

our conference speakers

Adam Ferrier

Global Head of Behavioural Science (B.S.) and Founding Partner of Naked Communications.

He graduated university with degrees in Commerce and Psychology and by a strange twist of fate began his career in forensic psychology.

Adam worked in maximum - security prisons and private practice, before making the natural move to marketing consultancy, working for Added Value.

Here Adam switched his interest from understanding criminal behaviour to consumer behaviour. He completed his Clinical Psychology Thesis in 'identifying the underlying constructs of cool people', and for a short while was a global cool hunter.

Continuing the slide from the moral high-ground Adam joined agency, Saatchi & Saatchi, before starting Naked Communications Asia Pacific in 2004. Naked harnesses a behavioural change model in all communications, focusing on building brands whilst changing behaviour for clients such as Coke, Sony, Weight Watchers, TAC, Renault, and Unilever. Naked has had success since opening its doors with offices in Sydney, Melbourne and Auckland.

Naked has been consistently voted as one of Australia's top agencies, regularly winning Agency awards across multiple categories, such as The Effies, Cannes, Clio, ADMA, AIMA, UA, and others, as well as receiving the WARC world innovation award in 2013.

Adam is regular on ABC radio (Sunday Nights with James O'Loghlin) and TV (Gruen and Channel 10 (News and Breakfast)).

He writes at The Punch, The Australian, and Adnews, and blogs at www.theconsumerspsych.com



David Trebeck

Agribusiness leader and consultant

David Trebeck has worked as a policy economist, consultant and company director since the early 1970s, first with the Australian Woolgrowers and Graziers Council (1972-79), and National Farmers Federation (1979-83), then with ACL, the economic consulting firm he co-founded (1983-2004).

He has been a non executive director of ASX listed companies since 1997, currently chairman of Penrice Soda Holdings Ltd, and director of Graincorp Ltd. He was a Commissioner of the National Water Commission (2005-08) and former director of the local subsidiary of the world's largest shipping company, AP Moller-Maersk (2005-12). He has also been a director of PrimeAg, Inctec Pivot, Inctec, Pipers Brook Vineyard and the Australian Meat and Livestock Corporation.

He has conducted, or been part of, a number of major Government-initiated inquiries including Fuel Taxation (chair), Quarantine and Biosecurity, long-term policies for the agricultural and food sectors, waterfront reform, small and medium wineries, and Commonwealth fisheries.

David has an honours degree in agricultural science, a masters degree in economics, is a Churchill Fellow and in 2001 received a Centenary of Federation medal. He has dryland mixed farming interests in southern NSW.



Professor Ian Chubb AC

Professor Chubb commenced in the position of Chief Scientist of Australia on 23 May 2011.

Previous roles:

2001-2011 Vice-Chancellor, The Australian National University
1995-2000 Vice-Chancellor, Flinders University of South Australia
1993-1995 Senior Deputy Vice-Chancellor, Monash University
1990-1995 Chair of the Commonwealth's Higher Education Council
1986-1990 Deputy Vice-Chancellor, University of Wollongong.
Professor Chubb was appointed a Companion of the Order of Australia for "service to higher education including research and development policy in the pursuit of advancing the national interest socially, economically, culturally and environmentally and to the facilitation of a knowledge-based global economy".

Craig Davis

Former Global Chief Creative Officer, J Walter Thompson and Saatchi & Saatchi; and Co-Chairman, Publicis Mojo

Despite his creative inclinations Craig's deviated into law and finance before course correcting to the creative industries. He started his own advertising agency after graduating from AWARD School, moved to Asia a few years later and went on to make Saatchi & Saatchi the most creative network in the region. Next stop London where he supercharged J Walter Thompson's 10,000 strong network as Chief Creative Officer, Worldwide.

In a truly international career Craig has helped clients develop and launch broadband services, software and soft drinks, banking and payment services, beer, cosmetics, food, cars, devices and not-for-profit organisations. He has also initiated and led cultural change programmes building engagement and elevating the standard of creative thinking across two separate agency networks.

Craig has worked with many of the world's best known companies including P&G, HSB, Unilever, Coca-Cola, Shell, Nokia, Sony, Bank of China, Toyota, Kraft, Ford, Vodafone and Diageo. In the process he's won innumerable awards, been a juror at every major international advertising show, been President of the Cannes Festival, Spikes Asia, Adfest and led the D&AD Integrated and Earned media Juny. Craig also chaired YouTube's recent global initiative to unite the world's creative community with non-profit organisations called "Good Work."

