

PROGRAM

Australian Agriculture Roundtable Conference 2013

Sydney Harbour Marriott Hotel, 30 Pitt Street, 6 & 7 November

Conference Dinner

Wednesday, 6 November

- 6.30 pm Pre-dinner drinks and canapés
7.25 pm **Chairman's Address: David Anthony**
7.35 pm Presentation of the 2013 John Ralph Essay Competition Prizes
8.00 pm **Dinner Speaker:**
Ian Glasson, Chief Executive Officer, Zuellig Agriculture;
and former Chief Executive Officer, Sucrogen

Is the Asian consumption boom a myth or reality for Australian agriculture?

It has been predicted that Australian agriculture will experience a boom as Asian consumers gain wealth and diversify and increase their food consumption. This is predicted to propel Australian agriculture to new levels of prosperity. How realistic are these projections? Is Australian agriculture really positioned to become the 'food bowl of Asia', or is this just hype?

- 8.25 pm Questions and answers

Roundtable Conference

Thursday, 7 November

- 7.00 am Registration and breakfast
7.50 am **Breakfast Speaker:**
Adam Tomlinson, Senior Research Officer, Australian Farm Institute

A progress report on Australia's agricultural trade with Asia

The rise of the Asian middle class consumer undoubtedly presents Australian agriculture with enormous potential opportunities, but Australia will not be alone in competing for these markets. In fact, a close analysis of Australia's trade performance in recent years indicates that many of Australia's competitors in agricultural exports are doing better at capturing these new markets than Australia. Adam Tomlinson, Senior Research Officer at the Australia Farm Institute has spent more than a decade in Europe and Asia analysing agricultural markets for major financial institutions, and will provide a progress report on Australia's agricultural trade performance in Asia.

- 8.15 am Questions and answers

The globalisation of the Australian grains industry and what it means for Australian grain growers

International grain markets are changing quickly, with nations such as China emerging rapidly as growing new markets, and developing nation exporters from Eastern Europe and South America becoming highly competitive exporters. What will this mean for the already changing grains market in Australia?

- 8.55 am **Alison Watkins**, Managing Director and Chief Executive Officer, GrainCorp Limited
9.15 am **Philippa Purser**, Managing Director, Cargill Australia
9.35 am **Keith Perrett**, former Chairman, Grains Research and Development Corporation
9.55 am Questions and answers
10.30 am **Morning tea**

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The future of agricultural advocacy in Australia

On a whole range of issues from water and animal welfare to trade, the Australian agriculture sector seems to be constantly on the back foot and at the mercy of community groups and activists. Is it possible for such a diverse sector like agriculture to develop a more effective advocacy system that can better represent the sectors interests to policy-makers and the wider community?

11.00 am **The Hon John Anderson AO**, former Deputy Prime Minister of Australia and former Leader of the National Party

11.20 am **David Trebeck**, agribusiness leader and consultant

11.40 am **Cole Groves**, Chairman, New Zealand Young Farmers

12.00 pm Questions and answers

12.30 pm Lunch

The future of animal welfare policy in Australia and its implications for livestock industries

Australian animal welfare policies have been under the spotlight over the last 12 months with the rise of activist groups such as Animals Australia and the ban on live exports. Recently there has been even more coverage on the issue with leading Australian supermarkets promoting their own animal welfare standards. How can a mutual understanding on this issue be reached by the public, farmers, governments and activist groups so that all interests are met?

1.30 pm **Lynne Bradshaw**, National President, RSPCA

1.50 pm **Professor Paul Hemsworth**, Director, Animal Welfare Science Centre, Melbourne School of Land and Environment, The University of Melbourne

2.10 pm **Sue Middleton**, farmer and 2010 RIRDC Rural Woman of the Year

2.30 pm Questions and answers

3.00 pm Afternoon tea

The importance of a national 'brand' in domestic and international agricultural markets

What differentiates Australian agriculture from other nations and why should international consumers prefer Australian produce over produce from say Canada or New Zealand? Australia's efforts to promote agriculture have been complacent compared to its international competitors who currently have strong promotional campaigns which support their national agricultural 'brand' and distinguish it from the rest of the marketplace. What should the Australian agriculture sector do to better position itself to consumers in both domestic and international markets?

3.30 pm **Craig Davis**, former Global Chief Creative Officer, J Walter Thompson and Saatchi & Saatchi; and Co-Chairman, Publicis Mojo

3.50 pm **Bruce Gosper**, Chief Executive Officer, Austrade

4.10 pm Questions and answers

5.00 pm Conference close