

## ASF Seed Business 2018 Convention Report

*The ASF Seed Business 2018 Convention held from 21-23 August saw a strong attendance in having 5 exhibitors and 104 delegates with 56 companies represented. Delegates and Partners met at St Kilda, the inner beachside suburb of Melbourne at the Novotel Hotel for two eventful days that included speaker sessions, networking, group meetings, social events and recognising two seed members who have contributed vastly to the industry.*

The two-day ASF Seed Business event presented seed members the opportunity to discuss industry issues, debate hot topics and raise areas of mutual concern, as well as network and learn from each other.

### TUESDAY 21 AUGUST

The ASF Seed Business 2018 Convention started with the **Welcome Drinks Cocktail Reception** where delegates made their way to St Kilda in Melbourne and mingled with sponsors, exhibitors and partners at the Novotel Hotel - Esplanade Diner & Bar.

Thank you to Colquhoun's (ASF Silver Corporate Sponsor) in sponsoring the event and to Bob Adams who provided a brief presentation during the night.



### WEDNESDAY 22 AUGUST

The Convention officially opened by **David Jochinke**, Vice President of the National Farmers Federation who addressed delegates and spoke about the challenges the agriculture industry face and the importance of the seed industry.

Delegates were also welcomed by the opening of the Trade Show. This year's Trade show saw a varied number of exhibitors including Colquhoun's (ASF Silver Corporate Sponsor), DTS Seed Assurance (ASF Bronze Corporate Sponsor), PETKUS Australia Pacific, AgEtal, and Pope Packaging.

The 2018 program had a number of important speakers who presented on a variety of industry matters and updates allowing delegates to be informed and discuss issues within the industry.

One of the highlights of the program included keynote speaker Jason Clarke from Minds at Work who gave an interactive workshop with delegate participation in helping people 'think again' on a number of issues ranging from creativity and troubleshooting to culture change and leadership. Delegates were taken through a model of how to seed and harvest great ideas. Every business starts

with a great idea. With the proper care and feeding the idea becomes a product or service. The workshop saw delegates think of ideas in new ways and in doing so it can create better products and services resulting in smarter businesses and economies and can solve problems you may not realise you had.

After morning tea Martin Kneebone from Freshlogic spoke about the pressures and emerging trends in food markets and outlined the affect it is having on consumer trends now shifting from in-person shopping at the supermarket to now using Uber-Eats and online shopping where groceries are delivered to your door.



Left: David Jochinke, Vice President, National Farmers Federation

Right: Martin Kneebone, Managing Director, Freshlogic



Jason Clarke, Founder, Minds at Work



Following on from Martin, it was great to welcome Phin Ziebell from the National Australia Bank back to the Convention this year. Delegates enjoyed listening to Phin provide an insight and perspective talk on the economy and agriculture projections.

The Afternoon consisted of several speakers who presented on topics about the future of pasture measurement; latest breeding methods on forage and turf in Australia; and on a new PBR application tool called UPOV PRISMA.

Throughout the Convention, delegates also heard from Fiona Chambers from the When Bee Foundation who gave several presentations on the Queen Bee Genetic Improvement Program and food security including the national and global threats to the bee industry.

Delegates had a chance to wind down and relax after a busy day with the **Convention Gala Dinner** sponsored by Seed Services Australia. The dinner was held within walking distance at Encore St Kilda across from the beach. Among the attendees were three life members and their wives – Graeme and Beth Smith, Andrew and Elaine Henderson and John and Jacquie Smyth. It was great to have them all in attendance and enjoying the night with other seed industry colleagues.

**Joanne Hamilton-Vale** entertained the crowd with her stories in being a World Champion stand-up paddleboard rider. Delegates were amazed in her achievements and inspired by her talent and courage in the various races she has done and commitment to the sport.

During the night, the ASF presented two seedsman with life membership to the Federation. Donald Coles presented a life member award to **Kerrie Gleeson** who has served in the industry for more than 50 years.

Lindsay Cook also presented a life member award to **Peter Smith** for his long-serving commitment to the seed industry in having worked in the sector for more than 40 years. We congratulate both Kerrie and Peter on receiving life membership to the ASF.

## THURSDAY 23 AUGUST

Thursday began with the 32nd ASF Annual General Meeting where Bill Fuller gave a CEO report that detailed the many activities the ASF had been involved in during the year including; Hosting the ISF 2018 Congress in Brisbane, Maintaining member funds through Path-to-Profit initiatives, ASF Seed Training, Pasture Trial Network, and Representation and submissions on a range of seed industry issues.

ASF President, Steve Brill presented the new ASF strategic plan for 2019-2024 and outlined the new group structure of the Federation. Steve also gave a brief presentation to members on the success and outcome from the ISF 2018 World Seed Congress held in Brisbane in early June which the ASF hosted. He presented Donald Coles and Alysha Lockley with a thank you gift on behalf of the Federation along with the National Organising Committee.

The rest of the day saw the Australian Seeds Authority Annual General Meeting and ASF Group plenary sessions where delegates were informed of current issues and discussed policy. Alastair James from CropLife Australia presented on the Seed Treatment Stewardship Strategy at the Seed Processors Group session. During the Horticulture Working Group meeting delegates learnt of the **International Clean Seed Pathway** initiative in response to the increase in the global movement of seeds for planting and associated phytosanitary regulation.

The ASF Code of Practice Forum was

held late afternoon where members discussed and voted upon changes and recommendations provided by the Code of Practice Administration committee. The day finished with delegates voting on two motions from the regions and saw the closing of the Trade Show.

We would like to thank all who attended the Convention. Thank you to all the Sponsors including DTS Food Assurance in sponsoring the Meal Breaks and Malone Wines for sponsoring the Convention Awards.

### Alysha Lockley Business Services Manager



ASF Gala Dinner 2018 - Encoure St Kilda



Left: Joanne Hamilton-Vale, World Champion Stand-up paddlerboard rider - guest speaker at the ASF Gala Dinner



Fiona Chambers, CEO, When Bee Foundation



Kerrie Gleeson awarded ASF Life Membership



Peter Smith (right) awarded ASF Life Membership, presented by Lindsay Cook (left)



ASF President Steve Brill presenting the new ASF strategic plan and group structure