He loves speaking and has given enough keynote on creativity and innovation to cramp a MacBook Pro, everywhere from the World Export Development Forum in Geneva to the Club de Creation in Sao Paulo. He has also been invited to speak at Cannes four times, AdTech, UTS, QUT and his wife's 40th.

Craig is Adjunct Professor at UTS and sits on the Boards of Advance, the Creative Industries Taskforce and Conscious Capitalism Australia. Craig has also served as Co-Chairman and Chief Creative Officer for Publicis Mojo in Australia, Chairman of the Australasian Writers and Art Directors Club and Deputy Chair of The Communications Council.

In his spare time he founded Brandkarma.com, the world's first brand-centric social media platform. He blogs and tweets, and has written the most popular column for Campaign Asia-Pacific for the past three years.

He also happens to be the fastest Australian to run a marathon at the North Pole.



Friday, 4th July 2014 Field Trip

Sponsor: **NRM North and NRM South and Meat & Livestock Australia**

- 7.30am Registration
- 8.30am Bus departs Country Club Tasmania, Launceston
- 9.30am Arrive at Macquarie Oils

Macquarie Oil Company started in 2005 with the purchase of an expeller, some separation equipment and liquid storage equipment. The company began expelling canola seed to produce meal and oil for stock feed. The company has experienced a lot of growth and currently runs three expellers and has recently purchased a biodiesel plant.

- 10.30am Depart for Tasmanian Quality Meats
- 10.50am Arrive at Tasmanian Quality Meats

Tasmanian Quality Meats (TQM) is a food processing plant based in the heart of Tasmania's lamb growing region. A family run business, TQM has grown steadily over the past 15 years. TQM is proudly halal certified and HGP Free, and is supplied to markets Australia wide as well as being exported to various locations around the world such as Egypt, Israel, Kuwait, Oman, United Arab Emirates, Vietnam, and Papua New Guinea.

- 11.50am Depart for Brickendon
- 12.20pm Lunch at Brickendon
- 1.20pm Depart for Tasmanian Agricultural Producers
- 1.50pm Arrive at Tasmanian Agricultural Producers

In January 2011, TAP made an important and strategic commitment to the Tasmanian grains industry with the purchase of grain storage facilities at Powranna, consisting of both upright metal corrugated aerated silos and bunker storages. This provides TAP with a high degree of flexibility and a combined total storage capacity of 17,500 tonnes.

- 2.20pm Depart for Roberts Livestock Sale Yards
- 2.30pm Arrive at Roberts Livestock Sale Yards
- 2.50pm Depart for Van Dieman Brewing
- 3.20pm Arrive at Van Dieman Brewing
- 4.00pm Depart for Symmons Plains

4.15pm Arrive at Symmons Plains

Since acquiring Symmons Plains, Stephen has embarked on a major redevelopment with pivot irrigation and revegetation successfully working together.

- 4.45pm Depart Symmons Plains
- 5.00pm Arrive back at Country Club Tasmania

Program subject to change without notice.

TAKING RESPONSIBILITY



Thursday, 3rd July 2014 - Major Conference

Major Sponsor: **ANZ**

Session Sponsor:
Grains Research and Development Corporation

- 7.30am Registration
- 8.30am Welcome
- 8.40am Official Opening - Premier of Tasmania
- 9.00am David Trebeck, agribusiness leader and consultant
"The future of agricultural advocacy in Australia"
- 9.30am Professor Ian Chubb AC, Chief Scientist for Australia
"Advancing science for a healthy, sustainable and prosperous Australia"
- 10.00am Q&A
- 10.30am Morning Tea
Morning Tea Sponsor:
Tasmanian Alkaloids

Session Sponsor:

Animal Control Technologies Australia

- 11.00am Craig Davis, former Global Chief Creative Officer, J Walter Thompson and Saatchi and Saatchi; and Co-Chairman, Sucrogen

"The importance of a National 'brand' in domestic and international agricultural markets"

- 12.00pm Q&A with Craig
- 12.20pm Michael Hine, KPMG Partner
- 12.30pm Lunch
Lunch Sponsor: **KPMG**

Session Sponsor:

The Tasmanian Government

- 1.30pm Simone Tilley, ANZ State Head, Regional Business Banking, VIC/TAS
- 1.45pm Adam Ferrier, 'The Consumer Psychologist'
"How to change consumer behaviour"
- 2.30pm **Nuffield Scholars**
- 2.30pm Michael Chilvers (2012 Nuffield Scholar)
- 2.45pm Rob Bradley (2009 Nuffield Scholar)
- 3.00pm Q&A
- 3.30pm Afternoon Tea
Afternoon Tea Sponsor:
Tasmanian Alkaloids
- 4.00pm TFGA Annual General Meeting
- 5.00pm Close

