Table of Contents

MLA: Fostering beef’s prosperity ‘fork to farm’ ........................................................... 3
Sustainability in the Supply Chain and how Australian Beef fits into the Global Supply Chain ........................................................... 7
Improving commercial beef production through FTAI ........................................... 8
Advances in Water Supplementation bring increases in productivity to graziers .... 9
Introduction to the Australian Beef Industry & opportunities for trade ........... 10
Investment opportunities in the Australian ........................................................... 12
Beef Supply Chain ................................................................................................. 12
Branding and the Beef Supply Chain: What’s the purpose and the value to industry? 14
Advance Rockhampton – capabilities and driving the region forward ................ 16
Better connecting data for a transparent and adaptable supply chain ............... 17
CQUniversity: Be what you want to be – careers in the northern beef industry 18
Cattle and Country - key updates on innovations in sustainable beef production in Queensland ........................................................... 19
Future resilience of grazing businesses – investing in climate and people ......... 22
Dr. Enoch Bergman: The What, the Why, and the How of Bovine Pestivirus Control 25
Linking live exports to your commercial success - what is driving price? ........ 26
Talking 2030 with Fiona Simson, NFF President ................................................ 27
Cattle Related Injuries in Central Queensland ..................................................... 28
Precision breeding: Practical assisted reproduction for beef profitability ....... 29
How to get your cattle performance ready .......................................................... 31
Better management of phosphorus nutrition of grazing cattle – recent developments 32
Improving beef enterprise performance in Northern Australia through feed base and other interventions ......................................................... 34
Animal welfare – A journey, not a destination .................................................... 36
Leaving a Legacy – Succession Planning for Rural Families ................................ 37
What price do you put on your brand? ................................................................. 38
MLA Global Markets Forum .................................................................................. 39
Beef Australia Wellness Hub ............................................................................. 44
Sustainability for the Australian Beef Industry....why? ........................................... 45
Lisa Duncan: Focus Business Consulting ............................................................. 48
Risk Dollarisation - A Financial Approach to ...................................................... 49
Non-Financial Risk .............................................................................................. 49
The legal mix: Ag issues and getting it right ....................................................... 50
Prickly acacia and giant rats tail grass spread: managing cattle, reducing the risk 52
Sustainable Beef: The Northern Frontier ............................................................ 53
The Innovation Landscape and what is really means to the Beef Industry ........ 55
Succession Planning: ......................................................................................... 57
What are farming families doing now? ............................................................... 57
Dynamics of the global livestock trade and effects on Australian producers .... 58
The importance of inoculum and the future directions of Leucaena ................. 59
Livestock Bio-Security Network ........................................................................ 60
The Eating Quality Revolution .......................................................................... 61
Objectively measured for the first time .............................................................. 61
Faecal NIRS for prediction of pasture quality and supplementation formulations 62
The Innovation Landscape and what it really means to the Beef Industry ....... 64
People and Business - key updates on research into sustainable beef production in Queensland ........................................................... 66
Australian Government northern Australia agenda – NAIF ............................. 69
MLA: Fostering beef’s prosperity ‘fork to farm’

Hosted by: Meat & Livestock Australia

What are the opportunities to drive your business profit in the coming years? How do we ensure our supply chain can meet changing consumer demands? And how does our industry remain globally competitive into the future?

Featuring some of the ‘best in their field’ speakers discussing the latest innovation and marketing insights, the Fostering beef’s prosperity seminar will focus on the beef industry’s path to prosperity and how your business can benefit. The seminar opens with an exploration of emerging consumer trends and high value opportunities. Session two canvasses the innovation that can keep our supply chain agile in an increasingly competitive global market place. Finally, we'll translate all that into what it means for the beef you produce and how you can drive productivity and beef quality through current and future genetic innovation.

The MLA Fostering Beef’s Prosperity seminar is free of charge. Registration is essential numbers are strictly limited.

Session 1: High value opportunities for Australian Beef
The seminar opens with an exploration of emerging consumer trends and high value opportunities. What are the global trends influencing consumers and shaping what they want and why. MLA insights will highlight the attractive markets of today and the future, and how to best position Australian beef and your own business to realise the opportunities.

Session 2: Innovation – the key to keeping your business competitive
What is innovation and why is it critical for the future prosperity of your business and the Australian beef industry? This session will explore the latest R&D investments and what’s on the horizon. You’ll find out how these new tools can help drive productivity gains on-farm and across the value chain. You will also learn how you can work with MLA and our partners to unlock the potential of your own ideas for innovation within your business.

Session 3: Driving prosperity through genetics
MLA’s seminar culminates with a showcase of speakers from across the international beef value chain discussing how genetic innovation will aid in meeting consumer needs and delivering industry-wide productivity. You'll hear about the latest international advances in genetic gain through phenotypic and genomic data capture, and how current and future genomic Australian beef research may help with hard to measure genetic traits such as fertility. We'll also canvass the use of genetics to improve overall productivity with a particular focus on reproductive performance, and share MLA's approach to genetics across the whole value chain.

PRESENTER: Richard Norton
Managing Director, Meat & Livestock Australia (MLA)
MBA, GAICD
Mr Norton is the fifth generation of a beef and sheep farming family from Monaro, NSW. He began his working life as a roustabout and jackaroo and then for more than 20 years served livestock producers as a stock agent and auctioneer across NSW. Mr Norton is Managing Director of Meat & Livestock Australia Ltd and is a director of Integrity Systems Company Limited, MLA Donor Company Limited, AUS-MEAT Limited and Red Meat Traceability Systems Pty Ltd. Mr Norton has held executive positions in
retail, manufacturing, logistics and warehousing with Woolworths, Coca Cola, Wesfarmers and Toll Holdings and was a non-executive director of Agrium Asia Pacific, the Australian Wheat Board, RD1 New Zealand, Landmark Harcourts and Australian Wool Handlers. He was head of Live Export and International Trade and then Managing Director of Landmark Operations Australia. He was Chairman of Integrated Traceability Solutions (Global) and Auctions Plus.

PRESENTER: Lisa Sharp
Chief Marketing and Communications Officer, Meat & Livestock Australia (MLA)
Lisa joined MLA in April 2015 and leads the Communications, Marketing and Industry Insights (CMII) functions. The team is responsible for global consumer and customer marketing initiatives, nutrition research, global markets strategy and operations, production and economic data and analysis to industry, stakeholder engagement activities and MLA corporate communications. Lisa has an extensive background in marketing, product innovation, global strategy development and general management. Lisa has held executive team positions in a number of Australian and multinational organisations including SPC Ardmona, Coca Cola Amatil, PZ Cussons and Novartis Consumer Health. Lisa has also held business analyst and brand management roles at Kraft Foods and Uncle Tobys.

PRESENTER: Sean Starling
General Manager, Research, Development and Innovation, Meat & Livestock Australia (MLA)
Sean Starling is General Manager Research, Development and Innovation. A member of MLA’s executive team, Sean is responsible for $170 million annual R&D investment across the Australian red meat industry value chain. Innovation areas cover: global innovation insights; value chain innovation; food safety and industry traceability and integrity systems; product development and value adding; automation technology; and building industry innovation capability. Sean has been engaged in food value chains for most of his career working across a range of organisations and positions from factory engineer to general manager in manufacturing, R&D and engineering organisations. This experience underpins Sean’s ability to work with business and scientific thinkers to facilitate delivery of their concepts into commercial reality. In addition to ensuring no good opportunity is wasted, Sean has a passion of supporting young people to strive and deliver in an ever changing and complex environment.

PRESENTER: Ben Dwyer
Chief Executive Officer, Australian Cattle & Beef Holdings Pty Ltd
Ben Dwyer is responsible for all livestock production, property development and maintenance, human resources, livestock logistics and financial operations on six pastoral properties, two large-scale breeding operations in North West Queensland, and four backgrounding properties in Central Queensland totaling 3.765 million acres with the capacity to run 150,000 head of cattle. Ben has worked in the cattle industry over the past 31 years in four states of Australia and has been involved in most areas of the industry with a focus on live animal production, sustainability, profitability, staff development and the use of technology to enhance production efficiency.
PRESENTER: Professor Salah Sukkarieh
Associate Dean, Industry and Innovation, Faculty of Engineering and Information Technologies, The University of Sydney, Director of Research and Innovation, The Australian Centre for Field Robotics
Professor Salah Sukkarieh is an international expert in the research, development and commercialisation of field robotic systems. He has led a number of robotics and intelligent systems R&D projects in logistics, commercial aviation, aerospace, education, environment monitoring, agriculture and mining. He was awarded the NSW Science and Engineering Award for Excellence in Engineering and Information and Communications Technologies in 2014, and the 2017 CSIRO Eureka Prize for Leadership in Innovation and Science. Salah is a Fellow of Australian Academy of Technological Sciences and Engineering (ATSE).

PRESENTER: Johann Schröder
Project Manager –Animal Health, Welfare & Biosecurity, Meat & Livestock Australia (MLA)
Johann Schröder is a veterinary parasitologist who spent 31 years working in the chemical industry on the development of a variety of anti-parasitic livestock remedies. Much of that work entailed the efficacy testing of chemicals against a variety of tick species on cattle. This work included the evaluation of pour-on, injectable and impregnated ear tag formulations of organophosphates, pyrethroids and macrocyclic lactones. Johann joined MLA in 2009 with responsibility to manage producer-funded Animal Health, Biosecurity and Welfare research projects for cattle, sheep and goats. Parasite management forms a major part of this portfolio of work.

PRESENTER: Michael Crowley
General Manager, Producer Consultation and Adoption, Meat & Livestock Australia (MLA)
Michael holds a bachelor’s degree, Rural Science from the University of New England and a Graduate Certificate in Business Administration from QUT. His team are responsible for MLA’s investments in Adoption, R&D consultation, Livestock Genetics and MSA working closely with producers and the red meat value chain to drive adoption of R&D. Michael joined MLA in 2009 where he has held position of MSA Manager, International Business Manager (EU & Russia) and now GM Producer Consultation & Adoption. Prior to joining MLA, Michael held a number of commercial positions in the red meat supply chain including running his own business.

PRESENTER: Michael Lyons
Michael and Michelle Lyons manage Wambiana Station located 70km Southwest of Charters Towers in North Queensland, a mixed enterprise business with a focus on economic and ecological sustainability. Michael has a Bachelor of Agricultural Science at UQ and is a 2014 Nuffield Scholar, which offered him the opportunity to travel around the globe, researching a number of topics including beef cattle genetics. Michael has a keen interest in helping improve the profitability of Northern Australian herds through genetics, and is the current Northern Beef Producer representative on the National Livestock Genetics Consortium Taskforce.
Mr Lethbridge, with his family, runs Werrington Cattle Company, a commercial beef cattle, breeding, growing and fattening enterprise. Werrington has been in the Lethbridge family for 114 years with the current branch of the family in ownership since 1980. The business runs over 10,000 head of cattle and comprises a breeding program on 19,500ha of natural eucalypt forest country located west of Townsville and north of Hughenden in north Queensland. The business also consists of Rainmore Station, a 27,000ha property near Alpha in central Queensland. Adopting a strict fertility genetic selection program, the company has delivered sustainable production levels in extreme environmental conditions, at an acceptable cost of production. Appointed to the MLA Board in December 2017, Mr Lethbridge has a deep understanding of cattle production systems, managing breeder and feeder cattle under extreme environmental conditions and pasture nutrition levels, utilising genetic selection and strategic herd management to achieve production and business success.

From a dairy and beef background, Andrew is the technical director of the Irish Cattle Breeding Federation (ICBF), with specific responsibility for delivery of services to the Irish cattle breeding industry, including genetics, genomics, breeding programs and the ICBF Herdplus service. He is a graduate of QUB, Belfast, University Edinburgh and University College Dublin, and holds an MBA from University College Cork. His particular work areas at present is the Irish beef genomics scheme, which is the largest livestock genomics project globally, with some 2.5 million animals being genotyped as part of an EU funded project, with the Irish Department of Agriculture, Food and Marine. In addition to his role within ICBF, Andrew is the chairperson of Interbeef, which is an ICAR initiative to help establish global genetic evaluations for beef cattle.

Prof Hayes has extensive research experience in genetic improvement of livestock, crop, pasture and aquaculture species, with a focus on integration of genomic information into breeding programs. He was a co-inventor of genomic selection, and played a leading role in developing and implementing this technology in the Australian dairy industry. He also led research programs to develop genomic breeding values for new traits such as feed efficiency and heat tolerance. Currently Prof Hayes is working on enhancing genomic selection in beef cattle and a number of the cropping industries.

Where: Gallagher Livestock Manager Room (James Lawrence Pavilion)
When: Monday, May 7, 2:00pm – 5:00pm
Price: FREE
Sustainability in the Supply Chain and how Australian Beef fits into the Global Supply Chain.

Hosted by: AgForce

In 2018, beef production in Australia is a complex business. Market forces have changed considerably in the last couple of decades, and consumers now demand natural food which is free of chemicals and is produced without detriment to the environment or to the welfare of animals. Today, beef producers need to be across all factors associated with the industry, if they wish to build and maintain a successful, sustainable business.

Chief Sustainability Officer and Senior Vice President of OSI Group, LLC, Nicole Johnson-Hoffman will update guests on the movement toward more sustainable beef production, how it benefits beef producers, and the leadership role that Australian beef producers play. Nicole will also reflect on her experiences working in the US beef industry, including her work with the US, Canadian and Global Sustainable Beef Roundtables.

As one of the first signatories to the Natural Capital Declaration and the only Australian bank NAB has committed to embedding natural capital considerations into its financial products and services. James Bentley will present on NAB’s Natural Value Strategy and how NAB are supporting its customers to mitigate risks and harness opportunities that arise from better management of natural capital.

In particular James will focus on insights from work NAB have undertaken to understand the links between soil health and land condition and financial performance and what this means for graziers and the future of the Grazing BMP. James will also present on the opportunity that the rapid expansion of the AgTech sector presents for the future of farming in Australia.

Presenter: Nicole Johnson-Hoffman
Nicole is a Senior Vice-President at OSI Group in the United States. OSI is a premier global food provider, that's partners with the world's leading foodservice and retail food brands to provide concept-to-table solutions that delight consumers around the globe. In January 2018, Nicole was elected as President of the Global Roundtable for Sustainable Beef having previously been Vice-President.

Presenter: James Bentley
James is the Manager of Natural Value, Corporate Responsibility. NAB. He is an experienced environmental economist having worked in UK government and international consulting firms and Australia’s largest irrigation company providing advice on water resources and carbon market economics, environmental policy and natural resource risk management

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Monday, May 7, 11:30am -12:30pm
Price: $20
Improving commercial beef production through FTAI

Hosted by: Boehringer Ingelheim Pty Limited

(FTAI) allows AI to be performed without the need for heat detection. The use of FTAI programs in a beef herd can increase the weaning weight of the calves - by tightening the calving pattern, and bringing it forward to earlier in the season. Of course, it also allows the genetic improvement of a herd by the use of bulls with known genetic data. These benefits have seen an increase in the number of female cattle involved in FTAI programs in Argentina from 4.5% in 2013 to 12% in 2017.

The same trend can be observed in countries such as Brazil, Paraguay and Uruguay. The purpose of this presentation is to present FTAI experiences and examples in beef production systems to show the feasibility of implementing these programs under different management conditions, which have contributed to the exponential growth of the FTAI technique in South America, and which have relevance to our Australian systems. Furthermore, we will share a recent FTAI trial in Queensland in 500 Brahman cross heifers, reviewing the results and practical implications, and the net benefits that FTAI can deliver to the reproductive performance of the herd.

Presenter: Dr. Lucas Cutaia
Dr. Lucas Cutaia hails from Cordoba, Argentina and spent much of his childhood on his grandparent’s farm where he discovered his vocation for livestock. Lucas graduated from the School of Veterinary Medicine of Agricultural Sciences College at the Catholic University of Cordoba. Following his Degree in Veterinary Medicine he won a research grant from the Government of Córdoba and started teaching and researching activities in bovine reproduction at the Institute of Animal Reproduction of Córdoba (IRAC), with Dr. Gabriel Bó for more than 12 years.

In 2003 he began working part time for Syntex SA as Technical Adviser, as well as practising on beef and dairy farms. In 2012 he joined Syntex SA full-time as Global Technical Manager. In this role, he works across more than 25 countries providing technical training for distributors and customers. He is also involved in designing and conducting field trials, as well as product development and research. Lucas’ attendance at Beef Australia 2018 is supported by Boehringer Ingelheim.

