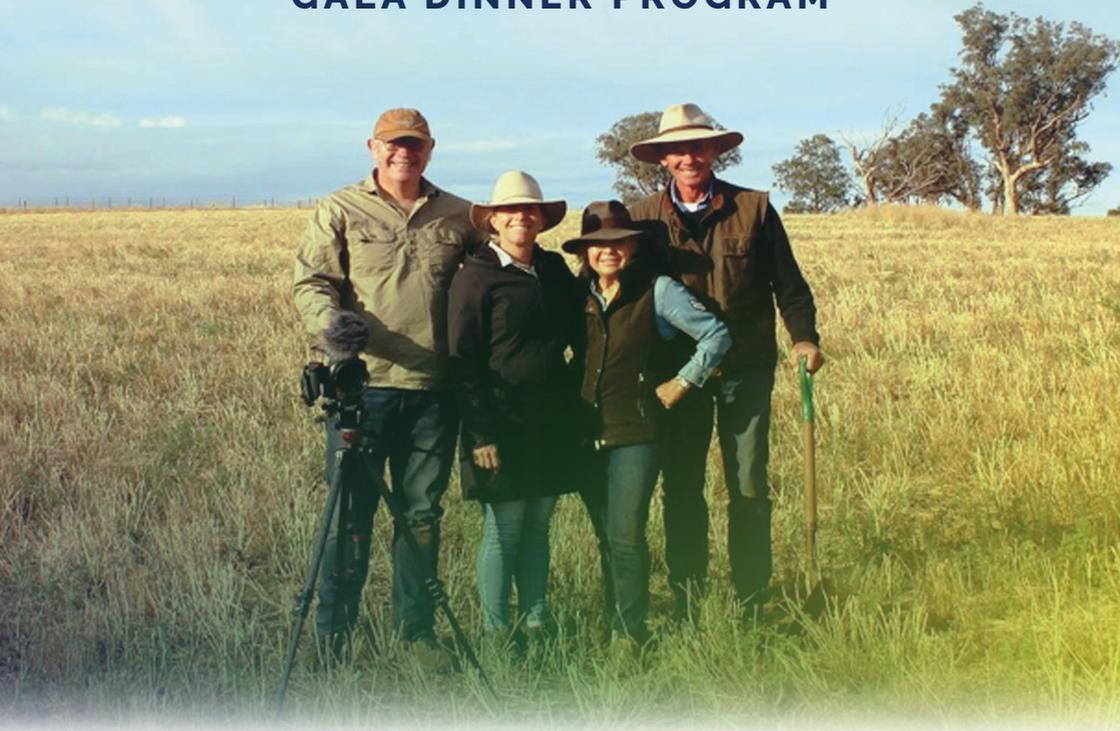


INNOVATION IN AG AG DAY 2022

DRAFT CONFERENCE &
GALA DINNER PROGRAM



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INNOVATION IN AG AG DAY 2022

DRAFT 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, and our Bronze Sponsor, National Australia Bank.

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DRAFT CONFERENCE PROGRAM

8.15am **Conference registrations open**

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

8.40am **Welcome to country**

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**
Robyn Alders, Honorary Professor, Deputy 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

10.15am **Morning tea**

MC INTRODUCTION

10.25am **Keynote Speaker**
Mick Keogh, Deputy Chair and Agriculture Commissioner, ACCC
Topics: *Competition challenges in Australian agricultural markets*

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**

DRAFT CONFERENCE PROGRAM

MC INTRODUCTION

1.00pm Women in Ag Panel Discussion
 Jen Medway, Farmer, Penrose Pastoral Co and Manager of Regional Tech Hub
 Topics: *Farming Practices, Digital Innovation, Connectivity*

Georgie Kelly, Livestock Manager, Rugby Pastoral Co
 Topics: *Farming Practices*

Belinda Kelly, Biodiversity and Sustainability Manager, Ruby 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 Keynote Speaker
 Chris Stevenson, Telstra Industry Specialist for Agribusiness, Supply Chain and Retail
 Topics: *Digital Technology, Connectivity, Cyber Security*

Q&A

MC INTRODUCTION

4.20pm Conference Closing Speaker
 Rowena Abbey, Chair, RDASI

4.30pm Conference closes



Ag Day will be available via hybrid.
 Please visit www.rdasi.org.au/agday for further information.

DRAFT GALA DINNER PROGRAM

- 6.15pm** Welcome drinks and canapes
- 6.45pm** MC to welcome and guests seated
- 7.00pm** Entrée served
- 7.25pm** MC introduction Guest Speaker
Tim Lee, Landline journalist, author, historian
- 7.45pm** Main course served
- 8.20pm** MC to introduce Charity Auction and Auctioneer -
Steve Ridley
- 8.30pm** Steve commences the Charity Auction
- 8.40pm** Charity Auction
- 9.00pm** MC to wrap up auction, dinner and thank you
- 9.10pm** Dessert served
- 9.30pm** Event concludes

AG DAY 22 CONFERENCE & GALA DINNER MC



Genevieve Jacobs

Journalist and Host

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



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

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



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



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



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



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



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

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.



For further information and enquires, please contact Suzie Presswell, Events and Communications Officer: suzie.presswell@rdasi.org.au or visit www.rdasi.org.au/agday

TICKET PRICES

CONFERENCE

All prices incl full day catering.

Conference only	\$89.00
Online hybrid 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



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