



Office Use Only

Project Code	
Project Type	

# FINAL REPORT 2020

Applicants must read the *SAGIT Project Funding Guidelines 2020* prior to completing this form. These guidelines can be downloaded from [www.sagit.com.au](http://www.sagit.com.au)

Final reports must be submitted by email to [admin@sagit.com.au](mailto:admin@sagit.com.au) as a Microsoft Word document in the format shown **within two months** after the completion of the Project Term.

<b>PROJECT CODE</b>	AEX119G
<b>PROJECT TITLE</b> (10 words maximum)	
2019 Ag Excellence Alliance Forum & Awards	

<b>PROJECT DURATION</b> <i>These dates <b>must</b> be the same as those stated in the Funding Agreement.</i>			
<b>Project start date</b>	1/07/2019		
<b>Project end date</b>	30/06/2020		
<b>SAGIT Funding Request</b>	<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>
		\$	\$

<b>PROJECT SUPERVISOR CONTACT DETAILS</b> <i>(responsible for the overall project)</i>			
<b>Title:</b>	<b>First Name:</b>	<b>Surname:</b>	
Ms	Kerry	Stockman	
<b>Organisation:</b>	Ag Excellence Alliance		
<b>Mailing address:</b>			
<b>Telephone:</b>		<b>Email:</b>	
<b>Mobile:</b>			

<b>ADMINISTRATION CONTACT DETAILS</b> <i>(responsible for all administrative matters relating to project)</i>			
<b>Title:</b>	<b>First Name:</b>	<b>Surname:</b>	
Ms	Kerry	Stockman	
<b>Organisation:</b>	Ag Excellence Alliance		
<b>Mailing address:</b>			
<b>Telephone:</b>		<b>Email:</b>	
<b>Mobile:</b>			

**PROJECT REPORT:** *Please provide a clear description for each of the following:*

**Executive Summary** (200 words maximum)

*A few paragraphs covering what was discovered, written in a manner that is easily understood and relevant to SA growers. A number of key dot points should be included which can be used in SAGIT communication programs.*

The Annual Forum provides a dynamic arena for Grower Groups and Industry to share experiences, develop new ideas and foster trends within the innovation, technology and extension space.

Marking its 15<sup>th</sup> year, 2019 provided delegates with an extensive platform of revered speakers. Highlights included:

- Australian Farm Institute Executive Director, Richard Heath presented on 'Social License and Marketing ourselves to the Non-Rural Sector'.
- Marius Cuming, Wool Grower and Shareholder Engagement, Australian Wool Industry (AWI) demonstrated the many future opportunities and challenges facing today's wool industry.
- Debbie Hudson, Principal Research Scientist, Bureau of Meteorology (BOM) exhibited why 'Forewarned is Forearmed' – Managing the Impacts of Extreme Climate Events.

The Awards Dinner, a celebration of Grower Group achievements, was a resounding success with a record number of submissions in anticipation of winning the coveted awards.

The highly valued Grower Group Award, sponsored by Primary Industries and Regions SA (PIRSA), went to Women Together Learning (WoTL) for putting forward an educational proposal to benefit their members, the local and broader agricultural communities.

The Ag Excellence Perpetual Award for outstanding service was awarded to Michael Richards, an absolute crowd favourite. Michael has made a substantial and long-lasting contribution to sustainable Agriculture and Natural Resources within our State.

**Project objectives**

*A concise statement of the aims of the project in outcome terms should be provided.*

The event aimed to engage representatives from all farming systems groups in SA and key investment and research partners in building the knowledge and understanding of the key issues and opportunities affecting the effectiveness of the network in SA.

This year's forum took more of a strategic approach than in the past, in anticipation of attracting more grower group committee members, particularly farmer members.

**Overall Performance**

*A concise statement indicating the extent to which the project objectives were achieved, a list of personnel who participated in the Research Project including co-operators, and any difficulties encountered and the reasons for these difficulties.*

A total of 117 delegates attended the forum over the Thursday evening and Friday. This consisted of a mix of farmer group employees and contractors, farmer committee members, natural resource management and primary industries agency staff and agricultural industry representatives

Survey results included:

- There was a large number of new attendees at the event, many of whom indicated they hadn't had the opportunity to attend in the past

- Of those who did attend, a large majority had attended numerous times, indicating a high satisfaction level
- Most of the delegates identified as representing a grower group with a smaller portion being either industry or NRM representatives.
- 70% of delegates attended both the Forum and Awards dinner
- The average satisfaction rating of attendees was 79 / 100
- When asked to indicate the speaker / topic of most interest, results were varied indicating the forum provided a broad appeal
- 90% learnt something that they intended to action
- 83% of delegates intend to attend the 2020 forum

The majority of speakers anticipated to present at the forum were secured and a number of others joined us including:

Debbie Gibson, Principle Research Scientist, BOM  
 Richard Heath, Executive Director, Farm Institute  
 Marius Cuming, General Manager, AWI  
 Nic Henry Jones, Director, Market Me  
 Dr Katja Hogendoorn, Senior Researcher, School of Ag Food & Wine, University of Adelaide  
 Tony Randall, Team Leader Sus Ag, SAMDB  
 Belinda Cay, Director, Ag Communicators  
 Fiona Hart, Exec Officer, Riverine Plains  
 Jay Cummins, Director, International Agriculture for Development

The Awards Dinner was well attended with guest speaker Daniel Motlop, Owner / General Manager, Something Wild Australia. Daniel really engaged the audience and set a new record for the amount of questions asked post speech, a truly inspirational man.