PRESENTER: DR LIZ PRYOR
B.Sc (Zoology), B.Sc, BVMS, Post Grad Cert (Pathology), ARRNe, MANZCVS (Dairy Medicine & Ruminant Nutrition), CMAVA

Liz has been a cattle vet for nearly 15 years, working in both Australia and New Zealand, and is currently Field Services Veterinarian for Boehringer Ingelheim Animal Health Australia. She is a member of the Australasian College of Veterinary Scientists in both Dairy Medicine and Ruminant Nutrition and is currently completing her Masters in Veterinary Medicine through Massey University. Liz’s interests include improving profitability through health management, nutrition and reproduction.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Monday, May 7, 10:00am - 11:00am
Price: $20
Advances in Water Supplementation bring increases in productivity to graziers

Hosted by: Direct Inject Technologies

The use of the water supplementation has long been recognised as a potentially effective method of delivery of nutritional supplements to livestock. The benefits are:

- All of the stock in the mob drink medicated water and therefore consume the supplement
- Intake of water and therefore the supplement or nutrient is taken in proportional to body weight
- Intakes are consistent across a whole a mob and factors such as animal behaviour around shy and dominant feeding or selective feeding due to palatability are nullified.
- Costs of supplement is reduced because fillers needed in dry lick are not required
- Cost savings in labour and delivery costs Any system feeding urea as a source of protein to ruminants has resulted in losses due to urea toxicity in the past. Recent advances in formulations and delivery systems have reduced the risk of urea toxicity to almost zero.

In September 2017, a merger occurred between Pastoral & Feedlot Systems Australasia and Direct Injection Systems which consolidated the expertise of water medication under one roof. The new company operates as Direct Injection Technologies and continues to develop safe and effective strategies for water supplementation. New formulations deliver a safer and stable form of urea and the advance in delivery equipment continues to provide safe and reliable delivery systems that will suit any environment.

These advancements will be discussed in great detail by Dr Tony Wood of Pastoral & Feedlot Systems Australasia, and Tom Feez, the current general manager of Direct Injection Technologies.

Presenter: Dr Tony Wood
Tony graduated as a veterinarian in 1965 and since that time has been involved in cattle production. During his time with Coopers Animal Health he helped bring to the market many of the animal production products that are still in use today. His focus has been on animal production, both in Australia and overseas. For the last 30 years he has developed water medication systems and formulations that are safe and reliable and contribute to ruminant production.

Where: Rockhampton High School Sports Complex
When: Monday, May 7, 2:30pm – 3:30pm
Price: $20
SESSION CHAIR: Brendan Goulding
Brendan Goulding, Director for International Services at BentleysBIO – Chair for the Seminar Brendan Goulding is the Chair of the Beef Australia International Committee and has been involved in working in the Handshakes team for several Beef Australia Expos since the 2006 Expo. He is currently the Director for International Services at Bentleys, a Chartered Accounting firm in Brisbane, where he works with Australian Agribusiness and International businesses advising them on investment and international trade transactions. Prior to joining Bentleys Brendan worked for 12 years in the Queensland Government working in Brisbane and London assisting Australian agribusinesses develop export markets for their products and services.

PRESENTER: Malcolm Letts
Acting Chief Biosecurity Officer - BIO Malcolm is currently relieving in the position of Chief Biosecurity Officer in the Queensland Department of Agriculture and Fisheries.

In his normal role as Deputy Director-General, Agriculture, Malcolm leads the development of policies, research and interventions that foster an efficient, innovative, productive and successful agricultural sector.

Malcolm has extensive experience in agricultural policy, industry development and program design and management. He has been instrumental in designing and delivering extension and frontline service programs including leading the Queensland Property Management Planning program (Futureprofit) for 8 years and designing components of major restructures in the dairy and sugar industries.

He chairs the department’s Demand and Resource Committee, the Technology Commercialisation Fund Board and is a Director of Safe Food production Queensland. He holds tertiary qualifications in Environmental Science and Extension and is a Graduate of the Australian Institute of Company Directors. Malcolm has worked with the Queensland Government for 25 years.

PRESENTER: Scott Tolmey
Scott joined MLA in August 2017 and leads the Market Intelligence Team, which focuses on integrating supply and demand drivers to inform MLA and industry strategy. Scott comes from a strong commercial background with a Bachelor of Accounting, Majoring in International Business. He has held a number of roles focused on commercial and macro-economic analysis across various functions including supply chain, new product development, financial reporting, competitor and strategy. In addition, Scott has led category management strategy within a number of large fast moving consumer good (FMCG) businesses, including Coca Cola Amatil and Danone.
PRESENTER: Denise Kreymborg
Denise has a strong background in the food and agribusiness sector influencing government and industry innovation and development for a long term sustainable future. Denise has extensive experience across export market development, investment attraction, industry development, change management and economic development. Denise is passionate about working with and connecting producers and investors with opportunity in North Queensland.

PRESENTER: Lisa Sharp
Lisa joined MLA in April 2015 and leads the Communications, Marketing and Industry Insights (CMII) functions. The team is responsible for global consumer and customer marketing initiatives, nutrition research, global markets strategy and operations, production and economic data and analysis to industry, stakeholder engagement activities and MLA corporate communications. Lisa has an extensive background in marketing, product innovation, global strategy development and general management. Lisa has held executive team positions in a number of Australian and multinational organisations including SPC Ardmona, Coca Cola Amatil, PZ Cussons and Novartis Consumer Health. Lisa has also held business analyst and brand management roles at Kraft Foods and Uncle Tobys.

PRESENTER: Andrew Moss
Andrew Moss is a Principal Veterinarian working for the Department of Agriculture and Water Resources. Currently Andrew provides technical market access advice to support negotiation of market access for Australian livestock and livestock germplasm. Andrew has been carrying out this role for the last 4 years. Andrew is familiar with the northern beef industry through 10 years of involvement as both a government and private veterinarian in the Brucellosis and Tuberculosis Eradication program Campaign (BTEC) based in Tennant Creek, Katherine and Darwin in the Northern Territory. Andrew has also been involved in exotic disease surveillance programs conducted in northern Australia, Indonesia, Papua New Guinea and Timor Leste. Before Andrew’s current role he was involved in the setting up of a technical collaboration program with the Indonesian Government.

Where: Gallagher Livestock Manager Room (James Lawrence Pavilion)
When: Monday, May 7, 10:00am – 11:30am
Price: FREE
Investment opportunities in the Australian Beef Supply Chain

Supported by: HSBC

PRESENTER: Brett Heading

Brett is a partner of the Global Law firm Jones Day which has 43 offices in 18 countries. Brett is an experienced corporate lawyer specialising in capital markets and M&A. He has had significant involvement in agribusiness as a lawyer, company director and with his family’s pastoral interests in the South Burnett.

PRESENTER: Anne Maree Weston

Anne Maree is Austrade’s Senior Investment Specialist for Agribusiness and Food. Anne Maree is a highly-experienced finance and economics professional, who has spent over 30 years’ working with corporate finance teams and related professionals, particularly in the agriculture, property, tourism and leisure sectors. Anne Maree comes to Austrade from a role as Director, Corporate Strategy, Platform Agribusiness, a boutique agribusiness company established to develop a range of agricultural projects for investors and to manage the assets.

PRESENTER: Richard Watson

Richard Watson is responsible for leading the Priority Sector teams of Food & Agribusiness, Mining & Resources and Urban Infrastructure & Knowledge Industries, as well as TIQ’s Regional Network. He joined TIQ in July 2017, bringing with him over 15 years’ experience in various senior executive roles in the sports management and events industry in both the commercial and government sectors.

PRESENTER: David Lowe

David is currently a manager in the foreign investment case review area of Treasury, where he oversees advice to the Treasurer on agricultural and other investment proposals. He has been a manager at Treasury for around 10 years, across areas such as tax policy, international economic relations and long-term budget projections. Prior to Treasury, David spent several years at DFAT where he worked in North Asia Division, including in early work toward the free trade agreement with Japan.

PRESENTER: Jock Whittle

Jock is CEO of Paraway Pastoral, based in Orange. Jock is responsible for the development and execution of operational strategy. Jock was appointed as CEO in January 2012 and has worked in the Fund since January 2008 primarily as head of operations. Jock’s prior experience includes leading a team providing financial services to farming and post farm gate businesses for National Australia Bank’s Agricultural business. He was also Commercial manager for Clyde Agriculture, a subsidiary of the Swire Group, which previously owned and operated approximately $500 million of agricultural assets including 250,000 sheep and 25,000 cattle in NSW and...
Queensland. Jock had specific responsibilities for livestock and cropping systems across 17 properties and whole farm performance as well as allocation of capital to new projects or acquisitions.

PRESENTER: Mitchell Adermann
Mitchell has built a career in agricultural banking, in particular working with foreign investors looking to place capital into the Australian agricultural sector. He is currently responsible for overseeing HSBC Australia’s national strategy and coverage within agribusiness segment. Clients include Australian corporate and mid-market agribusinesses and as well as international businesses with operations and investments in Australia. Mitchell joined HSBC in August 2016 after a career of +20 years in Agricultural banking at Rabobank and NAB. Having a farming background before his banking career, Mitchell holds a Bachelors and Masters degree in Business (Accounting and Finance) from Southern Cross University as well as a Diploma in Horticulture from Hawkesbury Agricultural College.

PRESENTER: Tim McGavin
Tim McGavin is co-founder and CEO of Laguna Bay. Laguna Bay is an Agricultural fund established in 2010 and now has $700 M of committed and managed funds in Australian agricultural. Tim has led some of the largest and most successful agricultural transactions in Australia in recent years, and has investments in permanent crops, row cropping and livestock across Australia. Amongst the more high profile of these investments is the ownership of over 3% of the world’s (nearly 50% of Australia’s) almond production. Tim is co-founder of Jubilee Park Vineyards, one of Australia’s largest privately held vineyards, he substantially exited the investment in 2002 around the top of the viticultural cycle. He is a founding shareholder and advisor to Boundary Bend Ltd, now one of the world’s top ten olive oil producers with its flagship brands, Cobram Estate and Red Island. Tim is also a founding shareholder and Director of LGI, one of the fastest growing Australian renewable energy companies converting landfill gas to base load renewable power and carbon offsets. The company plans to list on the ASX in early 2018. Tim was raised on a sheep and cattle station in Western Queensland that he and his brother still own. He worked in a stock camp in the Kimberley, had an aerial mustering business in WQ and has a Diploma of Agribusiness from Marcus Oldham Farm College and an MBA from Macquarie University in Sydney.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Monday, May 7, 2:00pm – 3:30pm
Price: FREE
Branding and the Beef Supply Chain: What's the purpose and the value to industry?

Hosted by: JBS Australia

Branding and the Beef Supply Chain: What's the purpose and the value to industry?
In the last decade there has been an explosion in the number of beef brands launched by industry bodies, processors, producers and even wholesalers. But what and where is the value? Additionally, one could challenge whether there is room in this crowded space for so many brands and do they really add value or cost and confusion to consumers. A simple starting point could be: what is a brand? This panel of expert contributors from throughout the supply chain will comprise livestock producers, processors, export market business development live from the USA, domestic food service supplier and importantly an Executive Chef from one of Queensland's most exclusive restaurants. The panel will explore the value a Beef brand adds to their area of expertise and the moderator will invite questions from the audience to stimulate an educational and entertaining discussion.

MODERATOR: Gary Noller
Councilor RNA Gary is the owner and Manager of Gunnadoo Charolais, an Honorary Life Member of the Charolais Society and Councilor and Beef Cattle Committee Chairman at the RNA. Gary, through his involvement in the RNA, is dedicated to showcasing and celebrating the essential role agriculture, particularly Australian Beef plays in the everyday lives of Queenslanders. His passion is to provide a platform for competition, education and participation to ensure Australian Beef is consistent, the beef eating experience is repeatable, it provides provenance and is recognized as a premium product by consumers.

PRESENDER: Jake Nicolson
Jake began his cooking career at the Lake House in Daylesford under the guidance of respected chef and owner Alla Wolf Tasker. Prior to joining the Ghanem Group, Jake worked at Circa the Prince in Melbourne for seven years, taking over as head chef in 2010 where he was recognised with two Chef Hats from The Age Good Food Guide 2012. Jake's work experience also includes a stint at the famous El Bulli in Spain and previous to that in London at The Vineyard, The Square and The Ledbury

PRESENDER: Brad De Luca
Brad is JBS Australia’s Marketing Executive with extensive experience in marketing, brand management, new product and business development, events, and public relations. Brad grew up on a grain, sheep, cotton and cattle property in Northern New South Wales. Brad oversees the groups marketing portfolio for the Australia's largest beef processor exporting to 80 countries. Brad also contributes to the marketing strategy of other Australian and international businesses within JBS. Brad also currently sits on the Board of King's College at the University of Queensland. He has held positions at Australian Agricultural Company (AACo), Master Builders Association, Springfield Land Corporation, Louis Dreyfus, consulting firms and a number of not-for-profit organisations
PRESENTER: Jacinta Geddes
Jacinta Geddes is the General Manager of Andrews Meat Industries, one of Manager, Food Service Meat Industries Australia's most progressive Foodservice Suppliers. Jacinta has over 18 years experience in marketing, sourcing and supplying high quality meat to customers across Australia and the world. Working closely with chefs and the restaurant industry, Jacinta has an in-depth understanding of the demands and opportunities associated with this challenging industry. Andrews Meat Industries is at the forefront of product Branding and Brand development, due to their strong relationships connecting suppliers, farmers and end users.

PRESENTER: Linden Cowper
Linden Cowper is the Premium Programs Manager for JBS Imports based in Colorado, USA. She concentrates on conducting business development and marketing activities to promote JBS Australian beef, lamb and goat brands in the US and Canada.
Linden grew up on a sheep and cattle station in central Queensland and was involved in the day to day running of the station. Amongst many other on farm roles, including being a jillaroo and a cook for AA Co in the Northern Territory, Linden commenced with Meat & Livestock Australia (MLA) in Australia in 2001 working in the MSA program grading and delivering information sessions to the supply chain; mainly processor training. In 2010 she moved to the US to take on the role of Business Development Manager – Retail with MLA promoting the positive attributes of Australian Beef, Lamb and Goat.

PRESENTER: Graham Winnell
Graham is the General Manager of the Shorthorn Society of Australia trading as Shorthorn Beef. Shorthorn Beef represents the interests of Shorthorn breeders Australia wide, with a focus on genetic improvement, brand management and market orientation.
The Shorthorn breed is truly unique and one of the oldest breeds in Australia. The breed is renowned for its maternal ability, adaptability to finishing systems and its carcass and eating quality.
Graham has previously held the position of co-principal of Vermont Angus, a seedstock operation in Penhurst in Victoria where they set the record for the highest priced paid for an Angus female.

Where: Rockhampton State High School Sports Stadium
When: Monday, May 7, 10:00am – 11:00am
Price: $20
Advance Rockhampton – capabilities and driving the region forward

Hosted by: Rockhampton Regional Council

Rockhampton is strategically located at the junction of major road and rail networks and is uniquely positioned as the Gateway to Northern Australia. Rockhampton Regional Council's Advance Rockhampton Economic Development Unit has one clear purpose; to drive economic growth, create employment, attract private sector investment and grow visitor numbers to our Region.

Rockhampton is the Beef Capital of Australia. Queensland produces almost 45% of Australian beef with Rockhampton contributing approximately 25% of Queensland’s output, with over three million head of cattle. So the question is how do we maintain and build upon this? With Rookwood Weir almost certain to proceed in the coming years, Advance Rockhampton is strongly advocating and supporting the expansion of agriculture in our great region.

Find out about the initiatives to support expansion of existing agribusiness and attraction of new ventures, export opportunities with Asian markets, development incentives to help drive business within the region and how we are capitalising on the unique tourism opportunities that our region as the Beef Capital has to offer. Presenter: Tony Cullen General Manager Advance Rockhampton

**PRESENTER: Tony Cullen**

Tony Cullen leads a strong team of Managers, Senior Executives, and Coordinators who have been set tangible deliverables for the top ten industries for our Region.

With a strong background in senior management, operations, communications, marketing, brand position and new business development strategies in Australia and Overseas Tony has a wide skill base and knowledge that is integral to Advancing Rockhampton.

Where: Rockhampton High School Sports Complex
When: Monday, May 7, 1:00pm – 2:00pm
Price: Free
Better connecting data for a transparent and adaptable supply chain

Hosted by: Rezare Systems

The role of data in modern farming Rezare Systems Managing Director, Andrew Cooke, will discuss the role of data in modern farming, as well as farmers concerns about data ownership and control. He will explore how new data platforms and collaborations help data to be gathered once and used in multiple contexts to support decision making.

