



# INNOVATION IN AG AG DAY 2022

CONFERENCE & GALA DINNER PROGRAM

25 November 2022

Grace Millsom Function Centre, Goulburn



**T** Australia is why

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# INNOVATION IN AG AG DAY 2022

## CONFERENCE & GALA DINNER PROGRAM

### Partners and Sponsors

We would like to recognise the contributions to this year's events, with a big thank you to our Gold Sponsors Telstra, NSW Farmers and wfi, our Media Partner, Region Group, our Silver Sponsors, Local Land Services and National Broadband Network, our Bronze Sponsors, National Australia Bank, Wingecarribee Shire Council, Goulburn Mulwaree Council, Regional Development Australia-Act, The Canberra Region Food Collective and Investment Plus Accounting Group and our Gala Dinner Sponsor, Tribe Breweries.



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## MESSAGE FROM THE CHAIR



It is with great pride that Regional Development Australia – Southern Inland (RDASI) is holding this important event. After years of challenges for the region, including long-term drought, catastrophic fires, the covid pandemic and devastating floods, we know that to recover quickly, build resilience and prepare for the future, innovation is the key.

With the Agriculture industry being one of Southern Inland's major economic drivers, RDASI understands the gravitas of maintaining a strong, healthy and sustainable agriculture industry. The food and fibre created in our region are some of the best in the country, if not the world, and supporting the very industry that feeds us cannot be underestimated.

We are bringing some of the most respected speakers and farmers to the Innovation in Ag conference, and the gala dinner with integrated charity auction supporting Rural Aid will be a night to remember.

Celebrating Ag Day each year, reminds us to acknowledge the innovative people who dedicate their lives to agriculture and the practices they use that provides them the successful outcomes they so graciously deserve.

RDASI will continue to dedicate considerable time, energy and effort to showcase and support Agriculture and advocate for improved policy for the industry as a whole.

Thank you for being part of this initiative and supporting our wonderful local producers.

A handwritten signature in black ink, which appears to read "Rowena Abbey". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

**Rowena Abbey – Chair**

## ACKNOWLEDGEMENT TO COUNTRY

RDASI would like to acknowledge that Goulburn was known as a meeting place for a number of groups of First Nations peoples and pay our respects to the wisdom and knowledge of all aboriginal elders, past, present and emerging.

# CONFERENCE PROGRAM

**8.15am** Conference registrations open

**8.35am** Master of Ceremonies Introduction  
Genevieve Jacobs, Group Editor  
Region Group

**8.40am** Welcome to country  
Pejar LALC

**8.45am** RDASI Welcome to Ag Day 22  
Carisa Wells, CEO and Director of Regional Development  
Topic: *Regional Development Australia Southern Inland Welcome to Ag Day 22*

**8.55am** Guest Speaker  
Joanna Stanion, First Assistant Secretary, Agricultural Policy at Australian Department of Agriculture, Water and the Environment

MC INTRODUCTION

**9.15am** Keynote Speaker  
Mick Keogh, Deputy Chair and Agriculture Commissioner, ACCC  
Topics: *Competition challenges in Australian agricultural markets*

Q&A

**10.15am** Morning tea

MC INTRODUCTION

**10.25am** Keynote Speaker  
Robyn Alders, Honorary Professor, Chair Upper Lachlan Branch NSW Farmers  
Topics: *Farmers under pin civilisation as we know it. Food security, biosecurity and sustainable agricultural production require a whole of government engagement with the farming community.*

Q&A

MC INTRODUCTION

**11.15am** Keynote Speaker  
Robert Herrmann, General Manager Mecardo and Product Specialist at Nutrien Ag Solutions  
Topics: *Digital innovation, farming practices*

