



Australian Seed Federation
SOWING SEEDS

ASF Seed Business 2017 Convention Report

The ASF Seed Business 2017 Convention held from 22-24 August saw a great attendance in having 7 exhibitors and 115 delegates with 70 companies represented. Delegates met in the heart of Adelaide at the Stamford Plaza Hotel for three eventful days that included a training day, speaker sessions, networking, group meetings, social events and recognising a seed member who has contributed vastly to the industry.

MONDAY 21 AUGUST

The ASF held a specialised half-day workshop on Seed Testing, Sampling and Certification which was hosted by Seed Services Australia at their premises, prior to the ASF Training Day and Convention.

This was a more in-depth and interactive workshop where delegates got to have a more hands-on learning approach. The 27 participants heard from various key speakers on learning about how different tests are performed and how the results relate to actual seed analysis certificates. The workshop ended with a panel discussion and seed laboratory tour.

TUESDAY 22 AUGUST

The stage was set for the seed industry's biggest event, with delegates making their way to Adelaide for the ASF Seed Business 2017 Convention and Training Day. The two-to-three day event presented seed members and new entrants the opportunity to discuss industry issues, debate hot topics and raise areas of mutual concern, as well as network and learn from each other.

The **ASF Seed Industry Training Day** held in conjunction with the Convention, was very popular

in having slightly just under 40 participants and 13 speakers, once again showing the importance of training and education within the seed industry. Participants took part in various specialised sessions hearing speakers present on all areas within the seed supply chain.

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

Following the Training Day was the fourth time running **ASF Tenpin Bowling social function** where 32 delegates took to the lanes at Kingpin Bowling having some fun over drinks and networking with other colleagues and industry members. It was an interesting afternoon with lots of delegates getting strikes and knocking down pins. Observations saw a few who may have been practicing since last year.

Thank you to Shane Callahan from Callahan Seed who Sponsored this

fun social event. Congratulations to Andrew McNaughton from Seed Force who took out the overall winning score of the day with a combined 2-game score of 295 followed closely by Jason Spiteri from Mainfreight Air and Ocean who came second with a combined 2-game score of 274.

The day finished with the **Welcome Drinks Cocktail function** held at La Boca Restaurant where delegates and those who attended the Training Day were able to mingle and network together enjoying the tasty Argentinean food and atmosphere. 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 23 AUGUST

The Convention officially opened by the Hon. Justin Hanson, Member of South Australian Legislative Council who addressed delegates and spoke about the role agriculture plays in the South Australian economy and the importance of the seed and agriculture industry.

The 2017 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.

Keynote speakers included Linda Ginger from 9Strategic who gave an interactive workshop with delegate participation in identifying the gaps and where to put their company focus working through a guide of questions on each individual seed business.

After morning tea Phin Ziebell from the National Australia Bank provided an insight and perspective talking on the economy and agriculture projections.

Following lunch Gioia Small from Treasury Wine Estate captured the audience speaking about integrating climate change risk and opportunity into business decisions. She outlined how climate change has and is affecting the wine industry in Australia which gave delegates an insight into this industry and future challenges ahead.

The ASF Group meetings then took place with the Plant Breeders & Proprietary Marketers Group meeting and the Biotechnology Working Group meeting. Delegates listened to various speakers during these sessions on topics about the Gene Technology Regulatory Reviews, South Australian farmers' perspective on GMO's, and an update from Grain Trade Australia. The afternoon saw several speakers

who provided an update on Pastures and the current trials including a look at the newly launched website for PTN with data results.

Delegates then had a chance to wind down and relax after a busy day with the ASF Convention Gala Dinner sponsored by Seed Services Australia who were also celebrating their 100th centenary year. The dinner was held at the iconic Adelaide Oval and was an AFL themed event which saw delegates and partners dress-up in AFL attire. Some went all out in wearing football shorts, even with the cold winter weather. It was great to see delegates get into the fun and spirit of the event. Alysha made sure to round everyone up in being the umpire on the night and did not have any hassals in using the whistle and giving delegates warnings if they did not behave.

Among the attendees were three life members and their wives – Graeme and Beth Smith, Bob and Gini Tidy and Andrew and Elaine Henderson. It was great to have them all in attendance and enjoying the night with other seed industry colleagues.

David Parkin OAM entertained the crowd with his stories in having played for the Hawthorn Football Club and later coached the club as well as the Carlton and Fitzroy Football Clubs. He gave an insight into the challenges the AFL game is facing today and the difference when he played and coached. Delegates laughed hearing his football stories and highlights of his career as well as got to take away some important messages. David is a true icon and gentleman of the AFL game and certainly made for an enjoyable night!

Delegates were also entertained by Donald Coles, Chairman of the ASF National Organising Committee who gave a funny talk on the upcoming ISF World Seed Congress which the ISF

and ASF will be hosting in Brisbane next year. The presentation made for a lot of laughs as it included some great Aussie humour.



THURSDAY 24 AUGUST

Thursday began with the 31st ASF Annual General Meeting followed by the Australian Seeds Authority Annual General Meeting. Lindsay Cook presented a special award to Dr Kevin Boyce for his long standing dedication and service to the Australian seed industry. Unfortunately Kevin was unable to be present to receive his award however Peter Smith gave a brief speech and accepted this award on his behalf.

The rest of the day saw ASF Group plenary sessions where delegates were informed of current issues and discussed policy before closing the day with voting on various motions and the closing of the Trade Show.

We would like to thank all who attended the Convention and Training Day/s and to those who participated in the social activities. Thank you to all the Sponsors including DTS Food Assurance in sponsoring the Meal Breaks, Malone Wines for sponsoring the Convention Awards, and Colquhoun's for sponsoring the delegate satchels.

Alysha Lockley
Business Services Manager