PRESENTER: Andrew Cooke
Andrew Cooke is Managing Director of Rezare Systems, a company that specialises in software development for pastoral livestock farming, and develops tools for nutrient management, feed planning, and traceability using web and mobile technologies.

The company specialises in customisation and bespoke development for agricultural service businesses and the supply chain. Andrew and his colleagues started Rezare Systems in 2004 after sixteen years working in livestock genetics and farm systems at AgResearch.

His background is in science and technology, and he previously was involved in the detailed design and programming of a number of agricultural tools. Andrew provides advice and consulting on technology adoption and use in the agricultural sector to a number of New Zealand’s larger farming and farm-service organisations, and currently leads the Farm Data Standards and Farm Data Code of Practice programs funded by the Dairy Transformation Primary Growth Partnership and the Red Meat Profit Partnership.

Where: Gallagher Energizer Room (James Lawrence Pavilion)
When: Monday, May 7, 4:00pm – 5:00pm
Price: $20
CQUniversity: Be what you want to be – careers in the northern beef industry

Hosted by: CQUniversity

CQUniversity’s Bachelor of Agriculture is your gateway to more than 200 different career paths, and with a massive shortage of skilled professionals in the industry, there has never been a better time to study agriculture. This seminar is your chance to hear from our team of researchers and lecturers, as well as our partners at Queensland Agricultural Training Colleges (QATC), on how you can realise your dreams of a career in the northern beef industry.

With the agricultural industry needing graduates who have practical experience, knowledge of cutting-edge technology and the leadership potential, our Bachelor of Agriculture and vocational training pathways deliver the right mix of skills-based training and research-led teaching to succeed in today's agribusiness, livestock and cropping industries.

PRESENTER: Fiona Coulson
Dr Fiona Coulson – CQUniversity Australia Dean of the School of Health, Medical and Applied Sciences
Fiona completed her undergraduate studies at The University of Queensland and obtained a first class Honours degree in pharmacology in 1994. She continued her studies into the pharmacological modulation of airway inflammation with Professor Stella O'Donnell and was awarded her PhD in 1999. Fiona extended her training with a post-doctoral fellowship in the Bloomberg School of Public Health at Johns Hopkins University in Baltimore, USA. She returned to Australia in 2002 to a Lecturer position with Griffith University Schools of Pharmacy and Health Science. Fiona has since worked for The University of Queensland School of Medicine as a Senior Research Fellow and currently works for CQUniversity in the role of Dean of the School of Health Medical and Applied Sciences.

*More Speakers TBA

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Tuesday, 8 May, 3:30pm – 4:30pm
Price: Free
Cattle and Country - key updates on innovations in sustainable beef production in Queensland

Hosted by: Queensland Government

Stay up-to-date with what's new in innovative beef production research and development being undertaken by the Queensland Government. This session consists of several short, sharp, lightning-fast presentations. Speakers will be available at the Queensland Government trade stall in the Sidney Kidman Pavilion directly afterwards for more information.

Topics Include:

1. Improving beef production through management of plant toxins –strategies for the Pimelea problem.
   Diane Ouwerkerk Principal Molecular Biologist, Rumen Ecology and Nutrition, Queensland Department of Agriculture and Fisheries, Brisbane. This project will look at why some cattle eating plant toxins are not affected, and whether their rumen microbes can break down toxins and be used to develop a preventative probiotic. The project will also look at using absorbents and/or biopolymers to foster toxin-degrading microbe populations and prevent the absorption of the toxins into the bloodstream. Initially research will use the Pimelea toxin, simplexin, which causes frequently fatal poisonings in cattle. The aim is to produce a rumen inoculum containing simplexin-degrading microbes and secondly to investigate absorbent/slow-release systems for the rumen that could be used across a range of plant toxins.

2. Spelling Strategies and Stomping out Sediment – two projects on sustainable grazing in the Burdekin catchment
   Paul Jones Senior Scientist, Sustainable Grazing, Queensland Department of Agriculture and Fisheries, Emerald. The Spelling Strategies project is aiming to quantify the response of native pasture to differing spelling regimes on a site with poor land condition within the Wambiana grazing trial at Charters Towers, Queensland. Reduced condition of pasture and soil is common across northern Australia. The Stomping out Sediment project is aiming to monitor and better understand gully rehabilitation techniques at sites near Collinsville, Queensland. Sediment from gullies is a major issue for downstream impacts on water quality. The techniques include ultra-high density cattle stocking, gully regrading, water spreading banks and wet season spelling.

3. Landholders Driving Change – a grazier's journey
   Bristow Hughes Strathalbyn Station, Collinsville. The Major Integrated Projects (MIPs) is a $33 million, ground-breaking innovation for delivering enduring, productive land management and accelerated water quality improvements for the Great Barrier Reef, targeting nutrient, sediment and pesticide loads from the Burdekin and Wet Tropics. The shared knowledge generated through the project is intended to shift the whole community, providing the foundation for all landholders to implement and maintain sustainable management practices and improve local water quality beyond the life of the MIPs. Hear about graziers participating in the Landholders Driving Change project in the Burdekin from design phase through to implementation.

4. Paraboss for Cattle; a new web resource with practical and cost-effective recommendations to control cattle parasites.
   Dr Jess Morgan Research Scientist, Molecular Parasitology, Queensland Department of Agriculture and Fisheries, Brisbane. Paraboss for Cattle will provide a centralized, national, web-based information and management tool for Australian cattle producers following the sheep ParaBoss model. The site will
consolidate information on the control of ticks, flies, lice and worms. The key benefits will be to prevent future loss of information due to the ongoing decline of veterinary parasitology expertise and extension capabilities. The site will provide an integrated pest management resource targeted to the needs of producers, as well as technical decision guides and advice which will deliver quality information to effectively control parasites and improve cattle welfare in a cost effective manner.

5. What’s happening in the beef biosecurity space?
Dr Allison Crook
Chief Veterinary Officer, Biosecurity Queensland. Biosecurity Act, biosecurity plans, biosecurity matter - what does it all mean? The biosecurity space is both an important and busy one with many players and partners, all with a role to play. What is the Queensland Government doing to support biosecurity for beef producers, what do producers need to know about biosecurity and why?

6. Getting started with VegMachine.net
Dr Terry Beutel
Senior Spatial Scientist, Queensland Department of Agriculture and Fisheries, Rockhampton. VegMachine.net is a website that provides access to over 25 years of state-of-the-art satellite measurements of ground cover on grazing properties. It can be used to objectively see through seasonal conditions to understand the long term trends in the health of grazing land, to inform grazing business decisions, and to demonstrate stewardship to clients and investors. VegMachine is free to access and simple to use. This presentation will provide an introduction to VegMachine.net with some neat examples and all the resources needed to do it all yourself.

7. Groundcover levels – is there a relationship to profitability?
Tim Moravek
Agricultural Economist, Queensland Department of Agriculture and Fisheries, Rockhampton. While groundcover is important in minimising nutrient and sediment run off, is there a link between high groundcover and higher profitability? An ongoing project is investigating this relationship and preliminary analysis is suggested that, at high ground cover levels at least, there is no relationship between business profitability and groundcover. However, there also appears to be a high correlation between gross margins at an adult equivalent level and overall business profitability. The question is, are these high per animal profits achievable at low ground cover level or does having a higher level ground cover level allow expression of genetics and increased flexibility in business decision making allowing more profitable decisions to be made?

SESSION CHAIR: Bob Karfs
Science Director, Beef and Sheep, Queensland Department of Agriculture and Fisheries, Brisbane Bob has over 30 years’ experience working in northern Australia while living in Katherine, Darwin and Townsville in the 1990s and 2000s. Bob leads a diverse team of 75 DAF research and extension professionals, who undertake a range of projects across the state that aim to improve on-farm beef cattle production and grazing management systems.

PRESENTER: Diane Ouwerkerk
Principal Molecular Biologist, Rumen Ecology and Nutrition, Queensland Department of Agriculture and Fisheries, Brisbane Diane Ouwerkerk’s laboratory is based at the Ecosciences Precinct in Dutton Park Brisbane and she has a keen interest in improving the productivity of beef cattle through better understanding of the rumen micro-organisms.
PRESENTER: Paul Jones
Senior Scientist, Sustainable Grazing, Queensland Department of Agriculture and Fisheries, Emerald Paul Jones has had a 29 year research and development career with Queensland Government working in southwest, central and northern Queensland. He has worked on woody weed management, rangeland monitoring, native pasture grazing trials, long term carrying capacity, grazing systems and wet season spelling.

PRESENTER: Bristow Hughes
Strathalbyn Station, Collinsville. Bristow Hughes is a fifth generation grazier, born and raised in Central Queensland. He and wife Ureisha currently manage Strathalbyn Station, a family-owned breeder operation near Collinsville. Bristow has been part of the Landholders Driving Change project from the start and helped develop the implementation plan as a grazier representative.

PRESENTER: Dr Jess Morgan
Dr Jess Morgan began working with Queensland Department of Agriculture and Fisheries in 2005 after completing two post-doctoral fellowships in the USA. As a molecular parasitologist Jess has worked on coccidiosis, screw worm fly surveillance and acaricide resistance in cattle ticks and buffalo fly. Jess has published 55 scientific papers and 3 book chapters.

PRESENTER: Dr Allison Crook
Allison was appointed to the role of General Manager, Animal Biosecurity and Welfare for Biosecurity Queensland within the Department of Agriculture and Fisheries in 2014 and holds responsibility as the Chief Veterinary Officer for Queensland. She has extensive experience in management of emergency animal diseases, including the foot-and-mouth disease, equine influenza response, Hendra virus incidents and white spot disease in Queensland.

PRESENTER: Dr Terry Beutel
Dr Terry Beutel's main interest is in mapping the health of Queensland's grazing lands, and putting that information into the hands of grazing land managers. He aims to produce science that people can use.

PRESENTER: Tim Moravek
Tim Moravek is an agricultural economist working out of Rockhampton. His interest in agriculture is assisting producers understand what is driving the profitability of their decisions and understanding economics of beef business decision making.

Where: Gallagher Livestock Manager Room (James Lawrence Pavilion)
When: Tuesday, May 8, 8:00am- 9:00am
Price: $20
Future resilience of grazing businesses – investing in climate and people

Hosted by: Queensland Government

Climate outlook and better forecasts for Northern Australia Rainfall/temperature forecasts for the next 1-2 months, 3 months and indications for the 9 months ahead for northern Australia, our beef industry trading partners, and countries that compete for beef exports will be presented. The relative accuracy and reliability of these forecasts and how producers use them to make better management decisions will be discussed, along with the Northern Australia Climate Program, a new activity involving world leading organisations and climate scientists. This program will significantly improve the accuracy, understanding and use of climate forecasts in northern Australia.

The new LongPaddock website and FORAGE land management property reports
The recent LongPaddock website upgrade provides a super-resource of climate and land management information and services assisting decision-making for Queensland graziers (www.longpaddock.qld.gov.au). We’ll showcase our enhanced products and services (e.g. FORAGE property reports, AussieGRASS rainfall/pasture maps, SILO climate data, SOI & seasonal outlooks and drought maps), plus new additions including Pasture Growth Alert and Safe Carrying Capacity property reports. All maps and tools are online, free, easy-to-use and help identify risks and opportunities for planning responses to climate variability to enable you to be proactive and more effective in property management.

$avannaPlan-Beef$ense Next-Gen Mentoring Project
$avannaPlan, $avannaPlan-Beef$ense and NextGen projects assist cattle producers in the Queensland Gulf to understand all aspects of managing a successful beef business in the northern dry tropics. Commencing in 2003, $avannaPlan initially focused on productivity and grazing land management issues, evolving into $avannaPlan-Beef$ense in 2013 to include succession and business performance under a whole of business (WoB) approach. In 2016, $avannaPlan-Beef$ense expanded the WoB approach to include mentoring next generation Gulf producers. The program aims at developing skills and understanding across the beef business, fostering learning networks among mentees, accelerating adoption of improved land, herd and business management practices. Ongoing support and mentoring ensures these projects achieve real outcomes by tailoring learnings to suit individual circumstances. Several producers involved in the program will discuss and share their experiences that have made a positive impact on their businesses.

SESSION CHAIR: Peter Johnston
Peter is the General Manager for Animal Science within the Queensland Department of Agriculture and Fisheries. He leads the Departments’ RD&E programs in beef, sheep, dairy, pigs, poultry, fisheries and aquaculture. His background is in pasture science and livestock grazing systems. His agricultural science degree and PhD were both completed at the University of Queensland.

PRESENTER: Professor Roger Stone
Professor Stone has lengthy career in both meteorological and climatological research extending over 35 years, particularly in research and development in climate systems, extreme drought preparedness, and climate modelling targeted for agricultural production and trading.
PRESENTER: David Cobon
David has worked in grazing RD&E for many years spending time in both Julia Creek and Longreach before joining the university in Toowoomba. His work involves improving the application of climate science to increase productivity, profit and resource management in agricultural decision making. He has led national and international projects and has published widely in the fields of climate variability, the application of seasonal climate forecasts in the grazing industry and early warning and planning for droughts. He applies his understanding of climate science to decision making on his own property where he runs a small Angus breeding operation on the New England Tableland.

PRESENTER: Grant Stone
Grant has spent over 38 years involved with rural industries. He worked as a livestock and property agent for 12 years throughout Queensland, before studying Agricultural Science at the University of Queensland. Over the last 20 years, Grant has worked as a rangelands scientist with the Queensland government. Projects that he has been involved with include modelling pasture production and utilisation across Queensland and identifying potential climate change impacts on the distribution and carrying capacity of livestock across northern Australia.

PRESENTER: Ramona Dalla
Ramona has an Environmental Management degree and a PhD in Geomorphology. Over the last 15 years Ramona has worked with both Federal and Queensland governments in climate impacts on natural resource systems, palaeoclimate, climate change, fluvial and coastal geomorphology and biosecurity.

PRESENTER: Joe Rolfe
Joe is a Principal Beef Extension Officer with the Queensland Department of Agriculture and Fisheries based in Mareeba, Far North Queensland. With over 30 years' experience in the Department, Joe has extensive knowledge and expertise in beef production systems, cattle nutrition, breeder herd management, rangeland ecology, native and improved pasture systems, rangeland and land condition monitoring.

PRESENTER: Alison Larard
Alison is an agribusiness consultant with over 15 years' experience in banking, farm financial counselling, agricultural economics and business management. She has worked with several hundred north Queensland businesses across a variety of agricultural industries including beef, dairy, sugar, horticulture, field cropping, and various niche industries. Her areas of expertise include business planning and management, applications for finance, feasibility studies, project and turnaround management as well as succession planning. In 2018, Alison will undertake a Nuffield Scholarship where she will investigate measures to strengthen business and strategic planning capabilities of family-owned northern beef enterprises.
PRESENTER: Colin Burnett
Colin is involved in his family's cattle breeding and fattening enterprise on Lara Downs Station, Julia Creek and Mount Norman Station, Richmond in North West Queensland. Between these two properties, the Burnett family run approximately 9,000 head of cattle over 90,000 hectares. Having recently completed his tertiary studies, Colin is currently undertaking a Nuffield Scholarship where he will investigate achieving business sustainability given evolving markets forces and the challenging climatic conditions of North West Queensland. During this seminar, Colin will give his insights on the Beef$ense NextGen Mentoring Program, being a young beef producer, his Nuffield scholarship and the broader beef industry.

PRESENTER: Kelly Bethel
Kelly along with her husband Kelvin and their family operate Namuel Station, about 10km west of Georgetown in Far North Queensland. Namuel runs approximately 1,700 breeders across 25,500ha with seasonal conditions determining whether they live export or finish their cattle before turnoff. The couple are active members of the Georgetown community and represent the next generation of younger producers in the Etheridge Shire and greater Northern Gulf region. They are involved in both the $avanna-Plan Beef$ense Project and the Beef$ense Next Gen Mentoring Program. Kelly will discuss these programs from a producer perspective and share her thoughts on the northern beef industry.

Where: Gallagher Livestock Manager Room
When: Tuesday, May 8, 11:00am – 1:00pm
Price: $20
Dr. Enoch Bergman: The What, the Why, and the How of Bovine Pestivirus Control

Hosted by: Swans Veterinary Services

Prior to the early 2000's, Australian producers and their veterinarians had limited access to the tools necessary to successfully and systematically manage BVD or Bovine Pestivirus. Australia’s only commercially available BVD vaccine wasn’t available until 2003. Most BVD testing was blood based, usually either Agarose Gel Immuno-Diffusion (AGID) to detect antibodies, or Antigen Capture ELISA's to detect Persistently Infected (PI) animals. Neither ear notch tissue nor milk based BVD testing, widely available elsewhere globally, were available. In 2005, Esperance veterinarian, Dr Enoch Bergman, was awarded the Australian Cattle Vets Cooper's Rural Practice Scholarship to develop a voluntary eradication scheme for the management of BVD. At the time, most Australian producers were unaware of BVD, driven in part by the inability of the veterinary community to access cost effective tools or guidance in constructing systematic control programs. The scholarship created the momentum to seek globally and to pioneer within Australia, better, more cost effective diagnostic tools, allowing the development of a purpose built laboratory operated from his rural veterinary practice and guidelines to assist other veterinarians and their clients to measure and manage BVD.

