



THE RASC PRESENTS THE 26TH COMMONWEALTH  
AGRICULTURAL CONFERENCE AND TOUR

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# 2014 SUSTAINABILITY OF TOMORROW'S AGRICULTURAL SHOWS

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CONFERENCE PROGRAMME

20 - 24 OCTOBER 2014



HOST SOCIETY

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THE ROYAL NATIONAL  
AGRICULTURAL AND  
INDUSTRIAL ASSOCIATION  
OF QUEENSLAND



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## THE ROYAL AGRICULTURAL SOCIETY OF THE COMMONWEALTH

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Founded in 1957, the purpose of the RASC was to encourage and arrange an interchange of knowledge and experience in agriculture throughout the Commonwealth, working with and through the leading National Agricultural Show Societies.

HRH The Duke of Edinburgh KG KT was invited to become the first President of the RASC. He retired from this role at his 90th birthday, and has been succeeded by HRH The Princess Anne KG KT.

Membership of the RASC is open to leading/principal Agricultural Show Societies or Associations of Farmers within the Commonwealth.

Membership is also open to other well established Show Societies, Agricultural Colleges, Research Establishments or other Agricultural Organisations in Commonwealth countries. Royal Show Societies in non-Commonwealth countries, which would otherwise qualify for full membership may also be considered as Associate Members.

There is no category of membership for individuals but such people can become "Friends of the RASC", by doing this can be seen to be supportive of RASC's work.

The RASC has almost 60 Member Societies, a confederation of Commonwealth Agricultural Show Societies embracing some 25 countries across the world.

The RASC operates as a "not-for-profit" company, limited by guarantee and has charitable status. It is managed by a Board of Trustees comprising nine elected and two appointed Member Representatives together with three Honorary Officers. The Chairman of the Board is The Rt Hon Lord Vestey GCVO.

The Honorary Secretary, Michael Lambert is responsible for the day to day activities of the Society, alongside Andrew Gilmour, Honorary Treasurer.

The work of the RASC is self-financing and it depends heavily on membership subscriptions and the generosity of others to provide the income necessary to enable it to carry out its activities. The role played by sponsors is essential to the wellbeing of the Society. The importance of seeking potential sponsors and obtaining significant financial support from them is paramount to cover the future operating costs.

"... The pre and post Conference tours were so diversified that we had a really good insight into farming the country..."

*ELIZABETH LITHGOW*

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# PROGRAMME DETAILS

MONDAY, OCTOBER 20, 2014

08:00 – 17:00	REGISTRATION		
09:00 – 10:30	CEO SEMINAR	NEXT GENERATION SEMINAR	COUNCIL/BOARD SEMINAR
	Meeting Room 4-5	Meeting Room 1-3	Meeting Room 6-7
10:30 – 10:45	MORNING TEA		
10:45 – 12:00	CEO SEMINAR	NEXT GENERATION SEMINAR	COUNCIL/BOARD SEMINAR
	Meeting Room 4-5	Meeting Room 1-3	Meeting Room 6-7
12:00 – 13:00	LUNCH BREAK		
13:00 – 15:00	CEO SEMINAR	NEXT GENERATION SEMINAR	COUNCIL/BOARD SEMINAR
	Meeting Room 4-5	Meeting Room 1-3	Meeting Room 6-7
15:00 – 15:30	AFTERNOON BREAK		
15:30 – 16:30	CEO SEMINAR	NEXT GENERATION SEMINAR	COUNCIL/BOARD SEMINAR
	Meeting Room 4-5	Meeting Room 1-3	Meeting Room 6-7
18:00 – 22:00	NEXT GENERATION DINNER CEO AND PRESIDENT'S DINNER		

# PROGRAMME DETAILS

TUESDAY, OCTOBER 21, 2014

PROGRAMME DETAILS  
TUESDAY, OCTOBER 21, 2014

08:00 – 17:00	REGISTRATION
09:00 – 10:30	<b>JOINT COUNCIL/BOARD, CEO AND NEXT GENERATION SEMINAR</b> Meeting Room 1-3
10:30 – 10:45	MORNING TEA
10:45 – 12:00	<b>JOINT COUNCIL/BOARD, CEO AND NEXT GENERATION SEMINAR [CONTINUED]</b> Meeting Room 1-3
12:00 – 13:00	LUNCH BREAK
13:00 – 13:50	<b>PLENARY SESSION - CONFERENCE OPENING</b> Hall B
	<ul style="list-style-type: none"> <li>• Lord Vestey – conference opening and welcome</li> <li>• Justice Thomas RNA President – welcome from RNA</li> <li>• Commonwealth Secretary General, Kamalesh Sharma</li> <li>• HRH The Princess Royal - response as President of RASC</li> </ul>
13:50 – 14:45	<b>PLENARY SESSION</b> Hall B
	Public perception of our show industry
14:45 – 15:15	AFTERNOON BREAK
15:15 – 16:00	<b>PLENARY SESSION</b> Hall B
	State of current international economies and future areas of growth and what that means for the agricultural industry
19:00 – 22:00	<b>OPENING RECEPTION - GREAT AUSTRALIAN BBQ</b> Brisbane Showgrounds Main Arena

