

# Agribusiness & Primary Industry Leadership Summit

Unleashing your potential to excel as a leader to drive growth and innovation in a changing industry



## FEATURED SPEAKERS

- |                                                                                    |                                                                                                                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|    | <b>David Inall</b><br>Chief Executive Officer<br>Australian Dairy Farmers                                                                                                           |    |
|    | <b>Andrea Blake</b><br>Branch Manager<br>Primaries, A Ruralco Business                                                                                                              |    |
|    | <b>Emma Staples</b><br>Central NSW Regional Manager<br>Kenso Agcare                                                                                                                 |    |
|    | <b>James Campbell</b><br>Chief Executive Officer<br>Sanger Australia                                                                                                                |    |
|   | <b>Dr Chris Parker</b><br>Chief Executive Officer<br>Australian Pesticides and Veterinary Medicines Authority                                                                       |   |
|  | <b>David Brand</b><br>Chief Executive Officer<br>New Forests                                                                                                                        |  |
|  | <b>Lachlan Graham</b><br>Chief Executive Officer<br>Argyle Prestige Meats                                                                                                           |  |
|  | <b>Steve Meerwald</b><br>Chief Executive Officer<br>Harmony Agriculture and Food Company                                                                                            |  |
|  | <b>Dr Philip Wright</b><br>Chief Scientist and Group Director, Science<br>Department of Primary Industries NSW                                                                      |  |
|  | <b>Susan Hall</b><br>General Manager, WA Open for Business, Industry and Economic Development<br>Department of Primary Industries and Regional Development WA                       |  |
|  | <b>Sandra Cuthbert</b><br>Acting Assistant Secretary, Biosecurity Animal Division, Animal and Biological Import Assessments Branch<br>Department of Agriculture and Water Resources |  |
|  | <b>Lucinda Hawkins</b><br>Head of Agribusiness<br>Bank of Queensland                                                                                                                |  |
|  | <b>Marian Merrigan</b><br>National Health and Wellbeing Manager<br>Linfox Logistics                                                                                                 |  |
|  | <b>Michelle Landy</b><br>Executive Coach<br>Michelle Landy Communications                                                                                                           |  |
|  | <b>Maree McPherson</b><br>Principal<br>Maree McPherson                                                                                                                              |  |
|  | <b>Jane Jordan</b><br>Crisis Management Adviser, Author, Coach, Public Speaker                                                                                                      |                                                                                     |

Theme: 'Be Bold'

**Pre Workshop** 23 July  
**Summit** 24 & 25 July  
**Post Workshops** 26 July

**Novotel Darling Harbour**

Lead change for improved results

Create a culture of innovation

Overcome risk and adversity

Identify opportunities for growth



**EARLY BIRD DISCOUNTS**

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## 2018 Theme: 'Be Bold'

Having the courage and conviction to step up and seize leadership opportunities can be challenging, especially when navigating the risks. How do you know when it's time to make your move? How can you stand out as an exceptional leader and utilise change as an opportunity to progress?

This inspiring conference will showcase how a variety of leaders in the industry have developed their careers and achieved success. They will offer practical perspectives and advice on how you can realise your leadership potential in the face of common challenges.

## Pre-Summit Workshop

23 July 2018

Enhance your communication and build soft Skills to excel as a leader

**One-day workshop** 9.00 - 4.30

Hard skills, otherwise known as technical skills, can be the determining factor in securing a job or leadership position. Soft skills, on the other hand, determine your success in a leadership position.

Interpersonal communication is the backbone of all soft skills. Leaders must effectively manage their emotions and the emotions of others. They must have the ability to listen, respond constructively to criticism and adapt/react accordingly. This workshop will help you communicate confidently and solidify the soft skills that are critical to leadership success.

### Effective communication strategies

- Acknowledge the presence of everyone in the room
- Be aware of your body language
- Formal vs. conversational speaking

### Leverage teamwork and collaboration

- Delegate effectively
- Embrace different perspectives
- Avoid making assumptions

### Embrace criticism

- Be engaged and actively listen
- Reflect on what you've heard before reacting
- View negatives as positives

### Implement a positive environment

- Maximise optimism
- Master the art of resilience
- Prioritise to keep your mind on track

### Expert Facilitator:

**Jane Jordan**  
Crisis Management Adviser, Author, Coach, Public Speaker  
**Jane Jordan**

## PLUS TWO WORKSHOPS!

Plus two separately bookable interactive workshops before & after the event

## Summit Day One

**Registration and Morning Coffee** 8.30 - 8.55

**Official Welcome and Opening Comments from the Chair** 8.55 - 9.00

**OPENING KEYNOTE CASE STUDY** 9.00 - 9.50

### Dealing with adversity

- Build strategic alliances to harness collective strengths
- Transparency is key
- Never lose sight of the end goal