In 2014 Dr Bergman began a two year term as president of the Australian Cattle Veterinarians, a special interest group of the Australian Veterinary Association. During his tenure as president he helped to establish a set of guidelines to assist veterinarians to help their clients to measure and manage BVD within their individual production systems. Using those guidelines as a guide, the first goal of this talk will be to walk producers through the epidemiology of BVD, explaining how it transmitted between animals, how it is maintained on properties, and how it is spread between properties. The second goal of this talk will be to help the attendees to understand how BVD could be affecting their productivity and profitability. Lastly, Enoch will walk producers through systematic strategies to manage BVD and the pros and cons of various non-systematic control strategies. Hopefully all attendees will leave this talk with a better understanding of the disease, the options that exist to control or reduce the cost of the disease, and the motivation to look further into their own BVD status.

Presenter: Enoch Bergman

Enoch Bergman is a practicing beef cattle veterinarian and consultant working in Esperance Western Australia. In 2006 he imported all of the requisite laboratory equipment to establish Australia's first laboratory for the diagnosis of animals Persistently Infected (PI) with Bovine Pestivirus(BVD) from ear notch tissue. Catering to 100's of veterinary clinics and thousands of Australian producers, Enoch has driven much of Australia's understanding of this complicated disease. He travels widely across Australia and overseas promoting greater awareness and outlining cost-effective management strategies for BVD. Enoch was president of the Australian Cattle Veterinarians from 2014 to 2016, a special interest group of the Australian Veterinary Association. During his tenure he worked hard to strengthen his association's relationships with other peak industry bodies. He is a passionate advocate for the Australian beef sector and a vocal proponent of the veterinary industry's role in supporting it.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Tuesday, 8 May, 8.00am – 9:00am
Price: $20
Linking live exports to your commercial success - what is driving price?

Hosted by: LiveCorp

LiveCorp will be hosting two seminars at Beef Australia 2018 in the James Lawrence Pavilion. Both seminars will feature presentations as well as time for Q&A or a panel discussion with our presenters and other industry members. You will be able to ask questions in advance and throughout the seminars via text message, the number for which we will have displayed on the screen throughout the presentations!

Linking live exports to your commercial success - what is driving price?" will be the focus of our seminar on Tuesday 8 May from 9:30 am -10:30 am. During this seminar, we will provide you with an economic outlook for the industry, discuss commercial drivers, market competition, opportunities and specifications. Exporters and in-market representatives will discuss the costs that are incurred in-market and the challenges of adapting their businesses to deliver value to their customers. We will also examine the need for sustainability in the industry through the provision of high-quality livestock, on-farm biosecurity and improved decision-making.

Presenter: Sam Brown, CEO
Mr Brown served as Livecorp’s Industry Capability Manager of the joint Livestock Export Program for four years prior to his appointment as Chief Executive Officer in March 2012. Mr Brown has over six years of experience from within the Australian Government Department of Agriculture, Fisheries and Forestry, where he held various roles across a broad range of agricultural industries. In these roles he gained exposure to both federal and state legislative development and policy cycles across a range of sectors including; grain, horticulture, meat, dairy, wool, AUSVET plan, and the Australian Quarantine and Inspection Service.

Where: Gallagher Livestock Manager Room
When: Tuesday, 8 May, 9.30am – 10:30am
Price: $20
Talking 2030 with Fiona Simson, NFF President

Hosted by: National Farmer's Federation

The National Farmers' Federation (NFF) has a goal for the agriculture sector to be a $100 billion industry by 2030. A 67% per cent increase on the 2016-2017 production value of $60 billion. The aim is significant but one we believe is achievable – hard work, innovation and good luck pending. Unsurprisingly, such an ambitious goal will require a united effort from across the industry. It will require improvements and innovations in areas such as regional connectivity (internet and mobile phone coverage); infrastructure; farm labour and research, development and extension.

As an export-dependent sector, continuing to service our global markets and forge new market will be key – especially for beef producers. Specifically maintaining and growing fruitful relationships with China, Japan, Indonesia, Korea and Vietnam. India, Latin America, the greater Pacific Region, the United Kingdom and the European Union all represent valuable new opportunities for Australia's farm produce. Sourcing the capital our sector needs to grow will also be a challenge. Between now and 2025 Australia's farm sector faces the prospect of a $110 billion shortfall in required capital.

Farm lending is at an all-time high. New, novel farm finance structures and access to foreign capital will be part of the $100-billion-by-2030 recipe. Closer links with consumers and nurturing our social licence to operate has never been more important. I predict by 2030, that the level of interest in where our food and fibre comes from will be so great, that consumers will be able to track an animal from it's infancy to their plate.

If we get all this (and more) right, $100 billion by 2030 will be less like a pipe dream and more like a highly probable reality. Then all we will need is it to rain, at the right time – undoubtedly the hardest box to tick.

PRESENTER: Fiona Simson
President of the National Farmers Federation, Fiona Simson is a farmer from the Liverpool Plains in NSW where she, husband Ed and family run a mixed farming enterprise including broad acre farming and breeding commercial poll Hereford cattle.

With tertiary qualifications in business and education, Fiona's passion for local food production and the growth and sustainability of rural and regional Australia led to a career in local government as an elected Councillor in Liverpool Plains Shire Council and an elected representative of NSW Farmers' Association.

In 2011, she became the first woman President of the Association retaining that position for a full four year term. Passionate about the power of a unified voice for agriculture, Fiona also believes in its role in a strong and vibrant future for regional Australia. Fiona sits on the Board of NRMA (NSW), the Australian Made Campaign Ltd, AgStewardship Australia and the Australian Farmers Fighting Fund. Fiona was elected President of the National Farmers' Federation in November 2016.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Tuesday, 8 May, 2.00pm – 3:00pm
Price: $20
Cattle Related Injuries in Central Queensland

Hosted by: The Rockhampton Hospital and The UQ Rural Clinical School, Rockhampton

Trauma related to working with cattle or cattle related leisure activities (bull riding) whilst infrequent can potentially result in serious injury and subsequently produce a burden to both individuals and the local healthcare system. Over a 5 year period 142 patients were admitted to the Rockhampton Hospital with cattle-related trauma. We will highlight the results of a pilot study to determine the: (1) incidence of serious cattle related injury in Central Queensland (2) mechanisms of injuries (3) injury severity and (4) the types of injuries experienced by Central Queenslanders. We will also provide information on future directions and the opportunities available for collaborative partnerships with industry.

PRESENTER: DR Jeremy Fernando

Jeremy is an Anaesthetist and Intensive Care Specialist who has been living and working in Rockhampton for the last 5 years.

He also works for the Rural Clinical School, University of Queensland. He is the current chair of the Perioperative Medicine Special Interest Group.

His current interests include Cattle related injury in Central Queensland, recognition and management of the deteriorating patient and collaborative health care delivery.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Tuesday, May 8, 12:30pm -1:30pm
Price: $20
Precision breeding: Practical assisted reproduction for beef profitability

Hosted by: Repro360

Fixed-time Artificial Insemination (FTAI) has been regarded as the most useful method to disseminate the desirable genetics in beef herds and has been widely applied, with a continuous growth of numbers of animals involved in these programs in South America within the last 20 years. Most of the FTAI treatments for beef cattle are based on the use of progesterone releasing devices and oestradiol or GnRH, with a mean pregnancy per AI ranging from 40 to 60%. The main advantage of using these protocols is that it can be successfully applied in maiden heifers and suckled cows in anoestrus, reducing the postpartum interval and tightening the breeding season. More recent protocols focused on extending the period from progesterone device removal to FTAI have been reported to improve P/AI in beef cattle. These new protocols and the more traditional FTAI protocols have also been adapted for sexed-sorted semen with acceptable P/AI in beef cows and heifers. Furthermore, treatments to re-synchronize ovulation for a second FTAI in non-pregnant cows have provided the opportunity to do sequential inseminations and achieve high P/AI in a breeding season, reducing or even eliminating the need for clean-up bulls.

Enoch Bergman: Realising the Value of the Integration of Fixed Time AI into Commercial Beef Cattle Enterprises

Historically, within the Australian beef cattle sector, reproductive technologies such as Artificial Insemination (AI) have been considered only cost effective within the seed stock industry. Older synchronization programs relied heavily on heat detection in order to achieve reasonable conception rates, often resulting in a number of animals not being presented for insemination. Modern Fixed Time AI (FTAI) programs have changed the paradigm significantly, both negating the need for heat detection and allowing 100% submission rates. The result is reasonable conception rates over large groups of animals resulting in enviable pregnancy rates to proven bulls. Enoch Bergman of Swans Veterinary Services in Esperance Western Australia will walk listeners through his successful integration of FTAI into a high proportion of his client's beef cattle enterprises. By mating his client's heifers, via FTAI, to high accuracy, curve bending, calving ease, high growth bulls, he has been able to reduce their calving interval, reduce their calving issues, retain heifers with superior genetics out of their heifers, and wean heavier calves, ostensibly setting their heifers up for life. His goal is to set your heifers up to succeed, to Build a Better Cow.

Gabriel Bo: Practical use of embryo transfer technology in beef herds: donor and recipient selection and management

The objective of embryo transfer programs is to obtain the maximum number of transferable embryos with a high probability of producing pregnancies. Embryos can be now effectively produced in vivo or in vitro. Superovulation has evolved greatly over the last years and is the best way of producing embryos in vivo. The development of purified pituitary extracts and progesterone-releasing devices have provided for the development of many of the protocols that we use today. Furthermore, the knowledge of follicular wave dynamics and real-time ultrasonography have provided practical approaches for the synchronization of donors and recipients with protocols than can be simple to follow and with acceptable pregnancy rates, even without the necessity for oestrus detection. With the advent of genomics as the most powerful tool that we have available today, embryo transfer programs with in
vivo and in vitro produced can be now effectively used to detect the best genetics within a herd and to multiply them successfully using embryo transfer technology with more predictable results that what has been done previously.

Darren Hamblin: Utilising Reproductive Technologies for Carcass Value

The Hamblins run a 6000 head Wagyu Fullblood and Crossbred beef operation in Central and Southern Queensland. Darren Hamblin will explain how they utilise AI, FTAI, MOET & IVF technologies to join 3500 females annually. These artificial breeding systems are traditionally used on small scales in stud operations. Find out how this unique operation successfully breeds commercial animals on a large scale using artificial breeding to produce high value Wagyu beef.

PRESENTER: Gabriel Bó,
Dr. Gabriel Bó, is currently President and Director of Research and Post-graduate training of the Instituto de Reproducción Animal Córdoba (IRAC) and Professor of Obstetrics and Biotechnology of Reproduction at the Veterinary School of the Instituto de Ciencias Basicas y Aplicadas, Universidad Nacional de Villa Maria in Cordoba, Argentina. Dr. Bó has been working for many years on applied research and the commercial application of fixed-time Artificial Insemination and Bovine Embryo Technologies.

PRESENTER: Enoch Bergman
Dr Enoch Bergman is a beef cattle veterinarian, consultant, and partner within Swans Veterinary Services, located in Esperance Western Australia. He travels widely across the state providing veterinary services and advice to southern beef producers, seed stock producers, lot feeders, and pastoralists. Further, he regularly travels throughout Australia speaking to other veterinarians or producers on a range of topics relating to improving reproductive efficiency or integrating breeding technology into commercial herds.

PRESENTER: Darren Hamblin
The Hamblin family run their 6,000 Wagyu herd over 46,000 acres in central Queensland and the Darling Downs. They began breeding wagyu in 2000 by artificially inseminating their Brahman and Brangus cows. They have since purchased higher-content wagyu crossbred cows to boost breeder numbers. The Hamblins’ Wagyu enterprise also trades under the Strathdale Wagyu and Masterbeef brands. The Hamblins breed Fullblood, Poll Purebred and crossbred wagyu cattle. Their herd is raised on buffel grass pastures in central Queensland. They are lot fed in Southern Queensland and marketed as carcass sales in Queensland and New South Wales. The Hamblins used shorthorn as a base breed in order to source the large number of cows needed for a sizeable land addition in 2010. Their offspring have been the nucleus for their progeny test selection process for high-performance sires. The enterprise has largely used artificial insemination, but in 2014 the Hamblins also focused on IVF to increase their herd’s volume of high-performing genetics from superior sires and dams.

Where: Gallagher Livestock Manager Room (James Lawrence Pavillion)
When: Tuesday, 8 May, 2.00pm – 4:30pm
Price: $20
How to get your cattle performance ready

Hosted by: Virbac Animal Health

American veterinarian and trace mineral expert, Dr Bob Gentry, will present an informative seminar on how the latest advancements in trace mineral science can enhance beef cattle performance and profitability. The seminar will start with an overview of trace minerals, what they are, how much is needed, why they are important, how they can be obtained, and practical considerations with trace mineral supplementation. Using the latest in animal health research, best practice will be discussed in detail from pre-joining all the way to the point of sale. Dr Gentry will highlight each point in which trace minerals will have a positive impact on cattle performance, and how this can translate to additional income for producers. By the conclusion of the seminar, the audience will have a thorough understanding of how trace mineral injections can help improve cattle fertility, calving patterns, immunity, and overall health.

PRESENTER: Dr. Bob Gentry
Dr. Bob Gentry earned his DVM from Kansas State University in 1981. In 1996 he obtained a Certificate in Beef Cattle Production from the University of Nebraska. Dr. Gentry spent 31 years in mixed-animal practice, predominantly working with beef cattle. He worked one year as a faculty member at the University of Nebraska lecturing on Beef Cattle Production medicine, prior to joining Boehringer Ingelheim in 2012. Dr. Gentry joined Multimin in 2014. His professional areas of interest are beef cattle production, nutrition and reproduction.

Where:      Gallagher Energizer Room (James Lawrence Pavilion)
When:    Tuesday, 8 May, 11.00am – 12:00pm
Price:     $20
Better management of phosphorus nutrition of grazing cattle – recent developments

Hosted by: Queensland Government

Poor breeder performance and cattle growth due to diet phosphorus deficiency is a major issue across large areas of northern Australia. The seminar is an opportunity to learn about recent research by the University of Qld, Queensland Department of Agriculture and Fisheries, Northern Territory Department of Primary Industries and Resources, and Meat and Livestock Australia which has advanced understanding about how to better manage phosphorus deficiency.

Topics include:
- The effects of diet phosphorus concentration relative to diet energy on growth of young cattle and the increases in growth when phosphorus-deficient cattle are fed adequate phosphorus;
- The very large responses due to providing phosphorus supplements for heifers and young cows grazing severely deficient pastures representative of the industry at Kidman Springs (VRD, NT);
- The capacity of both young and mature breeder cows to use body phosphorus reserves (bone and muscle) to maintain lactation, the carry-over effects, and the need to replenish breeder phosphorus reserves for annual calving;
- Improving diagnosis of phosphorus status in grazing cattle including classical pica and bone-chewing, blood and dung sampling (the P-screen test);
- The practical application of phosphorus diagnosis on commercial properties;
- The implications and revised recommendations for herd management (P supplements and their timing, earlier weaning)

SESSION CHAIR: Professor Mary Fletcher

Professor Mary Fletcher leads the Natural Toxin group within Queensland Alliance for Agricultural and Food Innovation (QAAFI) at the University of Queensland. Associate Professor Fletcher is an organic chemist by training and has applied her analytical chemistry skills in research from plant toxins to phosphorous and other issues affecting livestock production, food safety and market access. She currently leads the MLA project Improving beef production through management of plant toxins and was a key member of the recently concluded project Improved management of cattle phosphorous status through applied physiology.