2018 Award Winner, Georgie Keynes, BIGG, gave a brief overview of how they utilised their winning dollars to put their idea in to practice.

The 2019 Grower Group Award was presented to WoTI and Perpetual Award for Outstanding Service to Michael Richards.

We received a record number of applications for the Awards, a great achievement and sign we are fulfilling Group's needs.

To conclude, the 15<sup>th</sup> Annual Forum and Awards is going from strength to strength and will endeavour to remain the principal Annual Grower Group event.

### KEY PERFORMANCE INDICATORS (KPI)

Please indicate whether KPIs were achieved. The KPIs **must** be the same as those stated in the Application for Funding and a brief explanation provided as to how they were achieved or why they were not achieved.

KPI Not Applicable	Achieved	If not achieved, please state reason.
	Yes <input type="checkbox"/> No <input type="checkbox"/>	
	Yes <input type="checkbox"/> No <input type="checkbox"/>	
	Yes <input type="checkbox"/> No <input type="checkbox"/>	
	Yes <input type="checkbox"/> No <input type="checkbox"/>	
	Yes <input type="checkbox"/> No <input type="checkbox"/>	

**TECHNICAL INFORMATION** (Not to exceed **three** pages)

*Provide sufficient data and short clear statements of outcomes.*

The forum provided a wide variety of technical knowledge across the broader ag industry.

- Richard Heath, Farm Institute, presented on ‘Social License and Marketing Ourselves to the Non-Rural Sector’
- Marius Cummins, AWI, presented on ‘Opportunities and Challenges for the Australian Wool Industry’
- Debbie Hudson, BOM, presented on ‘Managing the Impacts on Extreme Climate Events’
- Nic Henry Jones, Market Me, presented on ‘Visionary Marketing – How Perception of your Community Organisation is Key to its Success’
- Dr Katja Hogendoorn, Uni of Adelaide, presented on ‘Food for Us, Food for Bees, Food for Thought – Secure Pollination through Revegetation’
- Tony Randall, SAMDB, presented on ‘An NRM Perspective – Engaging with the Community’
- Belinda Cay, Ag Communicators, presented on ‘Creative ways to Engage Students, Teachers and Career Advisors in Ag’
- Fiona Hart, Riverine Plains, presented on ‘The Business of being a Grower Group’
- Dr Jay Cummins, IAFD, presented ‘SA Grower Group Network Findings’, a research project undertaken in conjunction with the Grower Groups. Delegates were then involved in an interactive round table discussion to consider the key recommendations from the findings.

**CONCLUSIONS REACHED &/OR DISCOVERIES MADE** (Not to exceed **one** page)

*Please provide concise statement of any conclusions reached &/or discoveries made.*

Survey results have suggested the following summations and recommendations.

**Summations**

- There was a greater number of return delegates indicating there is perceived value for money
- The timing of the event has consistently been held in March / April. The previous 3 events have been held on the first Thursday / Friday in April, placing the event at the end of a very busy ag calendar for the first quarter of the year
- Day one (half day) was dropped from the program this year to lessen the commitment of potential delegates
- The dinner was still held the evening before the full day forum
- There was a huge increase in applications for the Awards and this can be attributed to a few changes. Applicants were able to apply online; the process was less onerous on the written component with the judging panel conducting telephone interviews with all applicants.

**Recommendations**

- The timing of the event be moved later in the year towards the end of August to enable a much greater lead in time for program development, organization and most importantly promotion

- As the scheduling of the dinner the night before made minimal impact on number of registrations across both parts of the event, it is proposed the forum and dinner be held on the same day
- Could possible encourage Grower Group representatives by scheduling an 'EO' day on the second day
- Continue with the Awards and allow applicants to build on and submit their ideas from the previous year.

## INTELLECTUAL PROPERTY

*Please provide concise statement of any intellectual property generated and potential for commercialisation.*

Not applicable

## APPLICATION / COMMUNICATION OF RESULTS

*A concise statement describing activities undertaken to communicate the results of the project to the grains industry. This should include:*

- *Main findings of the project in a dot point form suitable for use in communications to farmers;*
- *A statement of potential industry impact*
- *Publications and extension articles delivered as part of the project; and,*
- *Suggested path to market for the results including barriers to adoption.*

*Note that SAGIT may directly extend information from Final reports to growers. If applicable, attach a list of published material.*

Communication of both pre and post Forum & Awards is delivered across a number of print media and social media platforms. These include:

- An extensive database of all major metropolitan and regional newspapers
- The Ag Excellence website – [www.agex.org.au](http://www.agex.org.au)
- The Ag Excellence Facebook and twitter sites
- The Ag Excellence e news comprising of approximately 500 subscribers

The opportunity to network at the event is also a powerful vehicle for communication amongst industry peers with the potential to further strengthen and forge new partnerships.

## POSSIBLE FUTURE WORK

*Provide possible future directions for the research arising from the project including potential for further work and partnerships.*

The round table discussions on the 'SA Grower Group network Findings' will be further built upon at the 2020 forum with potential to initiate collaboration between some groups to put in to practice.