



**Junior Herbalist Club ©
Official Leader Training Course
SPONSORSHIP OPPORTUNITIES
SYDNEY AUSTRALIA 2023**



Junior Herbalist Club - An Overview



Junior Herbalist Club (JHC) was started in 2014 as a local scheme in Lancashire, England and quickly became both popular and successful with children unwilling to leave at the end of the first year and a second-year program having to be devised. The aim of JHC is to let children learn about the healing and medicinal plants all around them in a safe and supervised environment, whilst covertly incorporating core subjects including English, Maths, Biology, Chemistry, Botany, Latin and Cookery, as well as helping children to gain in confidence, improve fine motor control and develop a new skill set.

All sessions are run by a qualified Medical Herbalist or Naturopath who has undergone the specific training in order to be able to deliver this course.

Junior Herbalist Club Leader Training Course

This comprehensive course comprises of five full days tuition covering the whole 2-year course. The student leaders actively work through each of the twenty sessions in 'real time'. This aims to demonstrate how we teach the sessions in a way that engages all types of learners (Visual, Auditory, Read/Write, and Kinesthetic), and allows the student leaders to experience the practical aspects of the course by making all the items and products included in the syllabus. On completion of the course, the leaders are equipped with all the information and skills required to teach the two-year syllabus to children.

The training to become a Registered Junior Herbalist Leader is only available through in-person attendance as the practical and safety aspects of this course prevent it from being suitable to be taught remotely. The course is taught to a very high standard and is only available to qualified and registered medical herbalists / naturopaths.



About Mel Hornby JHC Founder & Director

Mel qualified as a Medical Herbalist after completing a 5-year degree in Herbal Medicine in 2007 and created the Junior Herbalist Program in 2014 at the suggestion of her young son who loved learning about the magic in plants on their daily walks. She remembered as a child, how she would have loved to have been taught which plants were safe to use, their healing properties and also how to make 'real' plant medicines.

Mel has continued to run classes every month (on a Saturdays initially, then also during the week specifically for home educated children), as well as working within local schools to teach classes in plant education to children between the ages of 4 and 11. The activities developed for JHC are not only great fun but also tick many of the boxes for national curriculum requirements, from developing fine motor skills to aid pencil and writing control to using mathematical equations and understanding the pH scale.

The JHC curriculum plants the seed to inspire a life-long interest and respect for plants and ensures a solid foundation of herbal knowledge and skills which will always be with them.

In 2021, Mel was awarded The Christopher Hedley Memorial Award for Significant Contribution to Herbal Medicine in recognition of her work in engaging children in herbal education.



JHC is now coming to Australia, proudly supported by the NHAA

The NHAA will be maintaining the Australian Register of qualified Junior Herbalist Club Leaders and are committed to encouraging and supporting our members to create and run a JHC in their local area, giving children the opportunity to develop knowledge and skills that will benefit themselves and others for a lifetime.

The first step in bringing this incredible initiative to Australia is JHC Leader Training and we are lucky to have founder, Mel Hornby, personally facilitating the course.

Dates:

Monday 23rd to Friday 27th October, 2023
9.30am-5.30pm each day

Venue:

Torrens University Australia
Surry Hills (Central Sydney) campus
17-51 Foveaux Street Surry Hills, 2010



Partner with us

We invite you to partner with us by sponsoring the event where your business will be exposed to a targeted, regional and global audience of naturopaths and herbalists. JHC is a rapidly growing education program and we invite you to be amongst the first and foremost companies recognising the need to engage children in plant education to ensure that the professions of herbal medicine and naturopathy continue to grow and thrive in the forthcoming generations.

The event is a 5-day comprehensive training course for qualified naturopaths and herbalists however, the training that is given goes much further than this. Your sponsorship means so much more than exposure, it shows your dedication to be on the frontline of positive change and sustainability of both the profession and the environment.

In this first year we project an attendance of about 15, however those 15 will be able to go on to teach 150-200 children EACH year. Our hope is that we can continue to provide this training every year throughout Australia to reach all interested practitioners who will then be able to provide this specialist herbal education to children all over Australia.

We invite you to partner with us not only to assure the success of the event but also to demonstrate your recognition of the importance of bringing this type of education to children, making the knowledge accessible to all and safeguarding the future of herbal medicine.

We hope that you will choose to be involved in our growing global community by selecting from the sponsorship levels listed on page 5 or contact us if you would like to discuss a bespoke package.



Sponsorship Packages

SPONSORSHIP PACKAGES	GOLD	SILVER	BRONZE
Ad in NHAA email newsletter	YES	YES	-
Sponsorship Page on JHC Website	YES	YES	-
Facebook Mentions NHAA	YES	YES	YES
Facebook Mentions JHC	YES	YES	YES
Links to Facebook Page	YES	YES	YES
Instagram posts NHAA	YES	YES	YES
Instagram posts JHC	YES	YES	YES
Business on Preferred Suppliers List	YES	YES	-
Logo on Leader Certificates	YES	YES	-
Logo on kiddies Certificates	YES	-	-
Logo on Posters and Flyers	YES	-	-
Logo on hi-vis vests	YES	-	-
Logo on Tote bags	YES	-	-
PRICE	\$5000	\$3000	\$1000

Contact us:

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For more info :
<https://nhaa.org.au/events/junior-herbalists-club/>
www.juniorherbalistclub.com