PRESENTER: Dr Simon Quigley

Dr Simon Quigley is a Senior Research Officer within the School of Agriculture and Food Sciences at The University of Queensland. Simon's research focuses on ruminant nutrition and metabolism within the context of northern Australian cattle production systems. He was a co-investigator on the recently completed MLA funded project Validation and demonstration of a diagnostic tool for phosphorus status of beef cattle with Tim Schatz from the NT DPIF. He has contributed to recent projects on rumen function, weaner supplementation, alternative protein sources and skeletal elongation in cattle.
PRESENTER: Tim Schatz
Tim grew up in the Northern Territory and gained experience on a number of cattle properties in the Northern Territory and Queensland. After graduating with a Rural Science degree from the University of New England he started his career in beef research at the Queensland DPI Swans Lagoon Research Station. He has worked for the NT DPIF for the past 16 years and currently oversees the department's beef research program. Tim completed a Masters degree on Brahman heifer fertility in 2011. Other areas of beef research that he has specialised in recently are; phosphorus nutrition, genetics, crossbreeding, and calf loss.

PRESENTER: Dr Rob Dixon
Dr Rob Dixon has extensive experience as a research scientist in QAAFI and in Queensland Department of Agriculture and Fisheries and in Australian and overseas universities. This research has focused on ruminant nutrition and ruminant production systems, and especially on phosphorus nutrition and faecal NIRS applied to grazing cattle in the extensive rangelands of northern Australia. He is the project leader of the MLA project Improved management of cattle phosphorus status through applied physiology and led another recent project on diagnosis of phosphorus nutrition of grazing cattle.

PRESENTER: Mick Sullivan
Mick Sullivan is a Principal Beef Extension Officer with the Queensland Department of Agriculture and Fisheries based at Rockhampton. As a beef cattle extension officer in north west Queensland and central Queensland, he has had extensive experience in beef production across a wide range of production systems, environments and enterprises. Mick’s expertise and interests are breeder management, cattle nutrition, genetics and beef business analysis.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Wednesday, May 9, 8:00am -9:00pm
Price: $20
Improving beef enterprise performance in northern Australia through feed base and other interventions

Hosted by: Queensland Government

Research has identified many management options aimed at improving beef production in northern Australia, however there has been little information of their impact on profitability and risk for grazing businesses.

This seminar assesses the relative productivity, profitability and risk of a range management options available to grazing businesses across four production regions in northern Australia. The four regions are Central Queensland, the Gulf of Carpentaria, Mitchell grass downs of Queensland, and the Katherine region of the Northern Territory.

The management options assessed include:
- Pasture legumes
- Production feeding or supplementation of steers (e.g. feedlots, silage, energy supplements)
- Supplements for breeders
- Wet season spelling to improve land condition
- Reducing calf mortality
- Improving reproduction efficiency through bull selection
- Breeding your own herd bulls (BYO bulls)
- Growth promotant use Assessment of these management options has identified that pasture legumes are the best long term option for improving productivity and returns for large areas of northern Australia.

Session Chair: Mick Sullivan
Mick Sullivan is a Principal Beef Extension Officer with the Queensland Department of Agriculture and Fisheries based at Rockhampton. As a beef cattle extension officer in north west Queensland and central Queensland, he has had extensive experience in beef production across a wide range of production systems, environments and enterprises. Mick's expertise and interests are breeder management, cattle nutrition, genetics and beef business analysis.

PRESENTER: Fred Chudleigh
Fred started in the Queensland beef industry was as a jackeroo in the 1970's before working for the Commonwealth Development Bank in the mid 1980's as a specialist rural lender. He has worked as an agricultural economist for the Department of Agriculture and Fisheries for last 20 years and most recently his work has involved the economic analyses of high output forages, breeder herd management, manipulating growth paths for northern steers, the use of phosphorus fertilisers and supplements.
PRESENTER: Maree Bowen
Raised on a beef cattle property in western Queensland, Maree completed a PhD in beef cattle nutrition through the University of Queensland in 2004. Maree has also led Sheep CRC nutrition projects at Longreach and, prior to commencing her PhD, was employed as a dairy nutrition consultant in Victoria. More recently, Maree has led a DAF team in investigating the profitable use of high quality forages for beef production in central Queensland. Maree is currently working with a DAF team to assess the economic implications of management decisions which can be applied to prepare for, respond to, or recover from, drought.

PRESENTER: Gavin Peck
Gavin is a Principal Pasture Agronomist working on sown pastures in the Queensland Department of Agriculture and Fisheries. He has research and extension experience in pastures, soils, land management, conservation and downstream impacts of agriculture.

Gavin currently leads the sown pastures team for southern and central Queensland in DAF and leads research, development and extension projects working on improving the productivity and sustainability of sown pastures in Queensland. In particular this work involves improving the reliability and productivity of pasture legumes to improve the performance of sown grass pastures.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Wednesday, May 9, 2:30pm -4:30pm
Price: $20
Animal welfare – A journey, not a destination

Hosted by: LiveCorp

During this session, we will look at how animal welfare is monitored throughout the export supply chain, including on board export vessels, and how the livestock export industry is being proactive in ensuring optimal animal welfare and production outcomes. This seminar will include feed lotters and exporters to discuss the preparation and performance of livestock and the commercial implications of animal welfare. Onboard stock people and Australian Accredited Veterinarian (AAV) Dr Renee Willis will also be there to provide an onboard perspective to animal welfare management.

We look forward to seeing you all at Beef Australia and encourage you to come along to our seminars to learn more about the Australian livestock export industry.

PRESENTER: Dr Renee Willis

Renee is a veterinarian with over 10 years of mixed rural veterinary practice experience with a focus on horses. Renee began working in the live export industry as a self-described burnt out horse vet looking to work with primarily production animals.

Her first experiences within the industry were as an onboard stockie (stock person) on short haul voyages to Indonesia and Malaysia that led to Renee obtaining her stockpersons accreditation and Australian Accredited Veterinarian (AAV) registration.

Renee has been working as an onboard vet ever since and is currently enrolled in a PhD through Murdoch University where she is working towards developing a tool for recording and monitoring welfare and performance of livestock throughout the live export supply chain. Renee will be discussing her experiences onboard and the developments and findings of her research to date.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Wednesday, May 9, 10:00pm - 11:00pm
Price: $20
Leaving a Legacy – Succession Planning for Rural Families

Hosted by: Seeds of Advice

The average age of a beef grower is now nearly 58 and they are sitting on top of a wall of assets... the next generation is better educated and chock full of ideas and innovation but... young farmers can't get in because old farmers can't get out. Succession planning talks have ground to a halt... many are afraid to tackle it and many have no idea how to fund retirement for the first generation and funding for the second.
I commonly see 3 critical issues..
1. Family harmony
2. Internal skill sets and opportunity
3. Where to start
This workshop focuses on all three with a workbook to assist with planning

PRESENTER: SUSAN BRYANT
My name is Susan Bryant and I’m a Financial Advisor. I specialise in helping farming families with farming assets transfer those assets and their family values to the next generation. I’m all about helping those families find their own stories and breathe life into their dreams so they can feel certain about their future now and for those to come.

The average age of an Aussie farmer is 59. They’re sitting atop a wall of assets. Ag is a $155 billion dollar sector, 99% owned and run by families. Young farmers can't get in because old farmers can't get out. On the back of this tide I've developed a process that starts with each family’s most deeply held values and works through to specific personal and financial outcomes for each generation. I've been an advisor for 26 years; 15 of those in Toowoomba, working with rural families and a further decade working in Private Wealth Management in both Sydney and Brisbane with some of Australia's wealthiest dynastic families. Despite many running successful farming enterprises and having multiple generations involved, what I found is there are some common problems no matter where they live or what kind of rural enterprise they run.

1. They don’t have a plan to transfer assets to the next generation and they're afraid it will blow up the family
2. They don't know where to start or what good advice looks like and
3. They don't have a means of communication.

Good seasons come and go. It's during the bad seasons where holding on to what you've accumulated is key, but this requires focus and attention; resources in short supply when there's work to be done. And so it goes that the plans aren't made and they're left hoping for the next good season to come along so they can retire. You can find out more about my approach on my website Seeds of Advice.com.
I want to be known for leaving farming families with a with a sense of certainty about their financial, family and social capital for the benefit of current and future generations.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Wednesday, May 9, 11:30pm - 12:30pm
Price: $20
What price do you put on your brand?

Hosted by: PricewaterhouseCoopers

Food traceability and safety, the effect on your brand when it goes wrong and how innovation is transforming the beef sector here in Australia and internationally. Food traceability and innovation go hand in hand and with today's consumer holding all the power in terms of choice, knowledge, peer influence and the ability to critique brands in real time, it has never been more important to ensure your product meets the expectations of consumers globally. PwC proposes to put forward Al (AJ) Jawhari who is a global expert in food traceability. AJ's is a proven Software Technology Platforms Innovator and Commercialisation expert with an outstanding track record in creating customer and business focused high value software solutions:

- Created state of the art technology platform for Food Traceability, anti-counterfeit and e-commerce generating business value of more than 20 multiples which is operational in Australia and China;
- Led the technology platform brand development to be the leading frontier for Australia Food traceability and anti-counterfeit Technology platform featured on Australia Unlimited Technology – Channel 9 “everyday innovators”;
- Business development planning to early adaptation of Regional Jets (RJs) business model, which led to the formation of a spin-off of a regional jet division in one of the largest civil aviation air carriers worldwide; and
- Formal qualification as an Aerospace Engineer.

PRESENTER: Trent Lund
First and foremost, Trent is a father of carnivores and lover of BBQ's and started his working life in electronics and Ag automation. Trent has spend most of his career working globally in business strategy and technology. Trent leads PwC’s Innovation and Ventures business responsible for creating technology based businesses to disrupt traditional industries. Trent is leads the PwC collaboration with Google, Data61 and CSIRO and has developed several platform businesses such as PwC’s; PaidRight, Next Platform and is the Global sponsor of the PwC Food Trust Platform. That Food Trust Platform has been developed to remove counterfeit food products and increase the value that can be captured by Australia’s unique providence. Trent also sits on the board for the Australian Centre for Robotic Vision (ACRV) and was Founder and Sponsor of the PwC Chair for the Digital Economy with QUT.

PRESENTER: Greg Quinn
Greg is a Partner in PwC’s Food & Agribusiness he brings over 16 years experience in the corporate advisory and restructuring fields, with primary experience advising investors, financiers, corporates and farmers on optimising food and agribusiness assets, capital structures, liquidity & strategy. Greg is a passionate industry leader and advocate for Australian food and agribusiness and has a demonstrated record as a result of building and leading a successful Australasian food and agribusiness practice. Greg also has family links into agriculture in North West NSW with grazing properties and ongoing interests in cropping and beef in the Liverpool Plains area of Central NSW.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Wednesday, May 9, 1:00pm -2:00pm
Price: $20
MLA Global Markets Forum

Hosted by: Meat & Livestock Australia

Networking Event:  8.00am-8.45am Walter Pearce Lawn, Rockhampton Showgrounds *registration essential

8.00am-8.45am: Networking event + registration -Walter Pearce Lawn

9.00am Welcome: MLA Global Markets Forum Beef Pete Lewis

9.05am SESSION 1: Global Market Strategy
What’s driving global markets MLA’s global market strategy is designed to build Australia’s global competitiveness and deliver producer profitability. It starts with a detailed understanding of the global market drivers and consumer trends, then segmenting the opportunities to target investments and using a team of experts to deliver for industry.
In this session you will hear how MLA’s strategy is developed, what the key supply and demand influencers and consumer trends are that affect the Australian red meat industry and how global branding is critical to success. Michael Finucan, Jarrod Payne, Scott Tolmie, Jacob Baldock, Panel discussion facilitated by Pete Lewis

10.30am Morning tea break

11.00am SESSION 2: Japan, Korea and EU
Japan and Korea are the backbone of our global beef trade in Asia and long-standing trading partners with Australia. Now, with both countries enjoying successful free trade agreements and solid economic conditions, hear what MLA is doing to protect our position and reputation in these critical markets to ensure we capture ongoing growth. The Europe and UK markets are heading into a period of unprecedented opportunity as the Brexit process begins and Australia enters into free trade negotiations.
Hear what MLA is doing to ensure red meat is front of mind during these critical and sensitive negotiations to ensure we gain improved access to this important market.
Andrew Cox, Josh Anderson, Panel session featuring guest panelist

12.00pm Lunch -attendees exit room to enjoy what Beef Australia 2018 restaurants have to offer

1.45pm SESSION 3: China, Middle East, Southern Asia

China is a large and complex market going through a period of incredible growth and change with rising incomes and shifting consumer behaviours. The Middle East comprises a large number of diverse countries that are impacted by regional conflict, global oil price fluctuations and challenging market access conditions. Meanwhile, right on Australia’s doorstep, Southern Asia presents a range of opportunities with a growing middle class.
In this session you will hear about the opportunities in these large and diverse markets and how MLA is supporting industry in responding to the challenges and building a platform to ensure long-term success. Michael Finucan, Nick Meara, Andrew Simpson, Panel session featuring guest panelist

3.00pm Afternoon tea break
3.30pm SESSION 4: The megatrends influencing the US and Australia

In this final session, an internationally renowned celebrity chef and MLA marketing experts will focus on the implications and opportunities that mega trends such as sustainability and ethics present in our mature Australian and US markets, and the strategies MLA is engaging to ensure Australian beef is well positioned to maintain and grow market segments.
Lisa Sharp, Rob Williams, Graeme Yardy, Facilitated Q&A with guest celebrity chef, Panel session facilitated by Pete Lewis

4.55pm: Closing remarks - Michael Finucan

5.00pm Forum end

Speaker Program

PANELIST: Pete Lewis
Pete Lewis is the director of Brisbane-based consultancy Way With Words after a 35 year career in broadcast journalism. He is a former National Rural & Regional Reporter for ABC News & Current Affairs, foreign correspondent and Executive Producer of ABC-TV’s Landline program. Pete is a representative on the International Federation of Agricultural Journalists (IFAJ), Vice-President of the Australian Council of Agricultural Journalists (ACAJ) and past president of the Rural Press Club of Queensland.

PANELIST: Richard Norton
Richard Norton Managing Director, Meat & Livestock Australia (MLA), MBA, GAICD
Richard Norton is the fifth generation of a beef and sheep farming family from the Monaroin NSW who began his working life as a roustabout and jackaroo before dedicating the next 20 years serving livestock producers as a stock agent and auctioneer across NSW. Since 2004, Richard has been the Managing Director of Meat & Livestock Australia Ltd and is a director of Integrity Systems Company Limited, MLA Donor Company Limited, AUS-MEAT Limited and Red Meat Traceability Systems Pty Ltd. Prior to joining MLA Richard has held executive positions in retail, manufacturing, logistics and warehousing with Woolworths, Coca Cola, Wesfarmers and Toll Holdings, and was a non-executive director of Agrium Asia Pacific, the Australian Wheat Board, RD1 New Zealand, Landmark Harcourts and Australian Wool Handlers. He was head of Live Export and International Trade and then Managing Director of Landmark Operations Australia. He was Chairman of Integrated Traceability Solutions (Global) and Auctions Plus.

PANELIST: Michael Finucan
General Manager, International Business, Meat & Livestock Australia (MLA) Michael is the General Manager -International Markets and is responsible for the delivery of MLA’s international markets strategy and oversight of the company’s eight International offices. The international markets strategy includes delivering improvements in market access conditions, growing demand for red meat and improving the welfare and performance of animals through the livestock export supply chain. Michael has extensive experience working across international markets after being involved in the export of a range of agricultural commodities before joining MLA in 2007. He has held a number of roles at MLA, including Manager Livestock Exports and International Business Manager in Korea. Michael is based in MLA’s Singapore office.
PANNELLIST: Lisa Sharp
Chief Marketing and Communications Officer, Meat & Livestock Australia (MLA)
Lisa joined MLA in April 2015 and leads the Communications, Marketing and Industry Insights (CMII) functions. The team is responsible for global consumer and customer marketing initiatives, nutrition research, global markets strategy and operations, production and economic data and analysis to industry, stakeholder engagement activities and MLA corporate communications. Lisa has an extensive background in marketing, product innovation, global strategy development and general management. Lisa has held executive team positions in a number of Australian and multinational organisations including SPC Ardmona, Coca Cola Amatil, PZ Cussons and Novartis Consumer Health. Lisa has also held business analyst and brand management roles at Kraft Foods and Uncle Tobys.

PANNELLIST: Andrew Cox
Andrew Cox International Business Manager - Japan and Korea, Meat & Livestock Australia (MLA)
Andrew manages MLA’s Japan and Korea teams, residing in Tokyo since 2014. Starting with MLA in 2006, he has also worked in domestic marketing managing the beef and lamb promotional campaigns. Before joining MLA, he spent over a decade working for a multinational consumer insights firm, consulting to large consumer goods companies such as Unilever and Campbell Arnotts. His family runs ‘Burrundulla’, Mudgee, NSW, a mixed grazing and wine-grape property in family hands since 1821.