Q&A

**12.15am** Lunch

# CONFERENCE PROGRAM

## MC INTRODUCTION

### 1.00pm **Women in Ag Panel Discussion**

MC/Mediator

Suzannah Cowley

Georgie Kelly, Livestock Manager, Rugby Pastoral Co

Topics: Farming Practices

Belinda Kelly, Biodiversity and Sustainability Manager, Rugby Pastoral Co

Topics: *Connectivity, Farming Practices*

Carolina Merriman, Grazier, Chair NSW Farmers Association-Yass Branch

Topics: *Business Support, Farming Practices*

Cressida Cains, Owner and Director, Pecora Group

Topics: Business Support, Farming Practices

## Q&A

## MC INTRODUCTION

### 2.15pm **Keynote Speaker**

Darren Price, CEO/Director, Price Rural Management

Topics: *Digital Technology, Connectivity, Farming Practices*

## Q&A

## MC INTRODUCTION

### 3.15pm **Digital: Technology, Innovation and Connectivity panel discussion**

Chris Stevenson, Telstra Industry Specialist for Agribusiness, Supply Chain and Retail

Topics: *Digital Technology, Connectivity, Cyber Security*

Jen Medway, Farmer, Penrose Pastoral Co and Manager of Regional Tech Hub

Topics: *Farming Practices, Digital Innovation, Connectivity*

Robert Hardie, Executive Manager, Health and Agriculture, NBN

Rob Lansdown, Business Development Manager, Zetifi

Topics: Demystifying connectivity for farmers and other rural residents to bridge the digital divide.

## Q&A

## MC INTRODUCTION

### 4.20pm **Conference Closing Speaker**

Rowena Abbey, Chair, RDASI

### 4.30pm **Conference closes**



Ag Day will be available via interactive.  
Please visit [www.rdasi.org.au/agday](http://www.rdasi.org.au/agday) for further information.

# GALA DINNER PROGRAM

- 6.15pm** Welcome drinks and canapes
- 6.45pm** MC to welcome and guests seated
- 7.00pm** Entrée served
- 7.35pm** MC introduction Guest Speaker -  
Tim Lee, Landline journalist, author, historian
- 8.00pm** Main course served
- 8.45pm** MC to introduce Charity Auction and Auctioneer -  
Steve Ridley
- 8.55pm** Steve commences the Charity Auction  
Charity Auction
- 9.20pm** MC to wrap up auction, dinner and thank you
- 9.30pm** Dessert served
- 10.00pm** Event concludes

# AG DAY 22 CONFERENCE & GALA DINNER MC



## **Genevieve Jacobs**

*Group Editor  
Region Group*

Genevieve Jacobs is the Group Editor for Region Media, Australia's fastest growing digital news platform. Her long career as a regional journalist includes more than a decade broadcasting with ABC Canberra, encompassing a passion for telling the stories of our community from a deeply local perspective.

Genevieve chairs the ACT arts minister's Creative Advisory Council and co-chairs the ACT Reconciliation Council.

She sits on the boards of the Cultural Facilities Corporation, the National Folk Festival and Canberra International Music Festival, and the ANU School of

Music Advisory Board. She is a director of the Conflict Resolution Service and the Australian Centre for Christianity and Culture. Genevieve has an enduring interest in building and strengthening community engagement, and a strong belief in the importance of public interest journalism.

Genevieve has an enduring interest in building community and creating discussions that include us all. And she still loves nothing better than a good yarn. Genevieve is a partner in the family farming enterprise at Wallendbeen.



## AG DAY 22 KEYNOTE & GUEST SPEAKERS



### **Joanna Stanion**

*First Assistant Secretary,  
Agriculture Policy at  
Australian Department of  
Agriculture, Water and the  
Environment*

Joanna is the First Assistant Secretary of Agricultural Policy Division in the Department of Agriculture, Fisheries and Forestry. Joanna is responsible for national policy and legislative frameworks that contribute to the productivity, competitiveness and profitability of Australia's agricultural, food and fibre industries. Some of her key focuses are the opportunities innovation can make to growing Australian agriculture and

food, building the agricultural workforce and supporting farmers to strengthen their position in the supply chain through fairness in contracting and appropriate regulation. Joanna has been in the Australian Public Service for over 25 years, working across the workplace relations, employment, education and human services portfolios in policy, program and service delivery.

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



**Mick Keogh**

*Deputy Chair, ACCC*

Mick Keogh was appointed to the ACCC in February 2016, and then as Deputy Chair of the ACCC in 2018, with responsibility for Small Business and Agriculture. Mick's role at the ACCC includes involvement in a range of committees including the Competition Exemptions, Enforcement, Compliance and Product Safety, Mergers Review and Electricity Markets Board, as well as oversight of the small business, franchising and agriculture units of the ACCC.

