

# PROGRAM



Agricultural Shows of Australia  
Inaugural Conference  
17-19 JAN 2020 | GOLD COAST

*"Stronger Together, Building Resilient, Adaptable Shows"*

Friday, 17 January

Mantra on View, 22 View Avenue, Surfers Paradise QLD

Details	Speaker
<b>Conference welcome canapés</b> 5.30pm, Palm Terrace Join us for the official conference welcome as the sun sets over the Gold Coast strip and we kick off the Agricultural Shows of Australia Inaugural Conference. <i>*Included with your conference ticket, however additional tickets are available to purchase.</i>	Dr Rob Wilson, Chair, Agricultural Shows of Australia
<b>Constructive conversations:</b> introducing guest speaker, President and CEO of the <a href="#">International Association of Fairs and Expositions</a> , Marla Calico. Marla will provide tips on how to make the most of networking opportunities through constructive conversations.	Marla Calico, President and CEO of IAFE
<b>Mentor minute:</b> led by renowned show announcer, Lyndsey Douglas, attendees will be challenged to step outside of their comfort zone and to put Marla's advice into practice by interacting with someone new.	<a href="#">Lyndsey Douglas</a> , show ring announcer and Conference MC

Saturday, 18 January

Mantra on View, 22 View Avenue, Surfers Paradise QLD

Details	Speaker
<b>President's welcome</b> 8am <b>Opening address</b>	<a href="#">Lyndsey Douglas</a> , MC
<b>Changing conversations and strategic decision making:</b> a journey through IAFE's development and strategy to 2030. Marla will discuss the importance of knowing your identity, recognising the role of agriculture in ag shows and identifying our 'elevator pitch'.	Marla Calico, President/CEO of <a href="#">IAFE</a>
<b>Thinking about YOUR why:</b> though Julia doesn't claim to know much about tractors and ag shows, she does know a thing or two about customer service. Julia will guide attendees to understand why we do, what we do, to inform future decision making.	Julia Telford, Author, <a href="#">Soar Collective</a>
<b>Are you a Champion of Change?:</b> embrace uncertainty and become a 'champion of change'. Jessica will provide an insight into her journey with Agricultural Fairs, from the establishment of the Young professional's Initiative, to becoming the youngest ever Chair of IAFE.	Jessica Underberg, CEO and Manager, <a href="#">Erie County Agricultural Society</a>
<b>Create, protect and return value to your members:</b> what drives someone to become a member of an organisation? Fiona will explore the value proposition of memberships from both sides of the fence, providing guidance on how to attract and retain active members for your organisation.	Fiona Simpson, President, <a href="#">National Farmers Federation</a>
<b>The secrets of a successful team:</b> a functioning team is made up of many parts. How can you build a successful team to add value to your organisation and what is the cost of losing and reforming your team?	Dennis Hoiberg, <a href="#">Lessons Learnt Consulting</a>
<b>Changing tides - managing leadership transitions:</b> planning for smooth, sustainable and thoughtful transitions in your organisation, as well as the unexpected.	Geoff Smith, President, <a href="#">RAS of New Zealand</a>
<b>Unique benefits of collective marketing:</b> breaking free of tunnel vision and combining resources to develop consistent branding, deliver key messages and achieve a common goal.	To be confirmed
<b>Connecting the dots between local and national:</b> competitions are a proud tradition of the agricultural show movement, providing pathways up to a national level. Competitions are also a tool to attract and encourage the next generation to contribute to the broader show movement.	Geoff Bush, Treasurer, <a href="#">Agricultural Societies Council of NSW</a>
<b>A two-way street – finding and maintaining sponsorship:</b> with sponsorship becoming increasingly difficult to find and maintain, we will hear from an RACQ representative to discuss the reciprocal nature of sponsorship relationships to deliver value for everyone.	<a href="#">RACQ</a>
<b>Busting myths – the true value of environmental initiatives:</b> how to implement sound environmental initiatives that deliver real financial and social benefits.	John Rothwell, Chief Executive, <a href="#">RAHS of SA</a>
<b>Conference Gala Dinner</b> 6pm, Palm Ballroom This celebratory evening will be a highlight of the Agricultural Shows of Australia Inaugural Conference social program. Join fellow conference delegates and invited guests as we celebrate the Australian agricultural shows movement. Enjoy canapés on the Palm Terrace before moving into the Ballroom for a delicious two-course meal. <i>* Included with your conference ticket, however additional tickets are available to purchase.</i>	

