



Australian Seed Federation  
SOWING SEEDS

**2022**

# **SEED BUSINESS CONVENTION**

**Program**

16-18 August

Hilton Brisbane, QLD

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**...YOU CAN SEE TEN  
DIFFERENT COMPANIES  
IN TWO DAYS RATHER  
THAN ORGANISING  
FACE-TO-FACE  
MEETINGS ACROSS  
AUSTRALIA**

Connecting your business to the seed and agriculture industry

# TUESDAY 16 AUGUST

## TRAINING & LEADERSHIP DAY

8.30am	<b>REGISTRATION OPEN FOR SEED INDUSTRY TRAINING &amp; LEADERSHIP DAY</b> Redlands/Lockyer Room, Level 5 - Hilton Brisbane, 190 Elizabeth Street, Brisbane City
9.00am	<b>What is Seed and how does it work?</b> Ms Kym Beliveau, Australian Seed Labs
9.30am	<b>How to read a seed analysis certificate</b> Mr Ken Cunliffe, AgEtal
10.00am	<b>Principles and requirements for successful seed production</b> Mr Bruce Guy, PGG Wrightson (DLF Seeds)
10.30am	MORNING TEA
11.00am	<b>Seed Cleaning and processing</b> Mr Steve Brill, Seedtech & Mr Ashley Fraser, Baker Seed Co.
12.00pm	LUNCH
1.00pm	<b>Seed Import requirements for seed for sowing</b> Ms Jana Hatzis, Plant Import Operations, Department of Agriculture, Fisheries and Forestry
1.30pm	<b>Seed Export requirements for seed for sowing</b> Ms Rachel Hayes, Grain and Seed Exports Program, Department of Agriculture, Fisheries and Forestry
2.00pm	<b>Leadership</b> Mr Beau Robinson, Business Leadership & Culture Coach <a href="http://www.beaurobinson.com.au/about">www.beaurobinson.com.au/about</a>
3.30pm	AFTERNOON TEA
3.45pm	<b>Leadership (Continued)</b> Mr Beau Robinson, Business Leadership & Culture Coach
5.30pm	CLOSE OF THE DAY



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5.30pm - 6.00pm	<b>REGISTRATION OPEN FOR SEED BUSINESS 2022</b> Ballroom Foyer, Level 5 - Hilton Brisbane, 190 Elizabeth Street, Brisbane City
6.00pm - 8.00pm	<b>WELCOME DRINKS RECEPTION</b> Onsite: Pool Terrace - Hilton Brisbane, 190 Elizabeth Street, Brisbane City Dress code: smart casual

# WEDNESDAY 17 AUGUST

## CONVENTION DAY 1

8.00am	<b>REGISTRATION COMMENCES AND TRADE EXHIBITION OPEN</b> Ballroom Foyer, Level 5 - Hilton Brisbane, 190 Elizabeth Street, Brisbane City
8.30am	<b>Hour of Power (Private Business Meetings &amp; Networking)</b>
9.30am	<b>OFFICIAL CONVENTION OPENING</b> Prof Matthew Morrell, Queensland Alliance for Agriculture and Food Innovation
9.45am	<b>Carbon Farming</b> Ms Kate Carmicheal, AgriProve Pty Ltd
10.15am	<b>GRDC Sponsored Plenary</b> Prof Matt Hayden, Agriculture Victoria Research, Department of Jobs, Precincts and Regions
10.45am	MORNING TEA
11.15am	<b>The risk of illegal seed to Australia's biosecurity</b> Dr Gabrielle Vivian-Smith, Department of Agriculture, Forestry and Fisheries
11.45am	<b>Seed Health - International</b> Dr Rose Souza-Richards, ISF Seed Health Priorities, International Seed Federation
12.15pm	<b>Organic considerations for seed health</b> Ms Josefine Pettersson, Australian Organic Limited
12.45pm	LUNCH <b>Women in Seed Luncheon</b> Ms Maree Crawford, Elders
2.00pm	<b>Introduction to the ARC Future Crops Training Centre</b> Dr Lauren duFall, ARC Future Crops Training Centre
2.30pm	<b>Launch of seed industry education and training online portal</b> Mr Fergus Brown & Mr Osman Mewett, ASF Secretariat
3.00pm	AFTERNOON TEA
3.30pm	<b>ASF Annual General Meeting</b>
4.30pm	<b>Hour of Power (Private Business Meetings &amp; Networking)</b>
5.45pm	Depart Hilton Brisbane and walk to Customs House (10 minute walk)
6.00pm	Pre-Dinner drinks 6.00pm
6.30pm - 10.30pm	<b>CONVENTION GALA DINNER - Customs House</b> Speaker: <b>Mr Michael Milton OAM</b> <a href="http://www.icmi.com.au/michael-milton/">http://www.icmi.com.au/michael-milton/</a> Dress Code: Smart Casual Address: 399 Queen Street, Brisbane City - <a href="https://customshouse.com.au/">https://customshouse.com.au/</a>

# THURSDAY 18 AUGUST

## CONVENTION DAY 2

8.00am	<b>REGISTRATION AND TRADE EXHIBITION OPEN</b> Ballroom Foyer, Level 5 - Hilton Brisbane, 190 Elizabeth Street, Brisbane City	
8.30am	<b>Hour of Power (Private Business Meetings &amp; Networking)</b>  <b>Australian Seeds Authority (ASA) Annual General Meeting</b>	
9.45am	<b>Export Challenges</b> Mr Russell Kerley, Seaway Logistics Pty Ltd	
10.15am	<b>Australia's International Agricultural Aid Program</b> Dr Tristan Armstrong, Department of Foreign Affairs and Trade	
10.45am	MORNING TEA	
11.15am	<b>Bulk Seed Packaging</b> Mr Barry Croker, Advanta Seeds	<b>Horticulture Stream</b> Ballroom B *Refer to group agenda for details on speaker presentations and times
11.45am	<b>Seed Bag Recycling / bagMUSTER</b> Dr Jana Phan, CropLife Australia	
12.15pm	<b>The future of plant breeder's rights in Australia</b> Mr Rob Crispe, IP Australia	
12.45pm	LUNCH	
1.30pm	<b>Pasture Metrics</b> Mr Bill Fuller, Bill Fuller Consulting & Mr Osman Mewett, ASF	<b>Horticulture Stream</b> Ballroom B *Refer to group agenda for details on speaker presentations and times
2.00pm	<b>Lawn and Turf</b> Mr Dave Mason, Superintendent, Brisbane Golf Club	
2.30pm	AFTERNOON TEA	
3.00pm	<b>Impact of floods on turf production nationwide</b> Mr Dave Mason, Superintendent, Brisbane Golf Club	
3.30pm	<b>CLOSE OF CONVENTION &amp; TRADE EXHIBITION</b>	

# FRIDAY 19 AUGUST

## FIELD DAY

9.00am	<b>DEPART HILTON BRISBANE</b> Coach transfer to Toowoomba
10.45am	Arrive at Pacific Seeds
10.45am	MORNING TEA
11.00am	Tour of Pacific Seeds - showcasing Grintech equipment
12.00pm	Depart Pacific Seeds - coach transfer to Barenbrug Australia, Toowoomba site
12.15pm	Arrive at Barenbrug Australia
12.15pm	LUNCH
1.30pm	Tour of Barenbrug Australia - showcasing Grintech equipment
2.30pm	Depart Barenbrug Australia - coach transfer to Hilton Brisbane
4.15pm / 4.30pm	Arrive at the Hilton Brisbane Hotel

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