Mick has a long and diverse history of involvement with the small business and agriculture sector, including periods of employment as a business consultant, and in advocacy and advisory roles to policymakers and governments. He has also chaired several Commonwealth Government inquiries and Ministerial advisory boards. He is currently a member of the Commonwealth Government's Emission Reduction Assurance Council, and a Board member of the Food Agility Co-operative Research Centre.

From 2003 to 2018, he was Executive Director of the Australian Farm Institute, an independent policy research institute that conducted research into strategic

policy issues of importance to Australian agriculture and regional Australia. Mick continued in that role until his appointment as Deputy Chair of the ACCC in June 2018.

Mick was awarded the Order of Australia Medal in 2015. He holds bachelor's and master's degrees in science, both obtained at the University of New South Wales, and a Doctor of Applied Science (honoris causa) from Charles Sturt University.

**Mick's focus in ag and his industry:**

Competition challenges in Australian agricultural markets.

**Mick's key topics:**

- The evolution of agricultural markets in Australia since the Second World War, with a focus on deregulation, freeing up markets, and fostering innovation.
- The changes that have occurred in market structures in agriculture post-deregulation, and why some regulatory measures may continue to be appropriate.
- The role of the ACCC in protecting and promoting competition and fair trading
- Some case studies of recent ACCC work in agriculture industries

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## **Robyn Alders AO**

*Honorary Professor  
Chair, Upper Lachlan Branch  
NSW Farmers  
Food and nutrition security  
researchers, Merino sheep  
grazier*

Robyn Alders AO, BVSc, PhD, is an Honorary Professor (Australian National University and Royal Veterinary College, UK) and a Senior Consulting Fellow, Chatham House Global Health Programme. For over 30 years, she has worked closely with family farmers Africa, SE Asia and The Pacific with an emphasis on the development of sustainable livestock production in support of food and nutrition security through a One Health lens. In 2012, Robyn returned to Australia and is based on her merino sheep farm on the NSW Southern Tablelands where she is the Chair of the Upper Lachlan NSW Farmers' Association Branch.

### **Robyn's focus in ag and her industry:**

- Sustainable farming: the key to a sustainable and secure future.
- Food security is humanity's most potent 'weapon of peace'.

### **Robyn's key topics:**

- Food security
- Biosecurity
- Economically, environmentally, and socially sustainable agricultural production



## **Robert Herrmann**

*General Manager, Mecardo  
and Product Specialist at  
Nutrien Ag Solutions*

Robert Herrmann is the founding Director of Mecardo, a specialist agricultural advisory business with its focus firmly on the financial enhancement of primary production and price risk management.

The company was established by Robert Herrmann in Adelaide in 1996 under the Ag Concepts Advisory brand. With a longstanding background in agriculture, Robert's commitment was to deliver a high-quality proactive market risk analysis and advisory service to his clients.

Robert has more than forty years' experience in the agriculture service sector, he has also recently been appointed to the role of Agency, Market & Product Specialist for Nutrien Ag Solutions.

### **Robert's focus in ag and his industry:**

Australian agriculture has a proud history of global leading initiatives. The future will require more of the same; either as a defence against the expected challenges we know we will face, or as positive steps that will further enhance and improve our competitive advantages.

### **Robert's key topics:**

- Digital Innovation
- Farming Practices

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## **Suzannah Cowley**

*Founder Nviro Media,  
Journalist and Filmmaker  
Nviro Media*

Suzannah Cowley is a former TV News Journalist who now runs her own boutique film production agency based in the Southern Highlands creating films about Agriculture and the Environment, her goal is to create "Films to Inspire Change".

Some of her filming partners include LLS South East and Landcare Australia. Nviro Media produced the RDASI AG Day 2021 film celebrating the farmers of the Southern Inland Region. In recent years some of her most rewarding work has been sharing films about Land Management Change from Soil Health to First Nations perspectives including a video series for Junior Landcare

on creating a bush tucker garden incorporating practical reconciliation with Traditional Owners.

