WIAA aims to provide a platform to help share the stories of women throughout the Agribusiness industry. The first project under the WIAA banner was launched in November 2013, when Emerald Grain and Fairfax Agricultural Media partnered to launch the 100 Women in Australian Agribusiness list to celebrate and promote the success of women in the field. This program was designed to shine the spotlight on some of the industry’s most influential females and their vision for agriculture.

The final list of 100 was announced earlier this year highlighting outstanding contributions in the areas of agribusiness, leadership, youth, on-farm, policy development and community.

Following on from the success of the WIAA 100, comes the WIAA National Forum on October 7 2014.

The purpose of the WIAA National Forum is to:

• Provide access to the people, ideas and organisations that will help women in the field build the right tools to promote their initiatives.

• Produce interactive, leading-edge, and results driven content that not only highlights important issues but promotes change.

• Raise awareness about why agribusiness is a great industry for young women who are considering pursuing a career in agriculture.

• Empower women to pursue leadership roles in agriculture through sharing inspirational stories of successful women in the field.

EMERALD GRAIN
Emerald Grain is one of the largest grain marketing and supply chain businesses in Australia. Established in 2004, Emerald’s purpose is to support Australian grain growers and the communities they live in.

Through a network of local brands and joint venture partnerships Emerald has ties with around 10,000 of Australia’s farming families.

Emerald Grain is wholly owned by Sumitomo Corporation, one of the largest diversified trading houses in the globe. Through links with Sumitomo, Emerald is a trusted supplier of Australian grain to destinations including Europe, Asia, the Middle East, Africa and the Pacific.

Emerald Grain recognises that women play a vital role in the grain industry, from running the family farm business to filling important roles in the board room. Emerald Grain started the Women in Australian Agribusiness initiative to highlight the important role of women in the future of agribusiness in Australia.

FAIRFAX AGRICULTURAL MEDIA
Fairfax Agricultural Media is the biggest agricultural publisher in Australia with major mastheads including The Land, Queensland Country Life, Farm Weekly, Stock Journal, Stock & Land and the North Queensland Register.

Together, they deliver a combined paid circulation of 117,585 and on average reach 80 per cent of broadacre farmers each week.

The powerful FarmOnline stable of news sites for our mastheads provides readers with a 24 hour, seven day a week news service offering the latest news, markets and weather information. In July 2014, the network drew more than 309,000 Unique Visitors and 1.59 million Page Views.

Fairfax Agricultural Media also runs the biggest rural events-based business in Australia including events such as AgQuip, Farmfest, NSW Beef Spectacular and key components of the Tamworth Country Music Festival.
## FORUM AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00AM</td>
<td>REGISTRATIONS AND BREAKFAST</td>
</tr>
<tr>
<td>8.45AM</td>
<td>MC Pete Williams begins proceedings with opening address from Emerald Grain Managing Director John Murray.</td>
</tr>
<tr>
<td>9.00AM</td>
<td>Keynote Georgie Somerset</td>
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## STORIES THAT INSPIRE US FROM THE WIAA 100

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9.30AM</td>
<td>Hear from members of the 100 including Elizabeth Brennan, Margot Black and Kate Brabin.</td>
</tr>
<tr>
<td>10.30AM</td>
<td>MORNING TEA</td>
</tr>
</tbody>
</table>
| 11.00AM| PANEL SESSION - *Leadership During Crisis*  
Sally White, Alison Penfold, Kylie Taylor, Patrick McClelland |

## DRIVING CHANGE IN YOUR COMMUNITY

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>12.00PM</td>
<td>Chad Watson - <em>Shine the light</em></td>
</tr>
<tr>
<td>12.20PM</td>
<td>Hayley Olsson - <em>Project Warm Heart</em></td>
</tr>
<tr>
<td>12.40PM</td>
<td>LUNCH</td>
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</tbody>
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## CHANGING THE NORMS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>1.40PM</td>
<td>Kristen Knight - <em>Monsanto</em></td>
</tr>
</tbody>
</table>
| 2.00PM | PANEL SESSION - *Should Agribusiness companies actively put women on boards?*  
Alana Johnson, Lucinda Corrigan, Georgie Aley, Su McCluskey, Fiona Simson. |
| 3.00PM | AFTERNOON TEA                                                           |

