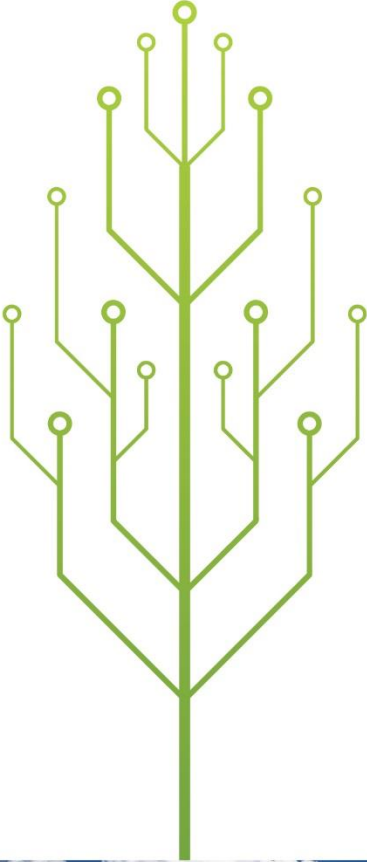


Silver Sponsorship
Report



AgFutures

Innovation & Investment Conference



1.0 Introduction

The AgFutures – Innovation and Investment Conference was held on the 22-23 November 2016 at the Brisbane Convention and Exhibition Centre. AgFutures was the first Queensland conference focusing on future technology in agriculture and agricultural investment opportunities. Internationally-renowned researchers and innovators demonstrated the latest agri-tech developments and applications, including digital and data platforms, robotics, satellites, and bio-technologies.

Experts from the business and investment community also discussed emerging trends, business opportunities and capital models from the farm gate to agribusiness, agri-tech, processing and research. As part of the conference, the Peter Kenny Medal and Minister's Emerging Leaders Award were presented at the AgFutures Conference Dinner.

2.0 Objectives

The Queensland Government's objectives in hosting the conference included:

- To promote a sustainable and innovative agriculture sector that adds value to the economy and the community.
- To create the conditions for successful agribusinesses and supply chains to encourage innovation and productivity.
- To create a forum for industry stakeholders to discuss and debate opportunities with a specific focus on agri-tech developments and global investment within the sector.

3.0 Program

A copy of the AgFutures Conference Program is attached in Attachment 1.

4.0 Ticketing

Tickets to the conference were available to purchase via the Event Brite ticketing website. A range of ticket prices were on offer to cater to different budgets and time limitations.

- Early Bird Full Conference Package
- Full Conference Package
- Two days (excluding dinner)
- One day plus dinner
- One day excluding dinner
- Dinner only

The following specialised ticket options were also available:

- 25% discount off one or both days of the conference (excluding dinner) for students with an approved tertiary student card
- Two for one tickets to one or both days of the conference (excluding dinner) for natural resource management groups.

5.0 Marketing and communication plan

To promote AgFutures, a comprehensive marketing and communication plan was developed and implemented. A summary of major activity is outlined below.

- Creation of a target AgFutures database (drawn from existing departmental databases). This database consisted of approximately 1300 contacts who were emailed fortnightly in the lead up to the conference to promote ticket sales.
- Regular communications contacts across leading agricultural industry and lobby groups were targeted and asked to promote the conference to their respective databases.
- A special 'AgFutures' edition of the Agriculture E-Newsletter was developed for distribution to the Agriculture database.
- A number of conference media releases were generated by the department for distribution by the Minister's media team.
- A social media advertising campaign (value \$2,000) was undertaken on Facebook and Linked-In. This was further supported by regular posts on the department's Facebook and Twitter accounts.
- A double-page spread was featured in Queensland Country Life on the Thursday, 3 November 2016 promoting the conference and keynote speakers.