## PROGRAMME DETAILS

WEDNESDAY, OCTOBER 22, 2014

09:00 – 09:45	PLENARY SESSION		BREAKOUT SESSION
	Hall B		Meeting Room 6-7
	Industry perspective on the relevance of Agricultural shows		Attracting and maintaining volunteers

09:45 – 10:30	PLENARY SESSION	BREAKOUT SESSION	BREAKOUT SESSION
	Hall B	Meeting room 4-5	Meeting Room 6-7
	The roles of agricultural societies in education and agricultural awareness	How to better utilise your showgrounds as an asset	Risk management - a practical approach to managing your risks
		<i>Jessica Underberg, CFE, Assitant Fair Manager &amp; Agricultural Manager, Erie County Fair</i>	

10:30 – 11:00

MORNING TEA

11:00 – 12:00	PLENARY SESSION	BREAKOUT SESSION	BREAKOUT SESSION
	Hall B	Meeting room 4-5	Meeting Room 6-7
	Food security: Challenges in an inter-connected developing world	Strategic planning-finding and maximising your shows point of difference.	Humane treatment of animals
	<i>Professor Paul Teng, Dean, Office of Graduate Studies and Professional Learning, National Institute of Education, Singapore</i>		

12:00 – 13:00

LUNCH BREAK

# PROGRAMME DETAILS

WEDNESDAY, OCTOBER 22, 2014

PROGRAMME DETAILS WEDNESDAY, OCTOBER 22, 2014

13:00 – 13:45	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall B	Meeting room 4-5	Meeting Room 6-7
	Antibiotic use in agriculture	The tsunami of disappointment – managing Gen Y's and Millennials	How to put together a successful entertainment program
		<i>Professor Peter Little, Deputy Vice Chancellor, (Corporate Programs and Partnerships), Queensland University of Technology</i>	<i>Tony Laffan, Entertainment Manager, Royal National Agricultural and Industrial Association of Queensland</i>
13:45 – 14:45	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall B	Meeting room 4-5	Meeting Room 6-7
	Food security- the 'GM' products debate	International market – is the International market a viable proposition for shows?	How to effectively attract and manage sponsorship
	<i>Hon. James Elles, Member of the European Parliament for South East England</i>		<i>Brett Craft, Partner, Strategic Marketing Consultant, The Consuln'ts</i>
14:45 – 15:15	AFTERNOON BREAK		
15:15 – 16:00	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall B	Meeting room 4-5	Meeting Room 6-7
	The importance of the primary production sector to every family	Case studies of "successful"/growing shows	How to effectively communicate with your members
18:00 – 19:30	GOVERNMENT HOUSE RECEPTION * Numbers strictly limited. Allocation based on order of registration.		

# PROGRAMME DETAILS

THURSDAY, OCTOBER 23, 2014

09:00 – 09:45	<b>PLENARY SESSION</b>		<b>BREAKOUT SESSION</b>
	Hall B		Meeting Room 6-7
	Encouraging people to remain on the land and attracting people to move to the land		Social media as a tool for marketing shows

09:45 – 10:30	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall A & B	Meeting room 4-5	Meeting Room 6-7
	Rural health issues	Risk management – a practical approach for managing your risks	How Royal shows and country shows can better work together
			<i>Mark Bryant, CEO, Queensland Chamber of Agricultural Societies Inc.</i>

10:30 – 11:00

MORNING TEA

11:00 – 12:00

**PLENARY SESSION**

**BREAKOUT SESSION**

Hall B

Meeting room 4-5

Do public perceptions of the agricultural industry really matter

E.coli and other public health matters

12:00 – 13:00

LUNCH BREAK



# PROGRAMME DETAILS

THURSDAY, OCTOBER 23, 2014

PROGRAMME DETAILS THURSDAY, OCTOBER 23, 2014

13:00 – 13:45	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall B	Meeting room 4-5	Meeting Room 6-7
	Work smarter, not harder – Innovation in the New Zealand Dairy Industry	Showground redevelopment exemplars	How do our competitions remain relevant in the 21st century
13:45 – 14:45	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall B	Meeting room 4-5	Meeting Room 6-7
	Australian primary production innovation and practice	Debate – producers who exhibit at the show versus those who choose not to	Creative competitions-emerging competition ideas and trends

14:45 – 15:15	AFTERNOON BREAK		
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15:15 – 16:00	<b>PLENARY SESSION</b>	<b>BREAKOUT SESSION</b>	<b>BREAKOUT SESSION</b>
	Hall B	Meeting room 4-5	Meeting Room 6-7
	Opportunities in Australian and New Zealand agriculture from an agri-business thought leader	Responding to a crisis	Masterplanning for your Showgrounds
			<i>Charlie Smith, AIA, NCARB Senior Principal / Senior Architect, Populous</i>

17:00 – 22:00	GALA DINNER – *VENUE TBC		
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## PROGRAMME DETAILS

FRIDAY, OCTOBER 24, 2014

09:00 – 12:00

## PLENARY SESSION

Hall B

- [09:00 – 09:30]  
Conference summation
- [09.30 – 10:00]  
RASC Conference 2016 - Singapore
- [10:00 – 10.30]  
Announcement of 2018 conference destination
- [11:00 – 11.45]  
Key note speaker
- [11.45 – 12:00]  
Lord Vestey Official close

12:00 – 13:00

LUNCH AND DEPART