## LOOKING AHEAD

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>3.30PM</td>
<td>Kylie Taylor - <em>Doing Business in China</em></td>
</tr>
<tr>
<td>3.50PM</td>
<td>Shu Shu Zheng - <em>Pozible, crowdfunding big ideas</em></td>
</tr>
<tr>
<td>4.10PM</td>
<td>USQ: Professor Julie Cotter and Georgie Somerset - <em>creating a mentoring network</em></td>
</tr>
<tr>
<td>4.30PM</td>
<td>Address from the 2014 RIRDC Rural Woman of the Year</td>
</tr>
<tr>
<td>4.45PM</td>
<td>MC Pete Williams: What we’ve learned, closing messages.</td>
</tr>
<tr>
<td>5.00PM</td>
<td>RIRDC COCKTAIL FUNCTION</td>
</tr>
</tbody>
</table>
SPEAKERS

GEORGIE SOMERSET - KEYNOTE SPEAKER @GeorgieSomerset
Georgie is a beef producer and rural leader from Queensland’s South Burnett with experience in agribusiness, rural tourism and regional development. She has recently stepped down as president of the Queensland Rural, Regional and Remote Women’s Network and is a director of Children’s Health Queensland and QRRA, the administrator for Queensland’s financial assistance schemes in rural Australia. She spent seven years on the board of the National Rural Advisory Council and has been actively involved in numerous groups including AgForce and the Isolated Children’s Parent’s Association. Georgie’s dedication to creating linkages and networks across various sectors saw her named WIAA’s outstanding contributor to rural Australia.

PETE WILLIAMS - MC @rexster
Pete Williams is a recognised thought leader and practitioner in innovation with a particular focus on digital innovation. Pete worked with internet technologies in the UK and in 1996 founded an eBusiness Consulting group within Deloitte Australia. Pete has been CEO of the Eclipse Group – 2003-2005, a Deloitte subsidiary that was one of Australia's largest web and mobile development firms. He then founded Deloitte Digital, a business pioneering the delivery of professional services online. Pete is also Chairman of Deloitte’s Innovation Council.

GEORGIE ALEY @GeorgieAley
Georgie is the managing director and chief executive of the Grains and Legumes Nutrition Council. Georgie has held senior management roles within the Australian grains industry with a background in policy and corporate affairs and has vast experience in strategic planning, marketing, communications and stakeholder relations. She is currently a director of Pulse Australia, Workforce Consulting Pty Ltd, Global Youth Ag Summit and the chair of the Future Farmers Network. In 2013, Georgie was named the inaugural recipient of Rabobank’s Emerging Agribusiness Leader Award which recognises an individual’s outstanding up-and-coming leadership in Australia and New Zealand’s food and agribusiness industries. Georgie was a finalist in WIAA’s outstanding emerging leader category.

MARGO ANDRAE @MargoAndrae
Margo Andrae is the research manager for the Rural Industries Research and Development Corporation’s “Investing in People” programs. As part of her role, she manages RIRDC’s Rural Women’s Award – the country’s pre-eminent award for rural women. The award identifies and supports emerging leaders and change agents who have the capability and resources to drive innovation, productivity and sustainability within primary industries, and build economic and social development within rural communities. Margo is passionate about building capacity and assisting to create opportunities and pathways for future leaders in rural Australia.