**David Inall**  
Chief Executive Officer  
Australian Dairy Farmers



**EXPERT COMMENTARY** 9.50 - 10.40

### Effective leadership for a disruptive age

- Understand societal change to create sustainable businesses
- Invest strategically to attract the right talent
- Promote innovation and system development

**Jane Jordan**  
Crisis Management Adviser,  
Author, Coach, Public Speaker

**Morning Tea** 10.40 - 10.55

**INTERACTIVE PANEL DISCUSSION** 10.55 - 11.45

### Engage the next generation of industry leaders

- Growing the next generation of leaders - Facilitate an industry and education relationship
- Make use of modern platforms to engage and inform
- Inspire support in upcoming leaders

**James Campbell**  
Chief Executive Officer  
Sanger Australia



**Steve Meerwald**  
Chief Executive Officer  
Harmony Agriculture  
and Food Company



**Andrea Blake**  
Branch Manager  
Primaries, A Ruralco Business



**CASE STUDY** 11.45 - 12.35

### Manage the fluid environment

- Utilise forecasting platforms
- Adopt an effective business model
- Embrace changing circumstances

**Dr Chris Parker**  
Chief Executive Officer  
Australian Pesticides and  
Veterinary Medicines Authority



**Networking Lunch** 12.35 - 1.35



## VALUE PLUS DISCOUNT

Receive up to \$400 off registration if you register and pay by 5 April 2018

24 July 2018

**CASE STUDY**

1.35 - 2.35

**Master positive self-talk**

- Promote optimism
- Overwrite negative thought with positive truths
- Accept mistakes and move forward

**Marian Merrigan**  
National Health and  
Wellbeing Manager  
Linfox Logistics



**CASE STUDY**

2.35 - 3.25

**Foster a culture of innovation**

- Use technology for operational excellence
- Seize opportunities for growth
- Push to be competitive

**Lachlan Graham**  
Chief Executive Officer  
Argyle Prestige Meats



**Afternoon Tea**

3.25 - 3.40

**EXPERT COMMENTARY**

3.40 - 4.20

**Unlock the value of networking**

- The value of building your network
- How to create solid connections
- Stay connected and keep in touch

**Maree McPherson**  
Principal  
Maree McPherson Consulting

**Concluding Remarks from the Chair**

4.20 - 4.30

# Summit Day Two

**Morning Coffee**

8.30 - 8.55

**Opening Remarks from the Chair**

8.55 - 9.00

**OPENING CASE STUDY**

9.00 - 10.00

**Expand your business internationally**

- Identify international market opportunities
- Develop a strategy to address the opportunity
- Putting the resources in place to execute strategy

**David Brand**  
Chief Executive Officer  
New Forests



**CASE STUDY**

10.00 - 11.00

**Be bold throughout your career journey**

- Examples of risk
- Push for career progression
- Be bold and smart in your decision making

**Lucinda Hawkins**  
Head of Agribusiness  
Bank of Queensland



**Morning Tea**

11.00 - 11.15

**EXPERT COMMENTARY**

11.15 - 12.15

**Empower and engage others**

- Understand personality differences
- Enhance communication within your teams
- Adapt and expand your influence

**Michelle Landy**  
Executive Coach  
Michelle Landy Communications



**Networking Lunch**

12.15 - 1.15

## ALSO AVAILABLE



**23RD WOMEN IN  
LEADERSHIP & MANAGEMENT  
SUMMIT**

23, 24, 25, 26 & 27 July 2018  
Sofitel Melbourne on Collins

**WOMEN IN  
ENVIRONMENT & SUSTAINABILITY  
LEADERSHIP SUMMIT**

28, 29, 30 & 31 August 2018  
Novotel Sydney Darling Square



### SUPER SAVER DISCOUNT

Receive up to \$300 off registration if you register and pay by 10 May 2018



### EARLY BIRD DISCOUNT

Receive up to \$150 off registration if you register and pay by 14 June 2018

25 July 2018

## INTERACTIVE PANEL DISCUSSION

1.15 - 2.15

### Seize opportunities to learn and drive growth

- Seize all opportunities for personal development
- Explore and evaluate investment opportunities
- Examples from international export / import environments

#### Sandra Cuthbert

Acting Assistant Secretary,  
Biosecurity Animal Division,  
Animal and Biological Import  
Assessments Branch

**Department of Agriculture  
and Water Resources**



#### Susan Hall

General Manager,  
WA Open for Business,  
Industry and Economic Development

**Department of Primary Industries  
and Regional Development WA**



#### Lucinda Hawkins

Head of Agribusiness  
**Bank of Queensland**



#### Emma Staples

Central NSW Regional Manager  
**Kenso Agcare**



## CASE STUDY

2.15 - 3.15

### Manage the risk and disruption of new technology

- Know the potential disruptions of new technology
- Evaluate your ability to withstand future adverse conditions
- Make informed decisions

#### Dr Philip Wright

Chief Scientist and  
Group Director, Science

**Department of  
Primary Industries NSW**



## Afternoon Tea

3.15 - 3.30

## INTERACTIVE CLOSING ROUNDTABLE

3.30 - 4.30

### Future directions for agribusiness and primary industry

- Future predictions
- Recurring trends
- The current direction of the industry

#### Maree McPherson

Principal  
**Maree McPherson Consulting**



### Concluding Remarks from the Chair and Summit Close

4.30

## ABOUT THE EVENT

Australia's Agribusiness and Primary industry continues to be a key contributor to economic growth. The rising demand for food, domestically and globally, has driven rapid growth in Agribusiness and Primary Industry markets. Leaders in this industry must utilise new technologies and foster innovation to sustain growth in their organisation and make progress in their career.