A huge supporter of Women in Agriculture Suzannah strives through her work to raise the voice of women in agriculture and always enjoys hearing the perspectives of all farmers from communities right across Australia.

Suzannah will be hosting the Women in Ag Panel discussion.

### **Suzannah's key topics:**

- Work of Panelists driving innovation in Ag including tech and sustainability

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## **Carolina Merriman**

*Chair of NSW Farmers  
Association – Yass Branch  
Grazier*

Carolina is the Chair of the Yass Branch of the NSW Farmers Association, been the first female elected to Chair in 2019 and sits on the Association's wool committee. A passionate advocate for Agriculture and Regional communities she believes her generation need more participation and have their voices heard. Carolina strives to be a role model for women on the land. In 2020 she was named on the NSW Hidden Treasure honour roll and in 2021 awarded a NSW Rural Women's Scholarship for Future Women. A busy mum Carolina works part time for Elders Yass and is an active farmer in her family's fine wool and trade cattle business.

### **Carolina's focus in ag and her industry:**

The desire to see more natural fibres leading our fashion industry by encouraging everyone to be more sustainable. The movement of women in ag leadership is greatly supported and needed.

### **Carolina's key topics:**

- Business Support
- Farming Practices
- Women in Ag

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## **Georgie Kelly**

*Livestock Manager  
Rugby Pastoral Co.*

Georgie Kelly is running a grazing operation at Rugby producing merino wool, fat lambs and beef. Prior to starting a livestock management role on Rugby Station, she worked on a large northern Queensland cattle property followed by completing a Agribusiness degree at University of New England. She is passionate about sustainably managing her livestock enterprise and has a very strong interest in art and history. She is passionate about cattle trading and embracing new technologies in both the sheep and cattle industries.

### **Georgie's key topics:**

- Farming Practices
- Women in Ag



## **Cressida Cains**

*Owner and Director  
Pecora Group*

Cressida Cains is the co-founder and director of the Pecora Group of businesses which includes Pecora Dairy, Pecora Cheese and Wine and Dairy Cocoon. Pecora Dairy was the first cheesery in Australia licensed to make a raw milk cheese and has been consistently awarded for their innovation, research and excellence. Cressida is an innovator and entrepreneur who believes in challenging the status quo of Australian agriculture and doing things differently. She was the 2020 NSW Rural Women's Award winner and National Runner Up.

### **Cressida's key topics:**

- Business Support
- Farming Practices
- Women in Ag

## AG DAY 22 KEYNOTE & GUEST SPEAKERS



### **Belinda Kelly**

*Biodiversity and  
Sustainability Manager  
Rugby Pastoral Co.*

Belinda Kelly has spent a lifetime in rural business, she has experienced all aspects of animal breeding and welfare, land management and business. The primary driver of all business decisions on Rugby Station over the past 35 years has been the long term financial and environmental sustainability. The 'whole of ecology' focus along with her business experience is driven by a desire to ensure the viability of the enterprise for future generations. Her focus has resulted in an increased emphasis on biodiversity preservation. Belinda oversees the biodiversity corridors, tree planting, weed control and the population monitoring of plants, animals, birds, reptiles, and insects. Now, Belinda's focus is the long term financial and environmental sustainability in the face of climate change; communicating

the need to take this whole of ecology approach, with recognition that saved biodiversity needs large numbers of land managers to act so breeding can continue. Climate change affects all people, and we can contribute to a better environmental outcome, those managing land have a great opportunity to save species by recognising the land they manage as habitat for biodiversity.

#### **Belinda's focus in her industry:**

There is a great opportunity for women to contribute to a more resilient farm sector by focusing on financial and environmental sustainability.

#### **Belinda's key topics:**

- Connectivity
- Farming Practices
- Women in Ag

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## **Darren Price**

*CEO/ Director  
Agricultural Consultancy  
Price Rural Management  
Pty Ltd*

Darren Price is the CEO/ Director of Price Rural Management.

Having worked in large pastoral businesses across Australia for 35 years, Darren has a wealth of practical hands-on rural industry experience including holding the role of General Manager with a family owned Pastoral company for 22 years. Currently, Darren consults to industry in Agribusiness and Digital Technology. Darren has had on the ground involvement in the roll out, implementation and evaluation of over 700 digital devices, servicing 36,000 hectares across all connectivity types. Darren's expert knowledge and leadership

in precision agriculture assists in delivering producer awareness, producer adoption and demonstrable impact of precision agriculture.