6.0 Sponsor entitlements

As a silver sponsor of AgFutures, the following entitlements were delivered as per the sponsorship agreement:

- Acknowledged as a Silver Sponsor on all conference-related promotional materials (e.g. conference program, conference website, audio-visual materials)
- Acknowledgement as a Silver Sponsor in all email communication regarding the conference
- Acknowledgement by the Master of Ceremonies throughout the conference
- Acknowledgement as a session sponsor
- Half page advertisement in the Conference Program
- Acknowledged as a sponsor in the Queensland Country Life – 2-page editorial feature
- Two complimentary conference tickets
- Opportunity to host a trade stand display at the conference.

7.0 Attendees

A total of 356 registered to attend the conference with 301 individuals attending the two days of the conference. Of these 301 individuals, 203 were paid tickets – the remainder included speakers, sponsors, trade stand exhibitors and Qld Government staff and VIPs. Over 90% of the tickets sold were for the full conference package and two days of the conference (excluding dinner).

8.0 Trade stands

A trade stand exhibition was held in the foyer of the Boulevard Auditorium for the two days of the conference. A list of exhibitors is outlined below.

GENERAL

- Farmscan Ag Pty Ltd
- Pacific Data Systems Australia Pty Ltd
- SST Software
- Electric Bikes Australia trading as Smart Motion Bikes
- Ninnox Robotics
- Queensland Agricultural Training Colleges
- Husque Pty Ltd
- QLD Department of Agriculture and Fisheries
- QLD Department of Environment and Heritage Protection
- QLD Department of Science, Information Technology and Innovation
- Logan City Council - Logan Office of Economic Development
- QLD Department of Natural Resources and Mines

SPONSORS

- TropAg2017 Conference (QAAFI)
- Rezare Systems
- Queensland University of Technology
- Queensland Farmers Federation
- University of Southern Queensland
- Council of Rural Research and Development Corporations (on behalf of the Cotton Research and Development Corporation)

9.0 Marketing Materials

Marketing materials developed for AgFutures included:

- 20-page printed conference program
- Conference website (printed program adapted for on-line)
- Conference lanyards
- Awards dinner program (highlighting Peter Kenny Medal and Minister's Emerging Leaders Awards finalists).

10.0 Conference Survey

A post-conference survey was distributed to conference attendees immediately after the conference close on the afternoon of Wednesday 23 November 2016. As of the morning of 30 November 2016, a total of 39 individuals had responded to the survey.

Please see Attachment 2 for an overview of survey results.

In closing, thank you once again for your support of AgFutures 2016.

Attachment 2: Summary of AgFutures Survey Findings

Key survey findings and recommendations

1. Almost half (48.72%) of survey respondents identified as belonging to the government sector, followed by industry and research/university.
2. Of the 39 respondents, 84.62% attended both day one and two of the conference, and over half (51.28%) attended the conference dinner.
3. Of those respondents who attended both day one and two of the conference, 57.58% found both days to be equally engaging.
4. Of those who attended both days of the conference but preferred a particular day over the other, 27.27% of respondents preferred day two, in comparison to 15.15% preferring day one's program.
5. 97.44% of respondents visited some or all of the trade stands at the conference.
6. Respondents rated the conference a weighted average of 4.08 out of 5.

Trade stand specific comments

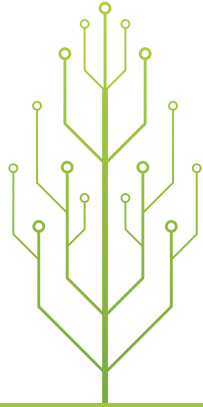
7. Respondent comments on the trade stand exhibition were generally positive with many complimenting the diversity of stands, and the helpfulness and friendliness of stand holders. The following specific comments were recorded:
 - a. "Many were there to 'sell' their wares which would be suitable for farmers/business owners. However, this event was generally at the other end of the spectrum, so it would be more useful to hear about the challenges in the industry that attendees could attempt to solve."
 - b. "Large proportion of government/semi government stands. Less private sector, e.g. food buyers, distributors, retailers. Why don't they see value in being represented there, I wonder?"
 - c. "Need more industry stands."
 - d. "Good mixture. Maybe need to highlight some more as to what is happening in Queensland – stands from other agencies that can highlight this (e.g. TIQ, DSD – understand that you do not want to turn it into a government showcase), other unis, BCC (they have a Startup Hub). It was a little "ho-hum". There is lots of innovation (innovative industries) out there – need to get them on board and engaged – what other opportunities are there/does this present?"
 - e. "Possibly a bit too 'one topic' focussed."
 - f. "They appeared interesting, but I don't think they related enough to all of the content discussed. There were a number of research bodies but not many start-ups from what I noticed."