KATE BRABIN
Kate was recently appointed chief executive of Australia’s biggest beef brand, Certified Australian Angus Beef. Previously the company’s supply relationships manager, Kate has been an integral part of the team that’s put Angus branded beef on the map through brands CAAB and Angus Pure. Kate’s passion for the beef industry was born early in life growing up on the family run cattle operation in the hills of Tumut, NSW. She cut her teeth in the meat industry working for Meat and Livestock Australia within the Meat Standards Australia (MSA) team delivering meat quality standards to the consumer and later started her own business providing grading services to small scale processors as well as quality assurance system support. One of the inaugural WIAA 100, Kate has a Bachelor of Systems Agriculture and a Masters of Education.
SPEAKERS

MARGOT BLACK
Margot Black leads a completely contrasting life between the Northern Territory and Queensland growing seedless watermelons with her husband Mike. Their properties are 3,400 km apart and Margot’s company Ruby Red Farming distributes watermelons to all Australian capital cities and exports to New Zealand. A mother of four young children, she runs the packing shed in which ever state or territory operations are occurring. She has an extremely strong passion for agriculture, particularly horticulture and the seedless watermelon industry. Together with Mike all aspects of their successful business are tackled together from ground preparation to market distribution. Margot relocates her family to wherever harvesting is occurring.

LIZ BRENNAN @amoeaba
Originally from Wongan Hills in WA, Elizabeth has spent five years driving community and agricultural development programs across Australia and abroad including two years as an Ausaid volunteer in Papua New Guinea. Elizabeth currently works for Regional Development Australia Wheatbelt from an office on the family farm, developing projects across a region of the Wheatbelt that’s twice the size of Tasmania. She is currently studying a Masters in Sustainable Systems, majoring in food security and agrifood. In 2013, aged just 27, she was elected president of Australian Women in Agriculture – the youngest woman ever to take the role. Elizabeth was the winner of WIAA’s outstanding emerging leader category.

LUCINDA CORRIGAN @CorriganLucinda
Lucinda is a director of Rennylea Angus, a leading beef genetics business running 3000 head of cattle across five properties in the Murray Valley of NSW. Rennylea produces animals and genetic products for Australian and international markets. In the past 12 months Rennylea has exported to Kazakhstan, Russia and China and genetic products to New Zealand. Lucinda has served in numerous leadership roles across the industry aimed at furthering the innovation agenda and linking science with production, including as a director of four cooperative research centres and a long term board member of Meat and Livestock Australia. Lucinda is currently chair of the NSW Primary Industries Ministerial Advisory Council and the advisory committee for the Graham Centre for Agricultural Innovation. She has recently been appointed Commissioner of the Australian Centre for International Agricultural Research. She is a fellow of the Australian Rural Leadership Foundation, the Australian Institute of Company Directors and a member of Women on Boards. Lucinda was WIAA’s outstanding leader in agribusiness.

JULIE COTTER
Julie is the director of the Australian Centre for Sustainable Business and Development and Professor of Accounting at the University of Southern Queensland. As director of the ACSBD, she provides strategic and research leadership for a multi-disciplinary group of more than 50 researchers and PhD students in the creation of evidence based solutions to sustainable business and development problems. One of the centre’s goals is to develop and trial a practical best practice model for the acceleration of entrepreneurial women leader in agribusiness. Julie is a chartered accountant, a graduate of the Australian Institute of Company Directors and sits on the board of the West Moreton Hospital and Health Service. She was a finalist in WIAA’s outstanding contribution to policy category.
SPEAKERS

ALANA JOHNSON  @alanatjohnson
Alana Johnson is recognised nationally and internationally for three decades of work in Change Management, Farm Succession Planning and Rural Women’s Development. A fifth generation Farmer, Company Director and Public Speaker, currently Alana is a Director of the Rural Industries Research and Development Corporation, Chair of the Dugdale Trust for Women and Girls, a Principal of Lurg Cattle Co, a Director of the Victorian Women’s Trust and President of the acclaimed democracy project Voice for Indi. Alana is a past Victorian Rural Women’s Award winner and Australian runner up and has represented rural Australia on the ABC television Q+A panel. She was named in the inaugural 100 Women of Influence in Australia by the Australian Financial Review and Westpac. Alana was awarded an Australian PhD scholarship to research the future of Australian Agriculture at Monash University and is a graduate of the Australian Rural Leadership Program and the Australian Institute of Company Directors. A founding member of Australian Women in Agriculture and former President of the Foundation for Australian Agricultural Women, currently Alana sits on the Churchill Fellowship, the RIRDC Rural Women’s Award and the NAB Agribusiness Awards selection committees and is the immediate past Chair of the Women in Rural Industries Advisory panel to the Victorian Minster for Agriculture.