The inaugural Agribusiness and Primary Industry Leadership Summit brings together inspirational leaders to share their career journeys. The summit will help emerging and existing leaders navigate the changing environment and connect with like-minded individuals. Attendees will learn the key skills and strategies required to thrive in this complex industry environment.

## WHO WILL ATTEND

Current Leaders



Aspiring Leaders



Future Leaders



## GROUP DISCOUNTS AVAILABLE:

3 - 4

DELEGATES

10% DISCOUNT

5 - 7

DELEGATES

15% DISCOUNT

8 +

DELEGATES

17% DISCOUNT



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## Lead change and manage disruption

### Day One

9.00 - 4.30

Successful change management is essential for anyone in a leadership position. The modern world consists of evolving technologies, tools and methods. Innovation continues to drive organisational change and needs to be utilised to create career and organisational excellence.

Leaders must be able to manage the internally-driven changes and the external, uncontrollable changes that impact the industry. It is important to understand how to manage change and what disruption looks like. This interactive workshop will provide you with a change management game plan and the skills needed to minimise the impact of disruption to effectively lead change.

#### The aspects of change and why it's disruptive

- Chosen change versus imposed change
- Mechanisms for dealing with unexpected change
- Become a change agent and driving change

#### Leadership during change

- Determine a clear direction
- Implement change and develop action plans
- Lead yourself and others

#### Communicate change and inspire collaboration

- Engage employees early in the change process
- Regular, responsive communication
- Strengthen others' commitment to change

#### Become adaptive

- Assess your leadership style and strategy
- Learn to adapt quickly and efficiently
- Master the art of resilience

#### Expert Facilitator:

**Michelle Landy**  
Executive Coach  
Michelle Landy Communications

## WORKSHOP SCHEDULE

• 8.30 - 9.00	<b>Registration</b>	• 11.00 - 12.30	<b>Session Two</b>	• 3.00 - 3.20	<b>Afternoon Tea</b>
• 9.00 - 10.40	<b>Session One</b>	• 12.30 - 1.30	<b>Lunch</b>	• 3.20 - 4.30	<b>Session Four</b>
• 10.40 - 11.00	<b>Morning Tea</b>	• 1.30 - 3.00	<b>Session Three</b>	• 4.30	<b>Close of Workshop</b>

### More people? More savings!

**3 - 4**

DELEGATES

10%DISCOUNT

**5 - 7**

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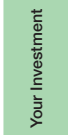
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Booking Contact Information				
Title	Full Name	Position	Email	Phone



#	Title	Full Name or TBA	Position	Email	Attendance Date/s
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Options (per person)	Value Plus Rate*** Register and pay by 5 April	Super Saver Rate** Register and pay by 10 May	Early Bird Rate* Register and pay by 14 June	Standard Rate
Qty				
4 Days	\$3895 + GST = (\$4284.50)	\$3995.00 + GST = (\$4394.50)	\$4145.00 + GST = (\$4559.50)	\$4295 + GST = (\$4724.50)
3 Days	\$3195 + GST = (\$3514.50)	\$3295.00 + GST = (\$3624.50)	\$3445.00 + GST = (\$3789.50)	\$3595 + GST = (\$3954.50)
2 Days	\$2395 + GST = (\$2634.50)	\$2495.00 + GST = (\$2744.50)	\$2645.00 + GST = (\$2909.50)	\$2795 + GST = (\$3074.50)
1 Day Workshop	\$1295 + GST = (\$1424.50)	\$1345.00 + GST = (\$1479.50)	\$1445.00 + GST = (\$1589.50)	\$1495 + GST = (\$1644.50)
Discounted off standard rates :	<b>Save up to \$400</b>	<b>Save up to \$300</b>	<b>Save up to \$150</b>	



<b>Exhibition Package</b>	<input type="checkbox"/> <b>Exhibition Table, Brand Exposure at Event, 2 x 2 Day Delegate passes</b>	\$8995 + GST = (\$9,894.50)	<b>Partner Discount</b>	Members of supporting organisations receive a special 10% discount off standard rates!	<b>TOTAL incl GST</b>
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<b>Group Discounts Available:</b>	<b>10% off Standard Rate</b> Team of 3 - 4	<b>15% off Standard Rate</b> Team of 5 - 7	<b>20% off Standard Rate</b> Team of 8 +
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