Respondent recommendations

8. AgFutures received largely positive feedback on the quality and calibre of speakers and presentations, the trade stand component, as well as the overall management and organisation of the conference.

9. Survey respondents were asked to provide specific recommendations in the event that a similar conference was to be held again in the future. The following are a selection of responses given:
- a. "A larger focus on industry requirements/challenges and work that is underway to meet these."
 - b. The need for "an expert presentation on the promise of urban/vertical farming technologies and services".
 - c. "A broader selection represented – companies which produce, buy, sell, export, import, distribute, invest in food products and solutions."
 - d. "More real case studies – as in, those that implemented some of the innovations presented and the journey to success and improved returns or not."
 - e. "Less speakers."
 - f. "There didn't seem an opportunity for an end of day or end of conference wrap-up to draw out the key learnings/messages. Otherwise all good – enjoyed it all."
 - g. "Brevity – the presentations were good (some were excellent and it would have been good to hear more from them) but the conference suffered as there were too many. Reduce the number of speakers and have longer panel discussion time."
 - h. "It's a conference that includes technology and doing things smart – so why isn't there a conference app that delegates can download to their smart phones?"
 - i. "Probably do it every second year and perhaps attempt to secure participation of more investors."
 - j. "More advertising for the conference will be good. I've only heard about it recently. I was amazed at how so few people from my organisation (CSIRO) were present."
 - k. "Gender diversity in speakers. There are so many impressive women in Queensland agriculture – engage them and showcase them."
 - l. "Ensure a tighter focus on innovation by providing more case studies of collaboration and delivery to industry. Some presentations were high level, science talks and not providing details on the 'innovation' in how the technologies are developed and delivered to the agricultural markets."
 - m. "More time for questions/discussions."
 - n. "More grass roots/farm delegates."
 - o. "The challenge with these is to balance 'new and exciting' with 'practical and real'.
 - p. "Maybe concurrent sessions mixed with plenary."

- q. "Possibly try a 'where to from here' conclusion session."
- r. "Reduce duplicate presentations by speakers, discuss more animal innovation, less time for speakers and more time for Q&A, particularly for certain speakers to whom the audience clearly wanted to ask more questions."



AgFutures

Innovation & Investment Conference

22–23 November 2016

Showcasing agri-technology and investment in agriculture

Tuesday, 22 November 2016

Agri-Technologies – Challenges, Opportunities,
Innovations and Applications

Brisbane Convention & Exhibition Centre – Boulevard Auditorium

8.15 am Conference Registrations open

8.45 am Welcome

Master of Ceremonies Introduction – Dr Paul Willis, Director – RiAus

The Hon Anastacia Palaszczuk MP, Premier of Queensland

Major Sponsor Address – Professor Arun Sharma, Deputy Vice Chancellor
(Research and Commercialisation) – QUT

Session Overview: The Big Picture

The global population will surpass 9 billion by 2050. This first session delves into what this means for international industry developments, and more specifically, Australian agriculture.