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Sunday, 19 January

Mantra on View, 22 View Avenue, Surfers Paradise QLD

Details	Speaker
<b>Introduction to Sunday Program</b> <b>8.45am</b>	Lyndsey Douglas, MC
<b>Maximise profit - know your numbers:</b> practical advice to build financial literacy in agricultural shows. Useful financial tools and considerations when making decisions for your organisation.	Brock Gilmour, Chief Executive, <a href="#">RAS of NSW</a>
<b>Show me the money:</b> Natalie will share her top tips for successfully accessing grants. This session will include identifying your 'needs' before your 'wants' and how to market that message.	Natalie Egleton, CEO, <a href="#">FRRR</a>
<b>Understanding your role in biosecurity:</b> this session will cover what could happen at your showgrounds, what to be conscious of when planning an event and the best practices for your organisation to adopt to ensure it meets its biosecurity obligations.	Melinee Leather, 2019 Biosecurity Producer of the Year
<b>Online threats – managing and responding to e-risks:</b> with the rise of social media and other online threats, from small complaints to serious incidents, learn the basics of responding to digital risks and keeping safe online.	Brad Jenkins, Chief Commercial Officer, <a href="#">RASV</a>
<b>What is a threat? Understanding its types:</b> learn how to be aware of emerging threats to your events and how to identify, monitor, manage and respond to the ever-changing nature of these risks to mitigate the potential for damage.	Michelle Hocking, General Manager, <a href="#">Royal Adelaide Show</a>
<b>Understanding and managing conflicts for success:</b> when managing a team, conflicts are bound to arise. Catherine will provide strategies to assist with navigating and resolving conflict to cultivate a harmonious and professional workplace and organisation.	Catherine Gillespie, <a href="#">Workplace Conflict Resolution</a>
<b>Panel session:</b> observer statements & key conference lessons.	Lyndsey Douglas, MC

Conference to conclude following lunch at approximately 2pm

**Arriving early? Plan your travel to include these additional conference events**

Thursday, 16 January

Showmen's Guild House, 4 Turner Avenue, Yatala QLD

Details
<b>2020 Showmen's Guild Think Tank</b>
Hosted by the <a href="#">Showmen's Guild of Australasia</a> , registrations open at 12.30pm, with an afternoon of speakers and entertainment displays finishing at approximately 8pm. The full program will be released by the Showmen's Guild closer to the event. Tickets to this event are complementary, however RSVP's are essential.
RSVP direct to the Showmen's Guild by email <a href="mailto:showmens.guild@bigpond.com">showmens.guild@bigpond.com</a> or phone 07 3807 0011.

Friday, 17 January

Mantra on View, 22 View Avenue, Surfers Paradise QLD

Details	Speaker
<b>National Next Generation forum</b> <b>9am – 12pm</b>	Featuring Jessica Underberg, CEO and Fair Manager of <a href="#">Erie County Agricultural Society</a>
Bringing together Next Generation members from across the country, the forum will open the floor to discussion around the challenges and opportunities faced by young people involved in Australian and New Zealand agricultural shows. The forum will provide an opportunity to set the direction for the Next Gen movement, learn from one another, grow, provide and share support to move forward with a unified purpose.	
<b>Queensland Ag Shows General meeting and workshop</b> <b>1pm – 4pm</b>	
Join the Queensland Ag Shows Board, CEO and staff for a Queensland focused afternoon providing an opportunity for Queensland shows and industry stakeholders to meet find out what Queensland Ag Shows has planned for the year ahead.	



Hosted by



Queensland Ag Shows

*\*Program correct as at 1 October 2019, the topics and speakers may be subject to change and the organisers reserve the right to alter the program.*

[www.queenslandshows.com.au/conference](http://www.queenslandshows.com.au/conference)