

# PROGRAM

Australian Agriculture Roundtable Conference 2014  
Park Hyatt Melbourne, 12 & 13 November 2014

Conference sponsors:



## Conference Dinner

**Wednesday, 12 November**

- 6.30 pm Pre-dinner drinks
- 7.20 pm **Chairman's Address: David Anthony**, Australian Farm Institute
- 7.30 pm Presentation of the 2014 John Ralph Essay Competition Prize
- 7.40 pm **Dinner Sponsor: Mark O'Sullivan**,  
Chief Executive Officer, The Royal Agricultural Society of Victoria
- 8.00 pm **Dinner Speaker: Gary Helou**, Managing Director,  
Murray Goulburn Co-operative Co. Limited  
Look North, Go North - a vision for the Australian food industry
- 8.30 pm Questions and answers

## Roundtable Conference

**Thursday, 13 November**

- 7.00 am Registration and breakfast
- 7.40 am **Breakfast Sponsor: Lachlan McKinnon**,  
General Manager Australia and New Zealand, Nufarm
- 7.50 am **Breakfast Speaker: J. Matthew Pryor**,  
Chief Executive Officer, Observant Pty Ltd  
The potential for digital technologies to fundamentally change agriculture in the future
- 8.10 am Questions and answers

## Australia's agricultural trade performance and future prospects

Australian agriculture has always been heavily dependent on export markets, and this will continue to be the case as food and fibre markets in developing nations continue to expand much more rapidly than the Australian domestic market. Recently negotiated trade agreements with Japan and Korea are likely to enhance Australia's agricultural trade performance, although other trade agreements such as the Australia-China Free Trade Agreement and the Trans Pacific Partnership agreement are yet to be finalised. While progress on bilateral trade agreements is welcomed, the ultimate test of the success of these arrangements is the performance of Australian agriculture in international markets, especially relative to key international competitors, and this will be a key focus of discussion during this session of the conference.

- 8.45 am Introduction: **Mick Keogh**, Executive Director, Australian Farm Institute
- 8.55 am **Alan Oxley**, Managing Director, ITS Global
- 9.15 am **Anders Crofoot**, National Vice President, Federated Farmers of New Zealand
- 9.35 am **Mark Henry**, Project Officer, Australian Farm Institute
- 9.55 am Questions and answers
- 10.30 am Morning tea**

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### Roundtable Conference

Thursday, 13 November

#### Competition policy – how can Australia find the right balance to optimise economic benefits?

One of the most significant policy issues currently being reviewed by the Australian Government concerns the future of competition policy in Australia. This issue is particularly relevant to agriculture, given the past-history of statutory marketing arrangements, the industry deregulation that occurred throughout the 1990s, and the current structure of many of the markets in which Australian farmers are involved. The outcome of the current review has the potential to impact on farm businesses and downstream processors both immediately and over the longer term, so it is important for industry participants to obtain a good understanding of the issues involved, and the potential outcomes.

11.00 am **Rod Sims**, Chairman, Australian Competition and Consumer Commission

11.20 am **Gary Dawson**, Chief Executive, Australian Food and Grocery Council

11.40 am **Su McCluskey**, Chief Executive Officer, Regional Australia Institute and Member, Competition Policy Review Panel

12.00 pm Questions and answers

**12.30 pm Lunch**

#### Digital agriculture and its implications for Australian farmers

The rapid emergence of GPS-enabled farm machinery, and the emergence of low-cost digital monitoring and imagery technology has the potential to dramatically change broadacre agriculture, and bring about a step-change in productivity as management changes from the paddock or herd level to the square metre and individual animal level. As well as enabling much more specific management, digital agriculture also makes feasible the collection and distribution of much more comprehensive data about farm production systems – potentially to meet quality assurance standards but also to check or enforce compliance. These developments not only create opportunities for productivity gains, but also raise questions about data privacy and ownership. These issues will be further explored during this session of the conference.

1.30 pm **Dr David Henry**, Principal Research Scientist, CSIRO

1.50 pm **Doug Fitch**, Chief Executive Officer, Agworld Pty Ltd

2.10 pm **Daniel Kruithoff**, Managing Director Australia and New Zealand, Monsanto

2.30 pm Questions and answers

**3.00 pm Afternoon tea**

#### What are the new technologies or developments that are likely to deliver productivity gains for farmers in the next 10 years?

Critical to the future growth of Australian agriculture and the continuing competitiveness of the sector is growth in productivity. Exactly where the next gains in productivity will come from is a critical question, given the very lacklustre productivity performance of the sector over the past decade. This session of the conference will involve an interactive discussion between some of the leading technology experts from both the public and private sector, discussing the systems and technologies they believe have the best potential to accelerate productivity growth in specific sub-sectors of Australian agriculture.

3.30 pm **Ben Miles**, Head of Cereals and SeedCare Australasia, Syngenta Australia Pty Ltd

3.45 pm **Professor James Rowe**, Chief Executive Officer, Sheep CRC Ltd

4:00 pm **John Lloyd**, Chief Executive Officer, Horticulture Australia Limited

4:15 pm **Michele Genini**, General Manager Australia and New Zealand, Elanco Animal Health

4:30 pm Questions and answers

**5.00 pm Conference close**