PANNELLIST: Josh Anderson
International Business Manager-Europe & Russia, Meat & Livestock Australia (MLA)
Josh’s passion for the Australian red meat industry comes from an active involvement in his parents farming operation in Queensland, and later in New South Wales. After studying agribusiness, Josh worked in agri-banking and a wide variety of agricultural industries and farming enterprises. Joining MLA in 2009, Josh was part of the trade and economic services team responsible for the collection and reporting of market information. In 2015 Josh moved to the role of International Business Manager, where he is responsible for MLA’s positioning of Australian beef and sheep for favorable market access outcomes, and growing demand for Australian red meat throughout Europe and Russia.

PANNELLIST: Nick Meara
International Business Manager – Middle East and North Africa (MENA), Meat & Livestock Australia (MLA)
Nick worked as Business Development Manager across the MENA region until his recent appointment to International Business Manager. In this role he focuses on market access, trade awareness and facilitation, value chain solutions and brand building to increase the presence and market share of Australian red meat in the MENA market. Nick has an extensive background in meat and livestock production, processing and total supply chain management and business development, along with a Bachelor of Business majoring in Agribusiness. Prior to joining MLA, Nick spent two years consulting to the Abu Dhabi Government in the commercial utilisation of meat and livestock production in the Emirate of Abu Dhabi.
PANNELLIST: Rob Williams
International Business Manager -North America, Meat & Livestock Australia (MLA)
Rob joined MLA in early 2017 and manages MLA’s marketing programs for Australian beef, lamb and goat, and market access issues, in the North American market. Rob comes to MLA with a strong technical background in market access as developed across roles with the Australian Meat Industry Council (AMIC) and the Australia Meat Processor Corporation (AMPC). Rob has degrees in science and veterinary science, and a Masters in veterinary public health management. He has worked across the Federal Department of Agriculture in various roles, including managing areas in biosecurity, facilitating exports and in domestic animal health programs including emergency disease preparedness.

PANNELLIST: Graeme Yardy
Domestic Market Manager –Australia, Meat & Livestock Australia (MLA)
Graeme leads MLA’s domestic marketing campaigns and the promotion of Australian red meat in the increasingly competitive domestic market, positioning Australian beef as “The Greatest” for its quality, versatility and nutritional benefits and driving consumer demand. Before joining MLA, Graeme was Head of Marketing for the Australian fruit and vegetable industry’s research and development corporation, Horticulture Innovation. Prior to that he spent over a decade in FMCG food manufacturing in sales, marketing and insights roles for Mars Food, herein Australia and in North America.

PANNELLIST: Scott Tolmie
Manager Market Intelligence, Meat & Livestock Australia (MLA)
Scott leads MLA’s Market Intelligence Team, which focuses on integrating supply and demand drivers to inform MLA and industry strategy. Scott has a strong commercial background with a Bachelor of Accounting, Majoring in International Business.
He has held a number of roles focused on commercial and macro-economic analysis across various functions including supply chain, new product development, financial reporting, competitor and strategy. Scott has also led category management strategy within a number of large fast-moving consumer good (FMCG) businesses, including Coca Cola Amatil and Danone.

PANNELLIST: Jacob Baldock
True Aussie Brand Manager, Meat & Livestock Australia (MLA)
From the central west of NSW, Jacob joined MLA in 2016 as a domestic beef brand manager involved in the ‘Australian Beef –The Greatest’ domestic beef marketing campaign. More recently Jacob has taken on the role of True Aussie Brand Manager responsible for the development and promotion of the iconic brand that collectively represents Australian red meat across international markets. Driven by an appetite for innovation and applying creativity in the pursuit of commerce, Jacob has considerable experience as an advertising executive responsible for managing communications programs for Emirates, Transport for NSW, Mitsubishi, Virgin, Stockland, PepsiCo, Vodafone, Wrigley’s, and Heart Foundation. He has a Bachelor of Applied Science and an MBA majoring in Marketing, Corporate Finance, Business ethics and leadership.
PANNELLIST: Jarrod Payne
Kantar Millward Brown Australia
Jarrod Payne is a quantitative research specialist and the head of Brand Strategy for Kantar Millward Brown Australia. A research psychologist by trade he brings experience from a diverse range of industries and countries as well as a deep understanding of advertising and brands. As the agency lead for MLA’s brand and communication research locally and abroad, Jarrod works with MLA to measure and optimize the equity of Australian red meat. He will share these insights, providing an understanding of the protein landscape in Australia, and how this influences consumer decisions.

PANNELLIST: Natalie Isaac
Global Manager – Industry Insights and Strategy, Meat & Livestock Australia (MLA)
While completing a Master of Applied Science (Food Science) Natalie Isaac originally worked in research and development with large food manufacturers and research organisations. She then moved into business-to-business sales and marketing focusing on food manufacturing for several years, completing a Master of Management at the same time. In 2002, Natalie moved into retail sales and managed sales teams for several years. Before joining MLA she spent 8 years working in insights and strategy across the supply chain. She joined MLA in 2016 and manages MLA’s Market Information, global insights and strategy team, based in Sydney.
Beef Australia Wellness Hub

Hosted by: Beef Australia

Wellness is far more than the absence of illness and many of us strive for a life that includes achievement, success, reaching our capabilities, and happiness. When working and living in an environment with many challenges it is important to develop the skills that help us to live the life we want. The Wellness Hub will focus on the strategies that can help you to make improvements in your life to reach your goals and your potential. The Hub will present material to help you better understand the choices you make and to give you options to help you through the challenging times. The session will be practical, informative and equip you with an action plan to make changes that will suit your lifestyle. Based within the principles of Positive Psychology, Dr Joann Lukins will present real strategies in a fun and informative way.

Dr Joann Lukins
I love what I do! My working life is spent across the community working with workers, business owners, professional organisations, athletes and teams, to help them to reach their goals. It is incredibly satisfying to see people progress, develop and maximise their potential. I have worked as a psychologist for over 25 years experience with organisations, teams and individuals. Additionally, I am an Associate Professor at James Cook University, lecturing within the undergraduate program and to post-graduate doctoral students. I was awarded an Outstanding Alumni Award by the University in 2016 as recognition of my contribution to the field of Psychology. Dr Lukins was the inaugural sport psychologist to the North Queensland Cowboys, a position she has retained since 1996. She is the sport psychology consultant to the Townsville Fire and has supported the team since 2011 (including 3 Grand Final Winning Championships). Dr Lukins is recognized as an expert in delivering training within the domain of positive psychology in organizational, sporting and educational setting. Dr Lukins is highly regarded for her engaging presentation style, up to date information and delivery of practical skills for implementation within teams.

Where:      Rockhampton State High School (Sports Complex)
When:    Wednesday, 9 May, 10:00am – 12:00pm
Price:     $20
Sustainability for the Australian Beef industry....why?

Hosted by: Beef Australia

This insightful forum will discuss the key issues relating to the Australian beef industry from now and into the foreseeable future. We all have a part to play and this discussion will outline the six key strategic elements that all responsible participants in the beef supply chain should be aware of and be focusing on for the next generation.

Hear directly from McDonalds, Super Butcher, Rabobank and industry leaders on what is guiding the priorities for the Australian Beef Sustainability Framework. Where do our stakeholders think industry is doing well and how can we do better.

SESSION CHAIR: Pete Lewis,
Pete Lewis will MC the seminar and is the director of Brisbane-based consultancy Way With Words after a 35 year career in broadcast journalism.

He’s a former National Rural & Regional Reporter for ABC News & Current Affairs, foreign correspondent and Executive Producer of ABC-TV’s Landline programme.

Pete is a representative on the International Federation of Agricultural Journalists (IFAJ), Vice-President of the Australian Council of Agricultural Journalists (ACAJ) and past president of the Rural Press Club of Queensland.

PRESENTER: Andrew Brazier
Andrew grew up on a mixed farming operation in Central West NSW, Australia. After receiving an Agricultural Degree in Sydney, Andrew returned to the family farm and managed the Operation with his father for a number of years before taking an opportunity off-farm to trade beef and sheep-meat from Australia and New Zealand, getting his first experience of what happens downstream from a farm in a Supply Chain.

In 2004 Andrew then took on the challenge of developing a Supply Chain line for McDonald’s, sourcing Australian and New Zealand lean beef for the USA. That business evolved into a coordinating hub for all beef raw material out of Australia and New Zealand for the McDonald’s system. In 2014 Andrew went from being a supplier to the McDonald’s System to joining the Corporation, moving to Chicago where he works in the Strategic Sourcing Function of the Global Supply Chain & Sustainability Department.

He has Commercial responsibilities for the Beef, Pork and Fish categories in Asia Pacific, Middle East and Africa which covers more than 10,000 restaurants in 37 countries. This role coordinates the strategy of the corporate business with management of key suppliers to meet market expectations to deliver a safe, assured supply of product, while maintaining stable, competitive pricing.

Andrew is very passionate about the opportunity to link the farm to the consumer in order to create opportunities for the Supply Chain.
PRESENTER: Susan McDonald
Susan is Managing Director of Super Butcher, a retail group of 6 stores and online butchers, serving 10,000 people a week in south east Queensland.

Raised in the state’s north west, she was educated on Mt Isa School of the Air and at boarding school in Brisbane, before studying at the University of Queensland. With degrees in Commerce and Economics, and as a registered CPA, she has over 20 years of experience in accountancy and business management, and most recently was Chief of Staff to the Minister for Natural Resources and Mines in the Queensland Government. Susan brings a wealth of expertise to Super Butcher, which is a truly paddock to plate retailer.

Susan is Queensland Divisional Councillor of the Retail and General Industry Group of Australian Meat Industry Council, Consultant to the Queensland Investment Corporation Agribusiness Industry Advisory Board, Honorary Treasurer of the Royal National Agricultural and Industrial Association of Queensland, and Director of Beef Australia. Susan has been on the Sustainability Steering Group since April, 2017.

PRESENTER: Don Mackay
Don Mackay joined the Board of RMAC in October 2016, bringing with him over 40 years’ experience in major corporate agriculture in Australia. This includes Managing Director of Rangers Valley Pty Ltd, Managing Director of Agricultural Co Ltd (AAco) and General Manager of Elders. Don has extensive experience in raising funds in capital markets in Australia, Britain, North America and Asia; and investment management. Currently, Don has a number of other non-executive roles including Chairman of B&W Rural Pty Ltd, Director and Chairman of Seymour Whyte Pty Ltd, Chairman of New Harvest Investment Management, Director of the Queensland Investment Corporation Agribusiness Industry Advisory Board and non-executive Director of Thames Pastoral Co Pty Ltd. Don has been actively involved in industry not-for-profit associations in key leadership roles of the immediate past president of the Australian Lot Feeder’s Association and past president of the Australian Council of Livestock Agents (ACLA). He is also the immediate past Chair of the Meat & Livestock Australia Board Selection Committee. Holding management qualifications from the University of NSW and the Australian Graduate School of Management, a member of the Australian Institute of Company Directors; Don was also awarded the Centenary Medal by the Prime Minister for Distinguished Service to Primary Industry. Don is currently on the RMAC Finance, Audit & Risk Committee.

PRESENTER: Bryce Camm
Bryce Camm hails from Dalby in Queensland’s Darling Downs region where he oversees his family’s farming and feedlotting operations as part of the greater Camm Agricultural Group; an integrated beef enterprise with interests across Queensland.

Bryce has been managing the group’s Wonga Plains Feedlot for eight years and has overseen the operation triple in size. He is also responsible for marketing the turn-off from the group’s operations. Growing up on Natal Downs in North Queensland Bryce undertook a dual degree in Business Administration and Communications at Bond University before returning to north for a time prior to moving to the feedlot.

Bryce is Vice Chairman of Beef Australia and the Australian Lot Feeder’s Association. Bryce has been Chair of the Sustainability Steering Group appointed by RMAC since April, 2017.
PRESENTER: Lachlan Monsbourgh
Lachlan is new to Rabobank and has come back to Australia in the role of Head of Sustainable Business Development.
Lachlan previously worked across corporate roles in the trade and production of tropical soft commodities including cocoa, oil palm, nuts and rubber.

He brings to Rabobank key insights and experience into how supply chains have delivered sustainability outcomes to consumer products. He believes the bank is in a key position to offer finance which recognises leading developments where farmers and agribusinesses have delivered better agricultural and environmental outcomes.

Where: Gallagher Energizer Room (James Lawrence Pavilion)
When: Thursday, May 10, 12:00pm – 1:00pm
Price: $20
Lisa Duncan: Focus Business Consulting

Hosted by: Focus Business Consulting

Are you lacking direction? Are you scared of failing, in turn limiting your potential? If you had ways to overcome your fears, you would be unstoppable?

You know the value of goal setting. You have probably even written them down at some point and hoped they would come true. Did they? And if you did reach them, how did you do it? Do you even remember?

In this workshop you will learn a step by step process to setting and reaching your goals. It will immediately make a difference to your life and business to go home from this event with the tools to set and meet goals from a practical and succinct level. You will feel empowered and more self-aware as you take the skills learned today back to your business and life.

With clear goals you will have a determination and focus like never before. You will be inspired to make it the best possible life it can be and see that with clarity comes power. With this newfound empowerment, we can experience feelings of fear; fear of different things and more often than not fear of failing.

In this workshop you will also learn skills to deal with your fear and learn how to celebrate failure rather than wallow in it. You will become unstoppable.

PRESENTER: Lisa Duncan

Lisa has a purpose and passion to make life better for Business Owners, to help people reduce the feelings of isolation and become stronger business people, as Lisa recognises that "together we can change the world."

Having owned and run small businesses for over 12 years, Lisa is adaptable and flexible, with the ability to apply her deep knowledge, skills and capabilities to a variety of industries. Lisa's passion for small business and customer service is inspired by a family history, with her Father operating a successful family owned jewellery business for almost half a century. Prior to this, Lisa employed her skills working for large and small organisations including GE Financial Services and National Australia Bank.

As a presenter of training in the areas of Leadership, Sales and Personal growth, Lisa gives clarity to Leadership, shares strategies for business sales growth and trains tomorrow's leaders. Lisa engages audiences with her unique and genuine style; a mix of fun, skill and professionalism. Lisa also works with clients to identify their strengths, areas for development and helps people become a better version of themselves through Mindset training. Lisa offers a wide variety of self-development strategies and coaching to assist her clients in achieving greatness and personal growth. Lisa has gained her insight and exceptional coaching skills through many years of experience and mentorships with some of the world’s best coaches including T. Harv Ecker, Blair Singer and Kerwin Rae. There is an amazing opportunity in our modern times to be successful, and with the encouragement and support of someone who walks the walk, you can achieve anything.

Where: Gallagher Livestock Manager Room (James Lawrence Pavillion)
When: Thursday, May 10, 2:00pm – 3:00pm
Price: $20
Risk Dollarisation is a new wave of thinking about Risk/Safety that is not replicated anywhere worldwide. It is a way of applying financial costs to HSEQ parts of business. It provides a common language between decision makers and advisors/professionals who manage risk.

Risk Dollarisation creates a position of complete visibility of true damage costs and highlights opportunities to manage the damage. It converts non-financial risk into dollar terms to enable leaders make more informed decisions.

This unique approach to ‘dollarising’ risk reduces the cost of damage and the negative impact on fiscal outcomes.

PRESENTER: Jillian Hamilton

Jillian Hamilton is Managing Director of Manage Damage, an Australian risk management advisory firm; Jillian has an extensive career across many industries and saw the need to approach safety and risk in a new way.

The result is the philosophy of Risk DollarisationTM where Non-Financial Risks are managed by a Financial Approach. This results in the true cost of business risk being quantified which creates an environment where it is marked, measured and managed. Manage Damage has saved organisations millions of dollars in damage costs.

Where: Gallagher Livestock Manager Room (James Lawrence Pavillion)
When: Thursday, May 10, 5:00pm – 6:00pm
Price: $20
The legal mix: Ag issues and getting it right

Hosted by: McCullough Robertson

With agriculture being one of Australia’s largest industries and bursting with opportunity, there are still challenges and legal complexities to be aware of. Join McCullough Robertson’s specialist agribusiness lawyers as we explore a mix of issues and hot topics in the Ag sector, and how to best prepare yourself and your business.

At this seminar, we will cover a range of topics and issues most commonly faced by our clients, while also providing top tips on:

- foreign investment – what are the pitfalls of foreign investment and what to look out for
- carbon farming – what really is carbon farming and the possibilities of diversified income streams, and
- succession and tax – family farming, buying and selling and tax implications. We hope you can join us for this informative seminar where we will arm you with top tips for getting it right when it comes to your agribusiness.