PATRICK MCCLELLAND  @PatrickPNMelb
Originally from a grain and livestock operation at Birchip in north west Victoria, Patrick is a communications and stakeholder engagement specialist with extensive experience in agriculture, rural and regional, corporate, environment, and energy sectors. His expertise spans media and government relations, corporate communications, public affairs and issues and reputation management. Patrick heads PNAgribusiness, a specialist consultancy offering broad experience and thorough working knowledge of rural industries, and a proven track record in communicating effectively with all relevant stakeholders. His issues management work with Australian Pork Limited helps protect the sector’s reputation in the face of increased animal welfare campaigning by animal activists. Other clients include Monsanto Australia, Rural Finance and Rural Bank, HVP Plantations and Country Racing Victoria.

KRISTEN KNIGHT  @kmmk68
Kristen has worked for Monsanto for nine years, leading the company’s resistance monitoring program and stewardship research for the Australian cotton sector. For the last four years, Kristen has worked on supporting the introduction of next generation insect-resistant cotton, Bollgard III. While at Monsanto, Kristen completed a PhD paper titled The development of biopesticides for the integrated management of sucking pests, which investigated the development of fungal biopesticides for sucking pests such as mirids and green vegetable bugs in cotton and grain legume systems. Prior to joining Monsanto, Kristen worked at Queensland DAFF for 12 years, contributing to several Integrated Pest Managements initiatives, including an intensive project with the Biopesticides Unit that formed the basis for her PhD.

PIP JOB  @pipjob1
Pip is the 2014 RIRDC Rural Woman of the Year. A beef producer and chief executive of the Little River Landcare Group, Pip is passionate about the need for agriculture and natural resource management to be integrated to create a sustainable future for generations to come. Pip chairs the Central West NRM Working Group, is an executive committee member of Landcare NSW Inc and sits on the board of Central Tablelands Local Land Services. She also supports Meat and Livestock Australia as an environmental advocate in its Target 100 campaign and is an active spokesperson on the work being undertaken by the farming sector to protect the environment while practicing agriculture. Pip was a finalist in WIAA’s outstanding leader on-farm category.
SPEAKERS

SU MCCLUSKEY @SuMcCluskey
Su is the chief executive officer of the Regional Australia Institute, the first national independent policy think tank devoted to regional issues, and serves on the national competition policy review panel. Su has extensive expertise in regional policy development, taxation, regulatory reform and governance and maintains a grassroots involvement with agriculture through her Murray Grey stud at Yass, NSW. She has held senior policy positions with the Business Council of Australia, the National Farmers Federation and the Australian Taxation Office where she became the face of the GST, educating small business and agriculture about the impact of the reform. Su was the winner of the 2013 Australian Financial Review and Westpac Regional Women of Influence award and the 2014 winner of WIAA’s outstanding contribution to policy category.

JOHN MURRAY @MDjohnmurray
John joined Emerald Grain in 2013 as Managing Director to spearhead its transformation into one of Australia’s leading integrated grain trading, marketing, storage, handling and logistics businesses. John has extensive experience across Australian and international agribusiness including as Managing Director of publicly listed Ridley Corporation, CEO of Cheetham Salt and Group General Manager – International Operations with Elders Limited. John’s past experience as an Emerald Grain customer, a director of the Emerald Group Board between 2007-08 and a former member of the Australian Bulk Alliance board gives him an intimate understanding of the Emerald Grain business.

HAYLEY OLSSON
Originally from a sheep farm at Goulburn, Sydney based film maker Hayley Olsson has drawn on her agricultural roots to raise awareness and funds for the homeless. At just 23, she partnered with the Australian Woolgrowers Association to raise funds to produce 1000 wool blankets for the homeless and then distributed them around Sydney. Her documentary, Project Warm Heart, released in 2013 tells the story of the amazing organisations helping the homeless and has spread the word about how Australian woolgrowers are giving back to the community. Having worked with some of Sydney’s leading production houses and the ABC, Hayley is now working independently as a film maker with the goal of being able to attempt another eneavour like Project Warm Heart. Hayley was a finalist in the WIAA outstanding young achiever category.

