 8.20am - 8.30am **Conference Opening**
MC: Louise O'Neill, Farm Life Fitness
 8.30am - 8.35am **Welcome to Country**
 Dianne Appleby
 8.35am - 8.45am **Minister Murray Watt Address**
 Delivered by Senator Glenn Sterle
 8.45am - 8.55am **Minister's Welcome**
 Hon Jackie Jarvis MLC
 8.55am - 9.10am **President's Address**
 Jak Andrews, KPCA
 9.10am - 9.40am **Reflections on research into Australian public perceptions and attitudes**
 Dr Bradd Witt, University of Queensland
 9.40am - 9.55am **Achieving industry impact through collaboration**
 Cecilia McConnell, DPIRD
 9.55am - 10.05am **Improving wellbeing and increasing productivity**
 Blake Hillier, Farmsafe Australia
 10.05am - 10.15am **On the couch with new KPCA CEO**
 Bronwyn Christensen, KPCA
 10.15am - 10.20am **Milne Feeds Presentation**
 10.20am - 10.50am **MORNING TEA** - Sponsored by Milne Feeds

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KPCA 2023 PROGRAM

- 10.50am - 11.05am **Australia's response to LSD and FMD in Indonesia**
 Dr Chris Parker, DAFF
 11.05am - 11.20am **Strengthening biosecurity across the north - the Northern Australia Biosecurity Strategy**
 Dr Nigel Young & Dr Teagan Fitzwater, DAFF
 11.20am - 11.40am **Biosecurity preparedness and planning**
Facilitator: John Wheelock, KPCA
 Dr Lil Stedman, DAFF
 Dr Marion Seymour & Carla Milazzo, DPIRD
 11.40am - 12.10pm **Paddling on to the wave of record global beef prices: What we can expect when the US runs low on beef**
 Angus Gidley-Baird, Rabobank
 12.10pm - 12.45pm **Preparing for and surviving the extremes - Mt Everest & Lhotse**
 Trent Thorne, Hamilton Locke
 12.45pm - 12.50pm **Farmbot Demo Invitation**
 12.50pm - 12.55pm **Origo.ag Presentation**
 12.55pm - 1.55pm **LUNCH** - Sponsored by Origo.ag
 1.55pm - 2.10pm **Seizing the opportunity**
 Russell Grant, GenOffGrid
 2.10pm - 2.40pm **Re-thinking vaccines and pain relief. New ways of considering how we use vaccines and pain relief in cattle.**
 Dr Michael Laurence, Meat & Livestock Australia

KPCA 2023 GenOffGrid Conference

- 2.40pm - 2.45pm **Parasites costing productivity**
 Kate Everett, Zoetis
 2.45pm - 3.05pm **Aboriginal Pastoral Academy**
Facilitator: Lauren Bell, KPCA
 Barb Camp, Napier Downs Station
 John Geddes, Yawuru Holdings
 Lexine Mourambine, Nyamba Buru Yawuru
 3.05pm - 3.10pm **Selected Seeds Presentation**
 3.10pm - 3.40pm **AFTERNOON TEA** - Sponsored by Selected Seeds
 3.40pm - 3.55pm **Cattle Australia; Engaging the north**
 Adam Coffey, Cattle Australia
 3.55pm - 4.35pm **Mind Matters - Navigating Mental Health Together**
Facilitator: Louise O'Neill, Farm Life Fitness
 Tiny Holly JP BgB, Have Gavel Will Travel
 Myfanwy Pitcher, Rural Aid
 Brad Hogg, Former Australian Cricketer
 4.35pm - 5.00pm **Attracting and retaining talent... from the talents' perspective!**
 Blythe Calnan & Livestock Leaders
 5.00pm - 5.05pm **Conference Closing**
 7.00pm - midnight **Red Range Stock Supplements Gala Dinner**

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Event Gallery



Elders Ladies Lunch 2023 – Zanders Restaurant



Land Watch Australia - Boots off Bowls – Broome Lawn Bowls Club



Watertorque Welcome Drinks – The Mangrove Hotel





Conference and Exhibition - Broome Civic Centre



Gala Dinner - Broome Civic Centre



2. Demonstrate how the event appeals to the broader community and suits a range of audiences.

The annual conference is designed to be a multifaceted event that appeals to a broad community and accommodates a diverse range of audiences. Although the focus is heavily directed at beef producers, the wider supply chain is also encouraged and invited to attend.