9.20–9.40 am **Feeding the 9 Billion: The Role of Agri-Tech and International Developments**

Rob Cairns, Head Corporate Affairs Australasia – Syngenta

9.40–10.00 am **Digital Disruption: Reshaping the Way Agriculture Does Business**

Ros Harvey, Founder and Managing Director – The Yield

10.00–10.20 am **Keeping it Real: A View from the Farm Gate**

John Alexander, Jandowae Farmer and SEQ Grains Director – AgForce

10.20–10.35 am **Panel Discussion**

10.35–11.00 am Morning tea

Session Overview: Agri-Technologies Showcase (Part One)

This session will exhibit the latest innovations across digital and data platforms, including robotics, automation, spatial and satellites, weather and climate applications. Presenters will discuss emerging trends and focuses in their respective fields, both nationally and internationally.

11.00–11.20 am **Digital & Data Platforms**

Dr David Henry, Principal Research Scientist – CSIRO

11.20–11.40 am **Robotics & Automation**

Professor Tristan Perez, Robotics and Autonomous Systems – QUT

11.40–12.00 pm **Spatial & Satellite**

Professor David Lamb, Precision Agriculture Research Group – University of New England (UNE)

12.00–12.20 pm **Weather & Climate Applications**

Professor Roger Stone, Director, International Centre for Applied Climate Sciences –
University of Southern Queensland (USQ)

12.20–12.30 pm **Question and Answer**

12.30–1.30 pm Lunch

Session Overview: Agri-Technologies Showcase (Part Two)

The agri-technologies showcase continues with a focus on irrigation, nano and gene technologies, as well as agri-tech and the livestock industry. Presenters will discuss emerging trends and focuses in their respective fields, both nationally and internationally.

- 1.30–1.50 pm Nano Technologies & Materials**
Associate Professor Neena Mitter, Principal Research Fellow – Queensland Alliance for Agriculture and Food Innovation
- 1.50–2.10 pm New Gene Technologies**
Professor Robert Henry, Director – Queensland Alliance for Agriculture and Food Innovation
- 2.10–2.30 pm Water & Irrigation**
Professor Steven Raine, Institute for Agriculture and the Environment – USQ
- 2.30–2.50 pm Agri-Tech & the Livestock Industries**
Dr Wayne Jorgensen, Director, Applied Biotechnology and Intensive Livestock – Department of Agriculture and Fisheries, Queensland Government
- 2.50–3.00 pm Question and Answer**

3.00–3.30 pm *Afternoon tea*

Session Overview:

The final session for Day One will include a presentation from Telstra Corporation's Chief Scientist, Dr Hugh Bradlow entitled: *The Future of Agriculture*. A powerful cocktail of new technologies is creating unprecedented opportunities to automate agriculture and thereby reduce resource usage and improve yields. The Internet of Things, Big Data and Artificial Intelligence will be table stakes for successful farms of the future. This presentation will consider the nature of these technologies and their areas of impact in agriculture.

The final session will explore opportunities associated with bio-commodities and bio-technologies, market applications and their potential impact on the industry.

- 3.30–3.50 pm Telstra Corporation: Future Vision for Agri-Tech**
Dr Hugh Bradlow, Chief Scientist – Telstra Corporation
- Bio-Commodities & Bio-Tech feature:**
- 3.50–4.10 pm** Dr Murray McLaughlin, Advisor – Bioindustrial Innovation Canada
4.10–4.30 pm Geoff Bell, Chief Executive Officer – Microbiogen
4.30–4.50 pm Professor Ian O'Hara, Principal Research Scientist – QUT
- 4.50–5.00 pm Question and Answer**
- 5:00 pm Day One close**

Tuesday, 22 November 2016

AgFutures Conference Dinner

Brisbane Convention & Exhibition Centre – Boulevard Room

- 6.30 pm AgFutures Conference Dinner commences**
- 6.40 pm Welcome**
Master of Ceremonies Introduction Craig Zonca, Qld Country Hour Presenter – ABC Radio
- 7.00 pm Entrée**
- 7.30 pm Mick Keogh, Executive Director – Australian Farm Institute**
- 7.50 pm Main course**
- 8.20 pm Presentation of Minister's Emerging Leaders Award and Peter Kenny Medal**
The Hon Bill Byrne MP, Minister for Agriculture and Fisheries and Minister for Rural Economic Development
- 8.40 pm Dessert**
- 10.00 pm Dinner close**