### **Darren's focus in ag and his industry:**

Digital Technology in Agriculture  
How is it progressing?

### **Darren's key topics:**

- Digital Innovation
- Connectivity
- Farming Practices



# AG DAY 22 KEYNOTE & GUEST SPEAKERS



**Jen Medway**

*Farmer, Penrose Pastoral Co. and Manager of Regional Tech Hub*

Jennifer is a fifth-generation farmer from Gunning NSW, where she runs a commercial merino sheep enterprise in partnership with her husband and three children. In 2003, Jennifer graduated from the University of Sydney with a Bachelor of Agricultural Economics (Hons), starting her career in agriculture with the then Australian Government Department of Agriculture, Fisheries and Forestry. Recently, Jennifer was the Senior Manager at AgriFutures Australia, leading a team investing \$20.3m annually in strategic research, innovation and collaborative partnerships. Jennifer currently works for the National Farmers' Federation managing the Regional Tech Hub, helping people in rural, regional and remote Australia get connected and stay connected.

Jennifer is also Deputy Chair of MerinoLink

Pty Ltd and an executive member of several local community groups in the Upper Lachlan region. She was recently awarded the 2021 Lambition Award for Industry Leadership and is passionate about increasing the profitability and sustainability of Australia's agriculture sector and contributing to her thriving regional community.

**Jen's focus in ag and her industry:**

Connected Communities: ensuring no one in rural, regional and remote Australia is left behind.

**Jen's key topics:**

- Farming Practices
- Digital Innovation
- Connectivity
- Women in Ag

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## Chris Stevenson

*Telstra Industry Specialist  
for Agribusiness, Supply  
Chain and Retail*

Chris is an agriculture, supply chain and retail industry specialist. He grew up on the family farms outside Dubbo and is still involved in his family farm outside Orange. He has spent the last 25 years designing, implementing, and managing global, regional and local supply chain solutions for multinational companies and more recently has been doing supply chain and retail consultancy. He joined Telstra to leverage his experience and passions to help tailor our offers for the agribusiness, supply chain and the retail market. Chris is passionate about the power of digital enablement and digital connectivity and the opportunity this creates to optimise operational processes while opening the door to new markets and value.

### Chris's focus in ag and his industry:

- Digital connectivity
- The internet of things
- Data supporting networks
- The legalities of data management and collection
- Unleashing the power of data

### Chris's key topics:

- Digital innovation
- Connectivity

# DIGITAL INNOVATION, CONNECTIVITY DISCUSSION PANELLISTS



**Robert Hardie**  
*Executive Manager for  
Health and Agriculture  
at nbn*

Robert joined nbn in April 2020 and since then has been working with key stakeholders in rural, remote and regional Australia to lift digital capability in the health and agriculture sectors. Robert brings more than 15 years' experience of public policy development and advocacy to his role, including time as a political adviser to the Australian Government and policy director for NSW Farmers. Outside work, Robert is a Director with Masters Swimming Australia and a committee member with the NSW Farm Writers' Association.

The team at nbn is focused on helping Australia's farmers to save time, grow productivity and make more informed decisions using the capabilities of the nbn® network. According to nbn research, Australian farmers stand to benefit from a \$15.6bn improvement in productivity (by 2030) from the adoption of internet-enabled digital agriculture, representing a 25% improvement on 2019 productivity levels. Understanding how the various pieces of the connectivity puzzle fit together will enable our farmers to reach towards the \$100bn by 2030 target, and give farmers the ability to move towards the adoption of greater automation and use of robotics in their farm business.

**Robert's key topics:**

- Connectivity/telecommunications



**Rob Lansdown**  
*Business Development  
Manager, Zetifi*

Rob is the Business Development Lead for Zetifi – a regionally-based start-up that has boldly taken up the challenge of providing ubiquitous broadband connectivity to farmers.

As neither a farmer or telecommunications veteran, he provides the critical interface between the agricultural sector and the Zetifi engineering team to ensure the company's products address the connectivity needs of farmers and are clearly understood.