Presenter: Duncan Bedford

Duncan is recognised as one of Queensland’s pre-eminent tax lawyers. His practical understanding of business and transactions means his solutions on taxation revenue issues provide the best outcome for his clients. Duncan is an expert in business and transaction structuring, taxation and foreign investment with a solid foundation in general commercial law which ensures his advice and solutions deliver value to clients.

He is also recognised for his expertise in managing matters before the Foreign Investment Review Board (FIRB). Duncan focuses on identifying and managing restrictions on foreign investment and advising on appropriate structures and processes for foreign companies, governments and individuals proposing to invest in Australia. Duncan has provided advice to clients across a range of industries and leads our Food and Agribusiness team.

PRESENTER: John Ioannou

John is an experienced practitioner with a focus on providing business structuring, taxation, estate planning, trusts and asset protection advice to privately owned businesses, families and high net worth individuals.

John has a passion and enthusiasm for his work and when it comes to private clients and business his aim is to be outcome focused, work efficiently and commercially. With his ability to quickly analyse situations and develop practical and tailored solutions to achieve client goals, John’s clients appreciate his professional and approachable manner, his dedication to his areas of interest and his application of that dedication to their circumstances.
PRESENTER: Frances Becker

Frances has over five years’ experience acting for private clients in various stages of their business life by providing practical and commercially effective strategies and solutions for high-net worth individuals, families and business owners.

She has acted on a number of commercial matters including acting in business and property acquisitions, advising on individual and business succession planning and providing asset protection and revenue structuring advice.

Frances has a passion for assisting and advising rural and regional private clients and has personal and practical agribusiness experience in rural enterprises, having been born and bred in Rockhampton, Central Queensland.

Where: Gallagher Livestock Manager Room (James Lawrence Pavillion)  
When: Thursday, May 10, 9:00am – 10:00am  
Price: $20
Prickly acacia and giant rats tail grass spread: managing cattle, reducing the risk

Hosted by: The Capricorn Pest Management Group

Prickly acacia and giant rat's tail grass are significant weeds in Queensland, particularly for the beef industry. These weed species cost the beef industry millions of dollars in lost production and control costs annually. Minimising the risk of spread and protecting clean areas reduces potential future weed control costs and production losses. Understanding some basic characteristics about these weeds and how cattle facilitate their spread enables the development of realistic spread minimisation strategies.

Using these strategies as part of normal property management supports weed and pasture management goals and assists meeting biosecurity obligations.

PRESENTER: Dr Wayne Vogler
Dr Wayne Vogler is Senior Weed Scientist with Biosecurity Queensland at the Tropical Weed Research Centre, Charters Towers. Wayne has more than 20 years research experience into the ecology and management of invasive weeds. He has conducted research into the ecology and management of herbaceous, woody and grass weeds in extensive grazing systems in Queensland since 1996.

He has worked on serious weeds of the grazing industry including rubber vine, bellyache bush, parthenium and Navua sedge. Most recently Wayne has done extensive ecology and control research for prickly acacia management in western Queensland, where he has defined the duration of gut passage for prickly acacia seeds, tested and gained approval for the use of agricultural misters and aerial spot herbicide application techniques.

Wayne has a particular interest in invasive grass management and has done extensive research into the ecology and management of giant rats tail grass and grader grass and is recognised as an expert in the management of these species.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Thursday, May 10, 3:00pm – 4:00pm
Price: $20
Sustainable Beef: The Northern Frontier

Hosted by: Queensland Alliance for Agriculture and Food Innovation (QAAFI), The University of Queensland

Join industry leaders for a light breakfast and discussion on producing sustainable beef in the northern Australia beef industry. The seminar will be chaired by Australian beef industry luminary David Crombie AM and will feature short talks from leading beef researchers, followed by an engaging industry panel discussion on the challenges and future of sustainable beef production in Northern Australia.

Get research updates on:

- Quick, easy and accurate breeding decisions with genomics - Professor Ben Hayes There is an opportunity for breeders to utilise the genomics in their herd – but there is a need to breed for balance, not just one trait. Welcome to the genomics era, where breeding to balance growth, fertility, meat quality, feed efficiency, adaptation, is an achievable and measurable reality.
- The importance of assessing animal welfare - Professor Alan Tilbrook As public awareness and concern over animal welfare increases, there is no greater risk currently facing the red meat industry in Australia than NOT engaging in animal welfare research and development. The path forward will require a scientific approach to develop an understanding of both the biological functioning (physiology and behavior) and affective (emotional) states of animals throughout the supply chain. Success will be measured by how well we can engage the public and consumers in that process.
- Nutritional strategies to enhance milk delivery and calf growth - Dr Luis Prada e Silva Poor nutrition of cows during gestation leads to high levels of stress, low calf birth weight, low quantity and quality of colostrum, poor transfer of passive immunity and, consequently, poor health and growth of calves. What can be done to ameliorate this problem?

SESSION CHAIR: David Crombie

David Crombie is a Director of the Australian Agricultural Company and Foodbank Queensland Limited. He is also a Commissioner of the Australian Centre for International Agricultural Research (ACIAR) and an Advisory Board member for the Queensland Alliance for Agriculture and Food Innovation (QAAFI).

David is a past President of the National Farmers Federation, former Chairman of MLA and a former Director of Grainco Australia, the Meat Industry Council and Export Finance Insurance Corporation. David operates family properties in southern Queensland, breeding cattle and farming.

PRESENTER: Professor Ben Hayes,

Prof Ben Hayes is a world genomics expert and is the co-inventor of genomic prediction for traits in dairy and beef cattle. Ben has extensive research experience in genetic improvement of livestock, crop, pasture and aquaculture species, with a focus on integration of genomic information into breeding programs. He is also a member of the National Livestock Genetics Consortium Taskforce.
PRESENTER: Professor Alan Tilbrook
Prof Alan Tilbrook is a national and international leader in animal welfare science. He is a founding member of the Animal Welfare Science Centre and served as Deputy Director and Co-director of the Centre, was the Research Chief of Livestock and Farming Systems at the South Australian Research and Development Institute. He is also the Research Provider Champion and Chair of the Steering Committee for the National Animal Welfare Research, Development and Extension Strategy.

PRESENTER: Dr Luis Prada e Silva
Dr Luis Prada e Silva is a leader in the area of ruminant nutrition. Luis brings perspective from the world’s largest producer of beef, Brazil, where he had a previous appointment at the Universidade de Sao Paulo. Luis’ has worked with different disciplines such as ruminant nutrition, ruminant physiology, rumen microbiology, ruminant reproduction, forage management, molecular biology, and economics of cattle production systems to improve cattle productivity.

Where: Gallagher Energizer Room (James Lawrence Pavilion)
When: Thursday, May 10, 8:30am – 10:00am
Price: $20

8.15am arrival for light breakfast/tea and coffee for 8.30am start
The Innovation Landscape and what it really means to the Beef Industry

Hosted by: Telstra

Telstra understands that connectivity underpins Agribusiness innovation including the utilisation of drones, sensors and the increasing usage of big data by primary producers. Technology has always been a big part of the success of regional Australia and as the power of technology increases, so too will the opportunities it can bring. 2018 marks a new milestone in connecting people across regional Australia. The launch of Telstra’s Narrowband Internet of Things (IoT) network provides the backbone for the use of an amazing array of low power wide range devices such as moisture sensors and livestock tracking devices. 5G is on the horizon and will take us from a world of connecting people to each other and the internet to a world of ultra-fast mobile speeds and the IoT on a mass scale. Hosted by fifth generation cattle producer and Rockhampton local, Patrice Brown, the seminar series will feature world leading experts from our networks, chief technology office and retail teams and will talk through the innovation landscape, and what it really means to the Beef industry. Come and join us to hear from and speak with our panel of experts.

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Patrice is a Corporate Environmental Advisor with almost 30 years’ experience in industrial and environmental management. She grew up in country Queensland and with her siblings is an owner of a cattle property in Central Queensland.

Patrice established CQG in 2003 to deliver practical, creative and cost-effective solutions to clients throughout Australia and South East Asia. CQG is now one of regional Queensland’s leading environmental, planning and engineering consultancies with staff in Brisbane, Gladstone, Rockhampton, Mackay and Townsville.

PRESENTER: Channa Seneviratn
Channa Seneviratne is the Executive Director – Network and Infrastructure Engineering. Channa is responsible for the development, resilience and operation of our fixed, wireless and transport networks. Channa has over 30 years of experience in Telecommunications networks having worked in both Operations and Engineering across both fixed and wireless technologies. During his time in Telstra, Channa has played key engineering design, support and operational roles as Telstra moved from being a start up in wireless through the evolutions of 2G, CDMA, 3G, 4G and now into readiness for 5G. More recently Channa led the launch of the world’s first commercial gigabit LTE network, the activation of Australia’s largest IoT footprint through our Cat M1 technology and the launch of our 5G Innovation Centre.

PRESENTER: Ilana Mycock
Ilana has 15 years of experience in building and executing strategies across a wide array of industry verticals and themes. She joined the Telstra Chief Marketing Office in 2012, prior to moving into Telstra Enterprise in 2014.

She now works in Telstra Enterprise and leads the strategic growth portfolio which includes Drones and emerging technologies and Agribusiness. The team has a global
remit and strives to address emerging trends across particular industries and technologies so that Telstra can remain relevant to its customers via the types of products and services they offer.

When back in Sydney, Ilana works as a Commercial Helicopter Pilot in her down time.

PRESENTER: Peter Jones
Peter Jones has been employed with Telstra for 26 years and for the last 10 of those he has been the lead engineer designing the national professional video network, DVN2. He is the Subject Matter Expert for the Chief Technology Office for Drones and UVAs Robotics and submersibles.

Peter is a member of the Society of Motion Pictures and Television Engineers and the Society of Automotive Engineering, and poses a rare mix of Television and Automotive engineering. He can design and build you a race car or a TV station. Peter has his own motorsport engineering company and manufacturing facilities in Oakleigh, Victoria. He has designed and built his own racecar and competes in the CAMS Victorian Supersprint Championship.

Peter is a Remote Pilot's License holder of <7kg fixed wing, <25kg multicopter and is in training for his <25kg single rotor license.

PRESENTER: Rachel Cliffe
Rachel Cliffe is the Northern Qld Area General Manager - Telstra Country Wide. Rachel has over 20 years' experience in the Telecommunication industry in Regional Australia and has been the Northern Qld Telstra Area General Manager for the past 7 ½ years. Rachel's broad background includes working in Townsville call centres to managing the North Qld field operations team to public relations and stakeholder engagement through to her current role as Area General Manager.

PRESENTER: Steve Harley
Steve has over 26 years in the Telecommunications industry, commencing in 1993, founding Networx Internet, one of only three internet providers in Western Australia. Networx's was then successfully sold to iiNet in 2001. Over the following thirteen years, Steve worked at iiNet in various executive roles, with key successes year on year. Key roles: Chief Product Officer, Marketing Manager, Merges and Acquisition Manager and Head of Business and Enterprise. He also founded and was the Director of iiNet Labs, iiNet's research and development arm which went onto winning national awards for industrial design and technology advancements, through BoB, BoB2 and Budii Home Connected Gateways, prior to joining Telstra in 2014, through the CTO.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Thursday, May 10, 10:30am – 11:30am
Price: $20
Succession Planning: What are farming families doing now?

Hosted by: Rabobank

Rabobank has been working with farming families on their succession journey since the beginning of this century. We have helped draw up succession plans for over 350 families. Who they are, where they have come from, what they have done and what has made it work is of continuing interest to farming families in all industries across Australia.

We look at the demographic landscape of family farming, how it has changed and the implications this has for succession. We consider the essential building blocks for working together as a family and for ensuring business continuation. Farming families have been extremely creative in tailoring their own path, helped by advisers and industry professionals. It is important to realise that the most important predictor of agreed and implemented, robust plans is family communication not financial resources, and that the most important predictor of family business survival is business growth in the many forms that this may take.

We consider the success stories and what has made them work.

PRESENTER: Kim Lee

Kim Lee is one of Rabobank's Succession Planning Facilitators and has extensive experience in working with rural farming families to achieve personal, family and financial benefits for each generation.

After working with family businesses for many years, Rabobank recognised the need for a succession planning process developed specifically to meet the needs of our rural clients. Rabobank's experience in this area has confirmed that families who start the process early, have a much greater chance of achieving a positive outcome for all family members, as well as their farm businesses.

Through a genuine understanding of the inter-relationships between on-farm and off-farm family members, Kim Lee has delivered successful outcomes for many families. These outcomes include direction and clarity of goals, increased financial awareness and security and increased opportunities for the business. Kim holds a degree in Agricultural Science from the University of Sydney, a Master of Economics specialising in small business management, finance and strategy, a Diploma from the Australian Institute of Company Directors, a Certificate IV in Workplace Training and Assessment and commercial mediation qualifications from Bond University. Prior to joining Rabobank, she lectured in business and management at the University of Sydney and lived on a mixed farming business in the central west of NSW for over 20 years.

Where: Gallagher Energizer Room (James Lawrence Pavilion)
When: Thursday, May 10, 1:30pm – 2:30pm
Price: $20
Dynamics of the global livestock trade and effects on Australian producers

Hosted by: Wellard

Key topics to be discussed will include:

• What are the global trends that will affect our industry?
• Who are our competitors?
• How we see the market
• Opportunities and challenges for Australian producers

PRESENTER: Fred Troncone
Fred Troncone is an executive director of the Company responsible for all of Wellard's operations, including shipping and international livestock and meat trading.

Fred is a former CEO of Wellard Rural Exports from 2009-2015, so has extensive and important live export experience. He has also worked as a consultant in a range of industries, with a focus on business expansion programs, organisational transformation, digital strategies and business transformation to positively leverage market conditions and business opportunities. His international business credentials include business in Australia, South East Asia, China, the Middle East, Europe and Russia.

Fred holds a degree in Business Information Systems, a Master of Business Administration and is a graduate member of the Australian Institute of Company Directors. Fred's key strengths are people leadership, commercial management, business restructuring and business transformation.

Where: Gallagher Livestock Manager Room (James Lawrence Pavillion)
When: Thursday, May 10, 3:30pm – 4:30pm
Price: Free
The importance of inoculum and the future directions of Leucaena

Hosted by: The Leucaena Network

Stuart Buck will provide the latest economic data on the economic benefits of leucaena compared to other feedbase options. The session will also present the most effective, best management techniques to maximise productivity including variety selection, preparation, weed control, grazing management and rumen bug management; as well as the importance of good grass production with leucaena, including dietary intake throughout the year. Stuart will discuss the configuration options considering row spacing, soil type and existing pastures.

**PRESENTER: Stuart Buck**
Stuart has spent 20 years working in research and extension in central Queensland pasture, crop and forage systems. He has recently managed pasture projects in central Queensland, assisting graziers incorporate legumes into existing pastures, including leucaena.

**PRESENTER: Dr Christopher Lambrides**
Christopher is a Molecular Plant Breeder/Physiologist who gained his bachelors degree in Agricultural Science from UQ in 1981 majoring in Plant Breeding and Genetics. He then worked as a plant breeder for Pioneer Hi-Bred Aust. breeding summer crops for Northern Australia until 1990. From 1991-2 he worked as a Graduate Assistant in the USDA Sunflower breeding program in Fargo, North Dakota while studying for a Masters degree in Plant Breeding and Genetics which he received from North Dakota State University. In 1992 he completed a PhD in Molecular Plant Breeding/Physiology at UQ and later worked as a Post-Doctoral Scientist for CSIRO again working on summer crops addressing major issues confronting Northern Australian farmers. In 2003 he joined UQ and has been there ever since again focussing his research on crop and pasture challenges important to Northern Australia. He has had a long association with MLA and was a member of the UQ Leucaena breeding team that developed Redlands a psyllid resistant cultivar. He is now leading an MLA funded research program to breed Sterile Leucaena and has a keen interest on Buffel grass breeding to address the devastating syndrome buffel grass dieback that has gripped the Queensland pastoral sector.

Where: Gallagher Energizer Room (James Lawrence Pavilion)
When: Thursday, 10 May, 4:30pm – 5:30pm
Price: $20
Livestock Bio-Security Network

Hosted by: Livestock Bio-Security

Join the Livestock Biosecurity Network in collaboration with Agforce Qld and Biosecurity Queensland for an information session about Biosecurity and managing risks. The session will outline each of the organisations roles within Industry and Biosecurity and discuss current topics within the beef industry.

Good biosecurity is all about making sure it's applicable to your unique risk factors. Biosecurity has many aspects and actions, many of which are common practice nationwide. At its heart, a biosecurity plan is a risk assessment which identifies what needs to happen to keep your property or region safe from both endemic and exotic diseases, pests and weeds.