Wednesday, 23 November 2016

Investing in Agriculture and Agri-Tech Showcase

Brisbane Convention & Exhibition Centre – Boulevard Auditorium

8.30 am Registrations open for single-day registrants
(Full conference registrants do not need to re-register)

9.00 am Welcome
Master of Ceremonies Introduction – Stephanie Paul, Managing Director – The Phillips Group
The Hon Bill Byrne MP, Minister for Agriculture and Fisheries and Minister for Rural Economic Development

Session Overview: Global Development and Local Opportunities

Leading business experts will share their views on global investment trends and opportunities for Australian agriculture. The focus will be on investment at the farm gate, as well as agri-tech and research.

9.10–9.30 am Global Investments in Agribusiness and Local Opportunities
Ian Proudfoot, Global Head of Agribusiness – KPMG

9.30–9.50 am Queensland Investment Corporation: \$400 Million Investment in the North Australian Pastoral Company and Outlook for the Sector
Phillip Cummins, Principal, Global Private Equity – Queensland Investment Corporation

9.50–10.00 am Question and Answer

10.00–10.30 am Morning tea

Session Overview: Agri-Tech Investment Showcase

Dr Jaleh Daie, Managing Partner in US-based Aurora Equity will discuss global trends in agri-tech investment across a broad range of technologies and consumer products. Additional presenters will also discuss issues associated with accelerating agri-tech companies.

10.30–11.00 am Global Perspective: Attracting Investment in Agri-Tech
Dr Jaleh Daie, Managing Partner – Aurora Equity (USA)

11.00–11.20 am Accelerating Agri-Tech
Dr Ben Lyons, Chief Executive Officer – Food Leaders Australia & Toowoomba and Surat Basin Enterprise Group

11.20–11.40 am Successful Start-Ups
Alex Gruszka, Head of Data and Insights – StartupAus

11.40–12.00 pm Panel Discussion

12.00–1.00 pm Lunch

Session Overview: Agri-Tech Investment Showcase

The final session will cover two key topics. Firstly, industry experts will discuss and debate a range of alternative investment models at the farm gate, agri-technology and research. Discussion will also include opportunities for SME to large institutional organisations.

A final panel 'Northern Exposure' will discuss opportunities in agriculture and aquaculture in North Queensland, investment and the role of agri-tech.

1.00–1.10 pm Department of Agriculture and Fisheries (DAF) - Technology Commercialisation Fund
Malcolm Letts, Deputy Director General, Agriculture – Department of Agriculture and Fisheries, Queensland Government

1.10–2.00 pm Panel: Alternative Investment and Capital Models for the Farm Sector, Agribusiness and Agri-Tech
Alexandra Gartmann, Chief Executive Officer and Managing Director – Rural Bank (Panel Chair)
Kim Morison – Blue Sky Water Partners
Sam Trethewey, General Manager – Sprout X
Tim McGavin, Chief Executive Officer and Investment Director – Laguna Bay

Northern Exposure – Ag opportunities in North Queensland, Investment and the Role of Agri-Tech
Peter Stone, Research Program Director – CSIRO
2.00–2.15 pm Matt West, General Manager – Australian Prawn Farms and President Australian Prawn Farmers Association
2.15–2.30 pm Tom Howard, General Manager Grower Services and Agronomic Development – SunRice
2.30–2.45 pm Professor Sagadevan Mundree, Director of the Centre for Tropical Crops and Biocommodities – QUT
2.45–3.00 pm

3.00–3.15 pm Question and Answer

3.15 pm Conference close

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