ALISON PENFOLD @Pennifold
As chief executive of the Australian Livestock Exporters’ Council, Alison is no stranger to facing tough questions about the live export trade. She’s been a strong advocate for the impact of exporters’ involvement and investment in animal welfare and sought to show politicians and the public alike why a ban of the livestock trade is unnecessary, unwarranted and would adversely impact on animal welfare. Alison previously served as a ministerial adviser to Nationals MPs Warren Truss and Mark Vaile from 1997-2006 in the agriculture, transport and trade portfolios, as state director of the NSW Nationals from 2006 to 2007 and as chief of staff and senior adviser to the then NT Opposition Leader Terry Mills until late 2011. Alison was a finalist in WIAA’s outstanding leader in agribusiness category.
SPEAKERS

**FIONA SIMSON**  @afnsnw
Fiona is the president of NSW Farmers, the State’s peak farm lobby group. As president, she has advocated for members on key policies that affect farmers such as native vegetation, water management, strategic regional land use and drought policy. Fiona also sits on the board of the National Farmers Federation and is the Australian delegate for the women and young farmers committee of the World Farmers Organisation. She remains integrally involved in the family’s 5500ha farming operation at Premer on the NSW Liverpool Plains, where she is chiefly responsible for marketing, risk management and administration. Fiona was a finalist in the WIAA outstanding contribution to policy category.

**KYLIE TAYLOR**  @Baldwin_Boyle
Kylie is a corporate affairs professional with 22 years’ experience in Australia and Asia advising private and public sector clients at senior levels to protect and promote their corporate reputation. Currently group managing director of Baldwin Boyle Group, she is sought after as a strategic communications advisor by CEOs and boards especially in times of media crisis and issues management. Kylie has worked extensively in agribusiness, commodities, food manufacturing across fruit and vegetables, dairy, grain, sugar and meat. She brings to the panel experience in strategic communications counsel, stakeholder engagement, issues and crisis management, media management, internal communications and change management.

**CHAD WATSON**  @newcastleherald
Chad Watson is editor of the Newcastle Herald – Australia’s largest regional masthead and the 2014 PANPA daily regional newspaper of the year. A journalist with Fairfax Media for 24 years, his previous roles have included news editor for Sydney’s The Sun Herald and night editor for The Sydney Morning Herald. In 2013, Chad – along with three of the Herald’s team – was awarded the Walkley award for community and regional affairs. The Herald’s Shine the Light campaign defied continued threats of legal action to expose child sex abuse in the Catholic Church and helped bring about a royal commission and convictions against several priests and brothers.

**SALLY WHITE**  @SWhite_Land
Sally has 18 years experience working in print and digital media in rural and regional Australia. Originally from a grain and cotton farm at Moree in North West NSW, she grew up surrounded by papers like The Land – and in 2010 became the paper’s first female editor in its 100-year history. Sally is currently general manager of Fairfax Media’s FarmOnline network of news sites and studying law in her spare time. She was one of the judges of the inaugural WIAA 100.

**SHU SHU ZHENG**  @choux_choux
Shu Shu has advised hundreds of Pozible crowdfunding campaigns and is passionate about community engagement. She studied Media and Communications at RMIT University and contemplated a career in film editing before working at Pozible.
TICKETS

Tickets are on sale now for $99 through the Melbourne Recital Centre website. Places are strictly limited so get in quick!


GETTING THERE

The Melbourne Recital Centre is located at 31 Sturt St, Southbank VIC 3006

WHERE TO STAY?

The Melbourne Recital Centre is conveniently located in the heart of Melbourne in the Southbank precinct.

Wrap on Southbank, part of the Oaks Hotels & Resorts group is offering a special discount on accommodation for anyone attending the conference. To book visit: www.oakshotelsresorts.com and enter the code 2014WIAA ‘Corporate/Group/PromoCode’ section of the Reservations panel.

QUESTIONS?

Contact Jenelle Backman at Emerald Grain: jbackman@emeraldgrain.com ph 0432 272 822