There are several demographics which we aim to engage – Producers, industry professionals, students and academics, youth in ag, environmental advocates, ag- tech companies as well as food and community minded cattle enthusiasts.

We provide practical sessions addressing the specific challenges faced by producers, covering topics such as sustainable agriculture, livestock management, mental health and land conservation.

3. Provide demonstrated community appetite for the event and any consultation that has been conducted.

The heart and soul of the event lie in the fervour of the KPCA membership. The Kimberley Cattlemen's Conference is geared towards fortifying, involving, and inspiring a cohesive industry front and supporting the growth and sustainability of WA's pastoral industry. In the face of weather adversities, trade constraints, policy shifts, and formidable regulatory hurdles, the conference stands as a beacon of support and unity.

The annual conference is crucial for industry cohesion as it provides a rare opportunity for people within the industry to come together, share experiences, and build a supportive community. In a profession often marked by remote living and challenging conditions, the conference serves as a social and professional lifeline. It offers a chance for networking, exchanging ideas, and finding common ground, fostering a sense of unity and camaraderie. This connection is vital for combating the isolation and stress that can accompany rural living, contributing to improved mental well-being.

The event is not only a source of education and professional development but also a crucial pillar for building resilience and solidarity within the agricultural community. Each year we conduct a post-event survey of participants, sponsors and exhibitors. This feedback informs the need and desire by the industry for the conference to continue and that there is significant value to be gained in holding the event.

4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market.

The conference aligns well with the current programming within the City of Karratha, showcasing a strong synergy with the city's focus on economic, cultural, and community development. By attracting participants from various regions, the Conference stimulates economic activities within the city.

Karratha is widely known as a mining town, but the secondary workforce in the surrounding areas is largely made up of people in the agriculture sector. The Beef industry is excited to fill this gap in the market, and provide a platform for dialogue and collaboration in the cattle industry. If there are limited events focusing on agriculture and livestock in the region, the conference becomes a valuable

addition, addressing a specific need within the market and contributing to the city's diverse programming landscape.

4. Environmental Impact - 15%

The level of impact on the environment and associated natural and built resources.

1. Does the event show any impacts (positive or negative) on the environment?

There are no known impacts on the environment for the duration on the conference. Where possible, KPCA integrate environmentally sustainable elements throughout the conference program such as;

- Buying local to reduce emissions of long haul transport
- Using sustainably sourced / recycled merchandise
- Use of a conference App to reduce printing
- Working with venues to donate excess food to local charities

2. What is the distance from the event space to the closest residential property?

The Conference will be held at the Red Earth Arts Precinct. 27 Welcome Rd, Karratha.

3. What are the proposed event times?

The conference will run across two days. With some of the social functions happening at various venues across the town.

The dates of the conference are as follows.

Thursday 31st October 2024 from 8am – 2pm

Friday 1st October 2024 from 8am - 11:30pm

4. What are the proposed noise impacts?

There should be no foreseeable noise impacts from the conference. There may be some light musical entertainment which will generate some background noise for the guests throughout the conference and gala dinner however this will cease at a reasonable time and in accordance with the rules and requirements of the venue.

4. Media/Promotion Impact - 15%

Direct and Indirect value of marketing and promotional activities

1. Describe all marketing activities that will be undertaken to promote the event.
2. Provide information on all media coverage proposed for the event, including but not limited to, television (news and dedicated programs), radio, print and electronic media.
Please detail whether the media is reaching local, state, interstate or international markets

The conference gets promoted through a number of mediums including –

- **Paid Advertising**
- **Affiliated associations dissemination of PR and marketing materials**
- **Social Media – KPCA's** Facebook, Twitter, LinkedIn – Sponsor and speaker posts including Speaker engagement, Facebook groups such as Kimberley & Northern Territory Women in Ag, Ringers from the Top End and leveraging sponsor social media platforms and networks.

- **Direct Mail**- Invitation sent to previous Conference attendees and KPCA database.
- **Media** – ABC record several interviews from the conference and there is strong engagement from industry media such as Beef Central, Farm Weekly and Country Hour.

We find that the most effective form of marketing for this event can be attributed to the selective mix of marketing and public relations, which has been refined over a number of years for this event. Feedback from delegates should also be acknowledged as it is widely revered that the event is an informative, diverse and engaging event which is fast generating a reputation as the best agricultural conference in the region.