Major Dinner - Pre Registered

Major Dinner Sponsor: **WFI**

- 6.30pm Pre-Dinner Drinks and canapés
- 7.00pm Opening of Major Dinner
- 7.10pm Craig Dingle, WFI Southern Operations Manager
- 7.20pm Grant Jenkins, Director, Mitsubishi Motors
- 7.30pm Entrée
- 8.00pm Main Course
- 8.30pm **Ben Price, Australia's Number 1 Impersonator**
- 9.15pm Dessert
- 11.30pm Close

2014 Tasmanian Farmers & Graziers Association Conference Registration Form



Please return completed form and payment no later than Friday, June 20, 2014 to:
 Attention: Fiona Gluszyk
 Tasmanian Farmers & Graziers Association
 PO Box 193
 Corner Cimitiere & Charles Streets,
 Launceston, TAS 7250
 Fax: (03) 6331 4344

Return form...

Title
 Given Name
 Surname
 Company or Property Name
 Address
 Town/City Postcode
 State
 Membership Card No.
 Phone
 Mobile
 Fax
 Email

Registration

I will be attending... (please tick relevant box)

Conference Thursday, 3rd July 2014

\$110.00 (TFGA Members)

\$130.00 (Non TFGA Members)

Dinner (including pre-dinner drinks) Thursday, 3rd July 2014

\$110.00 (TFGA Members)

\$130.00 (Non TFGA Members)

Please tick if you have special dietary needs and provide relevant details

TFGA AGM Thursday, 3rd July 2014

No charge (TFGA Members)

Field Trip (including transport & lunch) Friday, 4th July 2014

\$65.00 (TFGA Members)

\$75.00 (Non TFGA Members)

Please tick if you have special dietary needs and provide relevant details

Please note: Delays occur on field trips, please ensure your travel itinerary accommodates this.
 All fees exclude GST

Accommodation

A range of accommodation has been pre-booked at a special rate at the Country Club Tasmania, Launceston.
 Should you require accommodation, contact the Customer Contact Centre on 1800 635 344 and quote Business Block Number 656171 to receive the correct rate.

Further information

For further information please contact TFGA on (03) 6332 1800 or visit www.tfga.com.au
 Numbers for the Conference, Dinner and Field Trip are strictly limited so register early to avoid disappointment.
 TFGA reserves the right to extend the registration deadline. Delegates unable to attend may send a suitable representative.
 No refunds will be made after Friday, June 20 2014.

Payment

Total amount due \$

Please charge the total amount due to the following credit card: (Please tick the appropriate card type)

Visa Mastercard

Card Number / /

Card expiry date Security Pin Number

Name on card

Signature

OR Please invoice to address provided

OR Please find attached a cheque made payable to: Tasmanian Farmers & Graziers Association for the total amount due.

By registering for any of these events, you acknowledge and agree to your photo being used in TFGA promotional materials and print media.

We are excited to announce that we are bringing back Poken to our Conference!



So what is Poken?

It's an interactive experience that takes networking between participants to a whole new level by creating an innovative, memorable and fun way to collect people (think business cards), places, objects and information. Here's how it works:

1. Exchange your information and contact details by simply touching your Poken with someone else's. When the Pokens glow (green is good), you've exchanged your details with that person.
2. Touch your Poken to a Poken Tag (see Download Wall where Commercial Exhibitors are set up), and collect other information including speaker bios, presentations, etc.
3. Connect to the PokenHub: <http://hub.pokenoz.com.au> – your private on-line portal that lets you organise all the people, places, objects and information you've collected during the conference!

HAVE FUN with it! See the team at the registration desk if you need assistance or have more questions.



JOIN IN THE CONVERSATION

Follow @TFGACEO and when tweeting use #TFGAConference

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TASMANIAN ALKALOIDS

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SERVE-AG

TASMANIAN FARMERS & GRAZIERS ASSOCIATION 2014 BIENNIAL CONFERENCE, AGM, DINNER & FIELD TRIP

**3RD - 4TH JULY 2014
 COUNTRY CLUB TASMANIA, LAUNCESTON**

TAKING RESPONSIBILITY



SCAN CODE FOR CONFERENCE DETAILS or visit www.tfga.com.au

