

## **AIA National Student Awards, Modern Media in Communication Workshop & Conference Welcome Dinner/AGM – DAY 1**

**DATE – THURSDAY 26 MAY 2016 IN ADELAIDE, SOUTH AUSTRALIA**

**VENUE: South Australian Research and Development Institute Auditorium, 2b Hartley Grove, Urrbrae, SA (On Waite Campus)**

### **National Student Awards**



The top agricultural students from each state give their full presentation to the judges and delegates in a bid for the National Student Award, sponsored by Peracto. Keep your eye out for upcoming AIA weekly alert, each Tuesday, which will run a feature on each nominee leading up to the event. More information on the nominees and their topics will be available shortly via the [website](#).

### **Registration Open 11am**

- 1. 11.15am -12.15pm – National Student Awards Presentations to judges**
- 2. 12.15pm – 1.15pm – Lunch**
- 3. 1.15pm – 2.15pm - National Student Awards Presentations to judges**
- 4. 2.15pm – 2.30pm – Afternoon Tea**

### **Use of modern Media in Communication —Workshop run by David Cussons – AIA Communications Officer**

Have you ever wondered how to use the media to effectively engage potential customers with your business or organisation?

From social media to feature articles and press releases, effective media strategy is about telling your story well, in a way that engages with the right people at the right time.

In this session, run by AIA Communications Manager David Cussons, you will look at how media is evolving today and what the best strategy is for your business, through a range of theoretical and practical exercises.

Owner of CussonsMedia, David works with a range of clients from multinationals to local groups, delivering products including video, audio, agricultural and technical writing, social media and more. He holds an honours degree in Agricultural Science from UWA, has worked extensively across Australia with ABC Radio and has managed the family farming properties in Western Australia.

5. 2.30pm – 3.30pm - Use of modern Media in Communication —Workshop run by David Cussons – AIA Communications Officer

### **Conference Welcome Dinner, AGM & National Student Award Presentations**

The AIA National Board invites you to a social networking event, which includes dinner, the national AGM, and the opportunity to engage with the top agricultural students from universities as they vie for the AIA National Student Award.

**VENUE:** Adelaide Inn, 160 O’Connell St, North Adelaide, South Australia 5006 -

<http://www.adelaideinn.com.au>

**TIME:** 7pm – 10pm

**INCLUDES:** Presentation of the National Student Awards and the Ag Institute Australia National Annual General Meeting (AGM).

**COST:** \$50 per head.

**3 Course Meal will be provided and drink will be able for purchase from the drinks menu.**

Dietary requirements to be advised during the online registration process.

## **AIA South Australian Conference: The Government’s Innovation Policy – How can Agriculture and Our Profession make it happen and Benefit? DAY 2**

### **DATE and PLACE – FRIDAY 27 MAY 2016 IN ADELAIDE, SOUTH AUSTRALIA**

The renewed interest in innovation is certainly welcome. To quote the policy “In a changing economic landscape, embracing innovation will be key to ensuring that our regions continue to grow and flourish” (<http://www.innovation.gov.au/>).

Most people will agree with the need to increase the innovation pipeline Hence the idea that successful industry innovation is a “pipeline” process – it needs ideas coming from practitioners and researchers, it needs triers and developers, it needs adopters and adapters and it needs promoters and marketers. All need to be encouraged and recognised since without anyone of them the process will stall.

The purpose of the Conference is to develop a thorough understanding of the Innovation Policy, the opportunities it provides, the constraints, what it should provide, and the most effective means of doing so. It will focus on primary industry related issues and needs in research, field application, and extension, including the place of consultants, marketing innovation and the opportunities for partnerships

### **WHO WILL ATTEND:**

The Conference will attract those involved in:

- Developing innovative opportunities in research development, extension and marketing at a general and a commodity level. This includes state and commonwealth agencies, CSIRO, Universities, funding bodies and the private sector.
- Consultants who are or wish to be involved in innovative approaches to servicing their clients and in brokering partnerships
- Agribusiness, especially those engaged in innovation, marketing, financing, legal support etc.
- Policy advice and establishment at industry and government levels

### **VENUE:**

**South Australian Research and Development Institute (SARDI) Auditorium, Hartley Gr, Urrbrae, SA**

### **REGISTRATION FEES:**

**Members \$100, Non Members \$200, Students \$25**

### **PROGRAM**

Conference Chair : **Mr Neil Andrew AO, former Speaker of the House of Representatives, Chair Murray Darling Commission, involved with the Crawford Fund.**

8.30 am      Registration and Welcome

9.00 am      Opening Address : What is the innovation Policy, the rationale which supports it and how it is intended to benefit the Agriculture Sector.  
Speaker **Mr Rowan Ramsey SA Member for Grey, Chair, House of Representatives Agriculture and Industry Committee, Chair of recent Inquiry into Agricultural Innovation.**

9:40am      Innovation in Science – the opportunities, the challenges and making it happen.  
Speaker **Dr Alan Finkel AO - Australian Chief Scientist**

10:20am      Morning Tea

What's Shaping AgTech: The outlook for innovation and investment?

10.40am      Speaker **Ms Liza Noonan Executive Manager, Innovation**

11:20am      A University Perspective – Response to the policy in research and teaching and the importance of industry engagement  
Speaker **Professor Mike Keller Head, School of Agriculture, Food and Wine, University of Adelaide**

12.00pm	Lunch
1.00pm	Our Future innovators - Short talks will be delivered by the best Honours Agricultural Students from each relevant Australian University who participated on Thursday 26 May.  AEV Richardson Memorial National Student Award Presentation
1:40pm	A State Perspective – Response to the policy in research, regional initiatives and industry engagement. Speaker <b>Mr Scott Ashby Chief Executive, PIRSA</b>
2.20pm	Innovation in Agricultural Manufacturing and Marketing Speaker <b>Mr Mark Laucke, Laucke Flour Mills, Strathalbyn, SA</b>
3.00pm	The role of the Finance sector in getting ideas to market Speaker <b>Mr James Robinson SA Manager, Rabobank, Adelaide, SA</b>
3.40pm	Short break
3.50pm	The Challenges and Opportunities in Innovation for the Consultant Speaker <b>Ms Anna Cochrane CEO Meridian Agriculture, Yendon, Victoria.</b>
4.30pm	SUMMARY - Making a Difference and Follow up Actions Required Speaker <b>Dr Don Plowman Formerly SARDI and PIRSA currently Chairman Wheat Quality Australia Board</b>
4.50– 6.00pm	Cocktails, Networking

### **REGISTRATION OPTIONS:**

**Day 1 National Student Awards Full Presentations to the Judges ONLY**

No charge

**Day 1 Registration –**

**National Student Award Full Presentations & Modern Media in Communication workshop**

Member	\$45
Non-Member	\$55
Students	No charge

<b>Welcome Dinner &amp; National AGM</b>	<b>\$50</b>
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**Day 2 Registration – SA Conference:**

Member	\$100
Non Member	\$200
Students	\$25

**Day 1 & 2 Registration**

Member	\$145
Non Member	\$255
Students	\$25

**NB:** Student Registrations for the whole event will be capped at 20 delegates

**[TO REGISTER CLICK HERE](#)**

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