Coverage of the event tends to reach local, state and interstate markets. Radio and television coverage have remained relatively local/state based, however the online coverage has the potential to reach international markets depending on the guest speakers invited, and advertising mediums which pick up on the event.

3. How do you intend to measure the success of the event?

The success of the KPCA annual conference will be measured across various dimensions, with attendance serving as a primary indicator. A higher turnout suggests increased engagement and interest within the industry. Beyond mere participation, success will also be gauged by the intention to adopt new or improved practices showcased at the conference. The conference's impact will extend to the adoption of cutting-edge agricultural technologies, fostering a technologically advanced landscape within the industry. This can be evaluated through surveys and on farm visits from KPCA staff throughout the year.

Success can also be reflected through awareness of the ever-changing regulatory requirements, contributing to improved biosecurity risk management in the region. Through the sharing of knowledge on key industry drivers including; genetics, pasture management, and carbon adoption programs we can see improvements to pastoral lands and environmental footprints continue to grow.

Additionally, success will be discerned through enhanced connectivity among industry and supply chain partners through collaborative efforts. The conference's influence on mental health outcomes will be evaluated through post-event assessments, focusing on resilience-building initiatives and the establishment of robust support networks.

International markets and future trends is harder to measure but none the less important for the industry to understand especially given the geographical location. Making sure the 'international perspective' is understood by participants is important to align the industry strategically.

Overall, success will be quantifiable through a comprehensive analysis of these parameters, affirming the conference's role in advancing the industry's knowledge base, fostering innovation, and promoting resilience in the face of challenges.

6. Risk Profile - 15%

Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event

1. Provide experience of previous event delivery.

Associated Advertising & Promotions (AA&P) is a full service strategic communications and event management agency servicing the northern Australian region. They create and execute events and conferences and provide specialist services include Advertising, Marketing, Event Management, Community Consultation, Graphic Design and Public Relations. AA&P specialise in event delivery for the agricultural sector in remote and regional areas.

From concept to completion, AA&P Events conceptualise, coordinate, manage and promote everything from high-profile special events, incentives, famils and tours to corporate functions, conferences, community events as well as awards and launches. They successfully delivered over 90 events across the north of Australia in 2023 including the Northern Australia Food Futures Conference, Northern Territory Cattlemen's Association Annual Conference, International Water Microbiology Conference, Bio Iron Conference and the KPCA Annual Conference in Broome. Their business events delivery is second to none in the region and we are proud to work with them to deliver this conference in Karratha. AA&P have worked with KPCA for the last 3 years and understand our region, our members and our industry.

2. Provide a detailed budget including projections of income and expenditure. Please use template provided.

Please see attached.

Notes to budget:

Please note, that although the event will still proceed if we are not successful with our funding request, the scale and size of the event will likely be reduced. This would likely include not proceeding with some or all of our social functions (currently booked with three local Karratha businesses – Northwest Brewery, The Golf Club and Karratha International Hotel). We would also have to consider scaling back other event costs such as having a coffee cart, sourcing local speaker gifts and reducing costs such as printing and other ancillary costs.

3. Provide details of any corporate/private sector investment/sponsorship.

KPCA 2023 Sponsors	
The regional Men's Health Initiative	Gilmac
GenOffGrid	Get Wet Solutions
DAFF	Greencollar
Department of Primary Industries and Regional Development	Meat & Livestock Australia
Grundfos	Troy Animal Health
Red Range Stock Supplements	Farm safe australia
Watertorque	Selected Seeds
Land Watch Australia	Elynx

Dechra Veterinary Products	Upton Engineering
Northern Hub/Climate Services Australia	Auctions Plus
Nutrien Ag Solutions	Byfields
Olsson Industries	Gcology Data Services Pty Ltd
Zoetis	NFF
Elders	Australian Brahman Breeders' Association
Lakeside Minerals	Harvest Road
Origo	Broome Civic Centre
Milne Feeds	Cattle Australia
Farmbot	Haytesbury Wine
Charolais Society of Australia	Mitchell's Livestock Transport
Datamars Livestock	Rabobank
Elanco	RFDS
Rural Aid	Ringers Western

- 4. Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc.**

Please see attached certificate of currency.