Biosecurity is important to the industry as it helps to ensure that the food we produce is safe to eat and comes from happy, healthy animals. It also helps to safeguard the profitability of businesses, by protecting against health conditions and environmental factors which impact on productivity.

This session will explain the essentials of biosecurity, leaving producers with a greater understanding of not only how to implement biosecurity on their farm, but also of its wider importance not only to their business but to their region and the wider industry

Presenter: Rachel O'Brien
Rachael O'Brien is LBN’s Biosecurity and Extension Manager for Queensland. Rachael’s considerable experience in livestock health is an asset to our growing producer network across the country as she works to better inform Australia’s livestock industries on all things biosecurity, surveillance and emergency animal disease response

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Friday, May 11, 9:00am – 10:00am
Price: $20
The Eating Quality Revolution
Objectively measured for the first time

Hosted by: MEQ Probe Ltd

MEQ Probe is a next generation technology that uses photonics to accurately and objectively predict the eating quality of meat. Australia faces global competition and must provide world’s best experience to prosper.

In an age where the consumer is putting more thought than ever into what they are consuming, we need to provide real value; and we need to provide an exceptional experience every time someone invests in Aussie Beef. To be able to guarantee a certain experience, and price it accordingly, we need to be able to accurately and objectively measure eating quality. MEQ Probe uses light to make complex yet accurate measurements of intramuscular fat, shear force, and ultimate pH of red meat. This is all done in near real time and at chain speed.

PRESENTER: Jordy Kitschke
Jordy is a farmer and Ag entrepreneur from Jamestown, South Australia, and holds a Bachelor of Agricultural Science (Horizon Scholar). Jordy has worked across various sectors within the agricultural industry including broadacre, viticulture, dairy, and meat production.

He initially worked with the MEQ probe technology as a contractor and has since managed the technology commercialization, including software and hardware development, and leading trials with industry partners. Having a passion for finding solutions to industry pain points, Jordy hopes to create a more efficient and a higher value meat supply chain through the use of technology.

Jordy has been appointed as incoming CEO of MEQ Probe, and looks forward to working throughout the beef supply chain to add value to all participants, and bring an Australian invented objective-carcass-measurement solution to the market.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Friday, May 11, 2:00pm – 3:00pm
Price: $20
Faecal NIRS for prediction of pasture quality and supplementation formulations

Hosted by: Symbio Laboratories

Near Infrared Spectrometry, NIR, is a valuable diagnostic tool that predicts the nutrient content of organic materials by measuring the spectra of light emitted by the sample. Used widely in the grain, stockfeed and dairy industries, NIR has a wide reach of applications from measuring protein and predicting energy content to accurately assessing the performance of mixers.

In the case of Faecal NIR, the instrument is used to predict pasture quality from the dried manure of the cattle grazing that pasture. This is an important innovation for rangeland cattle producers since it is so difficult to accurately sample what the cattle are eating when the animals are grazing over such expansive and disparate types of country. Developed by CSIRO in conjunction with MLA, Faecal NIRS has been successfully delivered to the market as a commercial service by Symbio Laboratories since 2005. From each sample, a prediction of forage protein, energy, dry matter digestibility and ash is reported along with an estimate of the proportion of non-grass (browse and/or herbage) being consumed by the cattle. Phosphorus is also determined on samples by wet chemistry and this service has allowed producers to more accurately formulate their supplement programme avoiding over or undersupply of key nutrients such as nitrogen or phosphorus. When combined with an interpretation service from nutritionists experienced in rangeland cattle, this service delivers measurable benefits in optimization of a supplement programme, average daily gain and decision making around paddock stock movements.

The Faecal NIR service is now embracing innovation in the digital delivery of the results to reduce the time needed for the producer to get a result, and to permit a closer interaction between the consulting nutritionist and the laboratory. The presentation will focus on how these innovations will improve the delivery of the Faecal NIRS service.

**PRESENTER: Elizabeth Owens**

After completing an honours degree in Agricultural Science at the University of Western Australia, Elizabeth has been employed as an animal nutritionist throughout Australia for over 30 years providing least cost feed formulations and technical services to a range of intensive and extensive livestock industries for some of Australia’s leading animal health and nutrition companies.

Research in areas of broiler and equine nutrition has seen Elizabeth publish multiple articles in her career with several book chapters to her credit. Elizabeth is also an adjunct lecturer in animal nutrition at the University of Qld, a member of Standards Australia Committee for stockfeed and previously served on the RIRDC Research Committee. Elizabeth is currently Technical Sales Manager at Symbio Alliance, looking after the stockfeed, AgVet, grain and livestock industries.
PRESENTER: Désirée Jackson

Désirée Jackson is originally from Canada. She worked in north-west Queensland and Swan’s Lagoon Research Station prior to coming to Longreach. She held a dual role as a scientist and extension officer with the Department of Agriculture for over 20 years. She was project leader and one of the authors for the book “Phosphorus management of beef cattle in northern Australia” and one of the authors of the “Weaning management in northern Australia” book.

She has been heavily involved in the delivery of the Nutrition EDGE and Breeding EDGE workshop packages across Northern Australia. She led a statewide MLA-funded NIRS project across Queensland and Barkly Tablelands in the Northern Territory, to look at how well the NIRS technology which measures diet quality in grazing cattle, worked across a number of land systems, and to assist producers with the adoption of the technology. Désirée ran a long-term grazing trial at Rosebank Research Station to look at steer growth rates and diet quality on Mitchell grass country across a range of stocking rates which she is currently writing up.

She has been a producer for over 20 years, and owned cattle properties in the Stonehenge areas until a few years ago when she went into full-time management consultancy work. Her business takes her across northern Australia. She has conducted a number of Nutrition EDGE workshops and Breeding EDGE workshops across Western Australia, Northern Territory, Queensland and NSW. She also provides a diet quality interpretation and recommendation/ration and lick formulation service using faecal NIRS technology. She recently led a project funded by MLA to review and update the EDGE Network packages.

Where: Gallagher Livestock Manager Room (James Lawrence Pavillion)
When: Friday, May 11, 1:00pm – 2:00pm
Price: $20
The Innovation Landscape and what it really means to the Beef Industry

Hosted by: Telstra

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Peter Jones has been employed with Telstra for 26 years and for the last 10 of those he has been the lead engineer designing the national professional video network, DVN2. He is the Subject Matter Expert for the Chief Technology Office for Drones and UVAs Robotics and submersibles.

Peter is a member of the Society of Motion Pictures and Television Engineers and the Society of Automotive Engineering, and poses a rare mix of Television and Automotive engineering. He can design and build you a race car or a TV station. Peter has his own motorsport engineering company and manufacturing facilities in Oakleigh, Victoria. He has designed and built his own racecar and competes in the CAMS Victorian Supersprint Championship.

Peter is a Remote Pilot's License holder of <7kg fixed wing, <25kg multirotor and is in training for his <25kg single rotor license.

PRESENTER: Rachel Cliffe
Rachel Cliffe is the Northern Qld Area General Manager - Telstra Country Wide. Rachel has over 20 years’ experience in the Telecommunication industry in Regional Australia and has been the Northern Qld Telstra Area General Manager for the past 7 ½ years. Rachel's broad background includes working in Townsville call centres to managing the North Qld field operations team to public relations and stakeholder engagement through to her current role as Area General Manager.

Rachel chairs the Northern Qld Telstra Area Board delivering value for customers, our business and for our team of 1300 people across the region. Rachel is also an active member of numerous District Disaster Management groups and represents Telstra during times of natural disasters.

Rachel lives in Townsville, enjoys travelling, supporting the North Queensland Cowboys and spending time with her family.

PRESENTER: Steve Harley
Steve has over 26 years in the Telecommunications industry, commencing in 1993, founding Networx Internet, one of only three internet providers in Western Australia. Networx’s was then successfully sold to iiNet in 2001. Over the following thirteen years, Steve worked at iiNet in various executive roles, with key successes year on year. Key roles: Chief Product Officer, Marketing Manager, Merges and Acquisition Manager and Head of Business and Enterprise. He also founded and was the Director of iiNet Labs, iiNet’s research and development arm which went onto winning national awards for industrial design and technology advancements, through BoB, BoB2 and Budii Home Connected Gateways, prior to joining Telstra in 2014, through the CTO.

Where: Gallagher Energizer Room (James Lawrence Pavillion)
When: Friday, May 11, 10:30am – 11:30am
Price: $20
People and Business - key updates on research into sustainable beef production in Queensland

Hosted by: Queensland Government

Stay up-to-date with what’s new in innovative beef production research and development being undertaken by the Queensland Government. This session consists of several short, sharp, lightning-fast presentations. Speakers will be available at the Queensland Government trade stall in the Sidney Kidman Pavilion directly afterwards for more information.

1. Future Investment Outlook for the Queensland Beef Supply Chain with Elton Miller

The Future Investment Outlook will provide comprehensive, independent and evidence based information about the Queensland beef supply chain, assisting investors motivated by:

1. Securing their cattle/beef supply; reducing supply chain costs and securing against global beef market fluctuations and risks; understanding investment opportunities along the supply chain.
2. Financial returns – driven by return on investment and/or investment portfolio risk diversification.
3. Asset growth - investors seeking appreciation of farmland and property over time.

It will also develop a Companion Guide for producers, providing a ‘roadmap’ for those interested in becoming ‘investor ready’ as part of their strategy for business growth.

2. Using drones for rural workplace safety innovation with Fiona O’Sullivan

Drones are a rapidly evolving technology, and they are changing rural workplace safety in Queensland. Drones are ideal for use on rural properties as they can access areas where safe transport and communication is difficult. Let’s examine how you can use drones to manage the safety of remote and isolated workers, conduct real-time analysis on work practices, improve stockyard design, and improve health and safety outcomes in your business.

3. GrazingFutures: building resilient businesses through Best Management Practice across western Queensland with David Phelps

Western Queensland continues to suffer the impact of severe and prolonged drought. Queensland Department of Agriculture and Fisheries (DAF), supported by the Queensland Government’s Drought and Climate Adaptation Program, is seeking to build resilience in grazing businesses. DAF is providing training, information, advice and mentoring services to improve skills and knowledge in pasture management, business systems and animal production. Improvements in these areas can help increase productivity, and help buffer against future droughts or market failures. This is being delivered through the industry-led Grazing Best Management Practice system, in partnership with AgForce and Natural Resource Management, industry and community groups from Georgetown to Cunnamulla.

4. Matching industry training to a technology-rich future beef industry with Mark Tobin

Technology, data, the Internet of Things, and blockchain will revolutionise the way we breed, feed, move, market and buy beef. Queensland Agricultural Training Colleges (QATC) is responding by embracing a digital technologies platform on our industry-scale beef enterprises, with a view to showcasing these...
technologies and building student and future industry capability in this new digitally-influenced environment. QATC also offers training for those already working in the beef industry, with short courses that showcase technologies and their benefit to the beef supply chain, to upskill and grow industry capability to achieve ongoing success in a competitive global industry.

5. Safety around powerlines and plant with Fiona O’Sullivan

Overhead powerlines are one of our silent killers, particularly when aerial mustering, loading and transporting livestock. As powerlines are often “unseen” when operating equipment or machinery, it makes them incredibly dangerous with catastrophic outcomes. Planning is key and it’s crucial to identify the risks of your equipment, the location of powerlines and regular traffic routes. Find out how to stay safe around powerlines from the design phase of new cattle yards and internal roadways, when you are operating equipment, and scheduling rest breaks on the road.

6. What are producers paying for in your bulls? With Holly Reid

EBVs are considered a way in which producers can “manage what they can measure” when it comes to purchasing bulls. However, an analysis of the 2017 Rockhampton Brahman Week Sale showed that while EBV bulls achieved $9,625 ($3000 - $100,000) on average and bulls without EBVs averaged $8,840 ($3,000 - $115,000), this result was not significantly different to each other (p=0.14), suggesting that producers do not pay more money for EBV bulls. Within the EBV bulls, no single trait was strongly correlated with prices. While one may suggest that producers are therefore selecting balanced traits – given that bulls with EBV’s in general are not receiving higher prices – then it is more likely that the EBV’s in general are ignored – at least among the majority of producers.

Session Chair: Dr Wayne Hall
Executive Director, Agri-Science, Queensland Department of Agriculture and Fisheries, Brisbane

PRESENTER: Elton Miller
Executive Director, Rural Economic Development, Queensland Department of Agriculture and Fisheries, Brisbane
Elton has over 25 years of State and Commonwealth public sector experience in Australia, across a range of economic research and policy roles. Elton joined the Queensland Department of Agriculture and Fisheries in 2005. Current responsibilities include leading the Department’s trade and investment facilitation and its rural industry development capability

PRESENTER: Fiona O’Sullivan
Manager, Agriculture Unit, Workplace Health and Safety Queensland, Office of Industrial Relations
Fiona has worked in a range of roles with Workplace Health and Safety Queensland for the last 17 years. She now manages the Agriculture Program of Workplace Health and Safety Queensland, where her team work closely with industry and government stakeholders to find sustainable solutions to high-risk issues in the agriculture industry.
PRESENTER: David Phelps  
Principal Scientist, Grazing Management and Drought Resilience, Queensland Department of Agriculture and Fisheries, Longreach  
David has provided research and advice across western Queensland since 1990, when he first started with Queensland Department of Agriculture and Fisheries. He has worked in the Mitchell grasslands and channel country, studying the response of pastures to grazing, burning, drought and flooding to determine sustainable grazing practices. He currently leads delivery of the Grazing Best Management Practices program across the western Queensland.

PRESENTER: Mark Tobin  
Chief Executive Officer, Queensland Agricultural Training Colleges, Emerald  
Prior to Mark's role as the CEO of Queensland Agricultural Training Colleges, he was Director of Emerald Agricultural College, a leader in education at CQUniversity, and on medical and health-related organisation Boards in Central Queensland. Mark is also a North Queensland beef cattle enterprise owner and manager.

PRESENTER: Holly Reid  
Agricultural Economist, Queensland Department of Agriculture and Fisheries, Charters Towers  
Holly is an agricultural economist working out of Charters Towers and servicing the Burdekin Catchment area. Holly's interest in the beef industry is markets in particular live export, as well as meat science and breeder efficiency.

Where: Gallagher Energizer Room (James Lawrence Pavillion)  
When: Friday, May 10, 12:00pm – 1:00pm  
Price: $20
Australian Government northern Australia agenda – NAIF, infrastructure, investment, agricultural and export

Hosted by: Northern Australia Infrastructure Facility (NAIF)

This session will provide an overview of the Australian Government's northern Australia development agenda to support economic and population growth in the north, including in agricultural sectors.

The Australian Government engages strongly in promoting northern Australia's natural advantages to investors, including agricultural lands, abundant water and solar and undeveloped mineral resources. The right infrastructure and investment opportunities are a fundamental driver of economic change, liveability and amenity in the north. It can stimulate productivity and economic growth, increase accessibility to markets, especially for remote areas, and help attract and retain workers.

The presentation will focus on flagship initiatives including:
- The NAIF which contributes to transforming northern Australia by financing new, or material enhancement of existing infrastructure. Under its Investment Mandate, NAIF has been provided with options to structure its financing terms and conditions very differently to others lenders, and to take different risks than those lenders, to achieve its objectives.
- Beef Roads Program which makes targeted upgrades to key roads necessary for transporting cattle to improve the reliability, productivity and resilience of cattle supply chains in northern Australia, thereby reducing freight costs and strengthening links to markets.
- TranSit modelling and how it is being used in decision-making.

PRESENTER: Paul Kalmar
Paul is an experienced corporate banker with over 15 years' experience in originating and executing transactions across a range of sectors, including energy, mining, port infrastructure, health and property. He joins us from Bank of Communications where he was responsible for a number of high profile transactions including the Victorian High Capacity Metropolitan Train PPP. Prior to this, he was responsible for managing a portfolio of distressed assets with Lloyds Banking Group.

PRESENTER: Brooke Robinson
Brooke Robinson is a policy specialist working in the Commonwealth Government's Office of Northern Australia (ONA). Established in 2009, ONA provides the Government with sound policy advice on initiatives to support the development of northern Australia. In advising the Government, ONA focuses on cooperative approaches, advocacy for the north within the government, fostering consensus across northern jurisdictions, building capacity for evidence-based decision making and learning from the lessons of the past. One of ONA's key priorities is coordinating the implementation of the White Paper on Developing Northern Australia. Brooke is currently Assistant Director within ONA advising on policy approaches to increase international trade and investment in northern Australia.

Where: Gallagher Energizer Room (James Lawrence Pavilion)
When: Friday, May 11, 3:30pm – 4:30pm
Price: $20