Rob has qualifications in science, education and marketing from the University of New South Wales and prior to joining Zetifi, he spent 17 years in strategic marketing roles at a national and international level in the medical device sector.

**Rob's focus in ag and his industry:**

- Demystifying connectivity for farmers and other rural residents to bridge the digital divide.

**Rob's key topics:**

- Digital innovation and connectivity

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## Tim Lee

*Journalist, host, author,  
historian*

Tim Lee is one of Australia's most prominent and distinguished rural journalists. In a career spanning three decades he has covered all manner stories from all over Australia. Since 2001 he was a mainstay reporter with ABC's acclaimed "Landline" program. Before that he worked in regional newspapers, radio and on programs including ABC News and "Australian Story."

Tim worked in regional newspapers and television before joining the ABC's rural department in 1992. He has worked around Australia as a rural and regional reporter and as a producer on Australian Story. He joined "Landline" in 2001 and has reported on the biggest issues in rural and regional Australia.

Tim is a regular co-host of the ABC's Victorian state-wide "Conversation Hour," usually speaking on regional and rural issues. He is a part-time farmer at Briagolong in eastern Victoria and the author of a number of books, featuring such topics as Australian agricultural history, the wool industry, woolsheds, drovers and fishing. He is also a historian.

Tim Lee's passion for rural Australia stems from his childhood spent on family farming properties in Gippsland, eastern Victoria. He's been a woolshed roustabout, rabbit trapper and bushfire fighter.

He's been awarded a United Nations' Association Media Peace prize and been named Victorian Rural journalist of the year three times.

# AG DAY 22 KEYNOTE & GUEST SPEAKERS



## **Steve Ridley**

*Auctioneer/ Livestock Specialist  
Semi-Retired Livestock Manager with Elders*

Steve has completed 47 years in the Livestock Industry including 45 years as an Auctioneer.

Spent my whole career embracing innovation in marketing.

Involved in the early trials of marketing lambs by carcase weight and description at Homebush. Involved in trials of video cattle Auctions at Goulburn. Involved with first cattle sales by description at Jeogla at Armidale under the NELCM system which became known as CALM then Auctionsplus as we know it today.

Steve is a Level 1 Sheep and Cattle assessor and have been for over 30 years.

Conducted some of the first livestock sales under the Helmsman system at South Bukalong, Bombala.

Steve has Auctioned livestock at Sydney and Melbourne Royal shows. Have Auctioned livestock at many key Stud and Commercial sales all over Southern NSW. An innovative adopter of new technologies and a driver of change.

# OUR CHOSEN CHARITY FOR THE GALA DINNER CHARITY AUCTION: RURAL AID



Rural Aid is Australia's most trusted rural charity. We stand with our farmers when they need us most. Rural Aid provides critical support to farmers affected by natural disaster through financial, wellbeing and fodder assistance. Rural Aid's community programs help create more sustainable communities by building stronger futures for all Australian farmers. Rural Aid offers free, confidential counselling to Rural Aid registered farmers

and their family. Rural Aid counsellors catch up with their farmers where they're most comfortable; whether it's on farm, in town, or over the phone. Rural Aid counsellors are professionally trained to support their clients through all kinds of life challenges and come with an understanding of the unique needs of rural people. They can support with practical strategies to help farmers refocus and get back on track.

# TICKET PRICES

## CONFERENCE

All prices incl full day catering.

Conference only	\$89.00
Online interactive access inc post recording	\$67.00


## GALA DINNER

3 course dinner and wine.

Conference and Gala Dinner	\$229.00
Gala Dinner only	\$139.00
Gala Dinner table 8 – early bird saving 10%	\$1,000.00
Gala Dinner sit on same table as (1) VIP	\$150.00

**Please visit our website to purchase tickets**

[www.rdasi.org.au/agday](http://www.rdasi.org.au/agday)



**For further information and enquires, please contact Suzie Presswell,  
Events and Communications Officer: [suzie.presswell@rdasi.org.au](mailto:suzie.presswell@rdasi.org.au)  
or visit [www.rdasi.org.au/agday](http://www.rdasi.org.au/agday)**

## EVENT CONTACT

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