



Bayer CropScience



Delegate Registration Brochure

AUSVEG National Convention, Trade Show and Awards for Excellence

Wrest Point Hotel Casino, Hobart

10 -12 May 2012





Dear all,

It is with delight that I invite you to attend the 2012 AUSVEG National Convention, Trade Show and Awards for Excellence. The Convention will be held in one of Australia's most scenic cities, Hobart, at the Wrest Point Hotel Casino from 10-12 May.

**John Brent
AUSVEG Chairman**

The Convention has enjoyed great success over the past two years, with attendance numbers climbing close to 1,000 in Brisbane in 2011. The benchmark has now been raised and the 2012 event promises to deliver an exceptional experience.

With a larger Trade Show – up to 100 booths will be on display – it will again be the largest gathering within the horticulture industry, and will feature exhibitors from all areas of the supply chain, and research institutions.

In addition to the information sharing on display within the Trade Show area, is the crucial opportunity to network with key industry contacts both within the trade show area and at the countless social events within the main program.

The social program has been redesigned with fresh new events as well as the return of some of the 'favourites', including a new twist to the Women in Horticulture event and something to appeal to the 'younger generation' with an exciting new event for the Young Growers. We will also welcome back Callum Hann, of MasterChef fame, as he entertains delegates with his cooking mastery.

Mention must be made of the ever-important Speaker Sessions, which will feature industry experts and will challenge the foundations of long-standing beliefs, while providing critical information that can be applied on-farm.

The Convention will once again culminate with the prestigious AUSVEG National Awards for Excellence Gala Dinner, where we are given the chance to recognise and appreciate those within the industry who have achieved great success through innovation, an opportunity that is too often overlooked.

I would encourage you to take advantage of the discounted rates that are available for early birds to ensure that you don't miss out on this fantastic opportunity, and I look forward to seeing everyone at the 2012 AUSVEG National Convention, Trade Show and Awards for Excellence.

John Brent
AUSVEG Chairman

Leading Strategic Partners

We are proud to acknowledge the 2012 AUSVEG National Convention Leading Strategic Partners for their contribution, commitment and support to the vegetable and potato industries. Thank you!



Bayer CropScience



If you are interested in exhibiting at the 2012 AUSVEG National Convention, please visit the convention website www.ausveg.com.au/convention or contact AUSVEG on (03) 9822 0388 or convention@ausveg.com.au.

it's all about ...

Hobart



Hobart is Tasmania's capital, situated at the foot of the majestic Mount Wellington and is Australia's smallest and most historic capital.

With scenic surrounds, including the River Derwent, Hobart has something to offer for everyone. Some of the finest wines and cheeses are on offer at the countless cafes and restaurants that line the cobbled streets, with street buskers providing a fantastic musical background to the experience.

Tasmania is renowned for its art and Hobart does not disappoint, with plenty of opportunity to witness some of the finest talent in the country.

Adding to the holiday feel are the famous Salamanca Markets, providing a sample of the rich and diverse culture that exists in Tasmania.

A popular tourist destination, Hobart provides a dynamic experience for all walks of life.

Visit www.discovertasmania.com

Wrest Point Hotel Casino

where to stay...

Wrest Point Hotel Casino is Hobart's first choice for comfort, convenience and views, with accommodation to suit all budget needs.

Located on the shores of the Derwent River, the hotel offers a choice of restaurants, bars and relaxation areas, as well as a tennis court, mini-golf course, health centre and on-site shops to entertain guests.

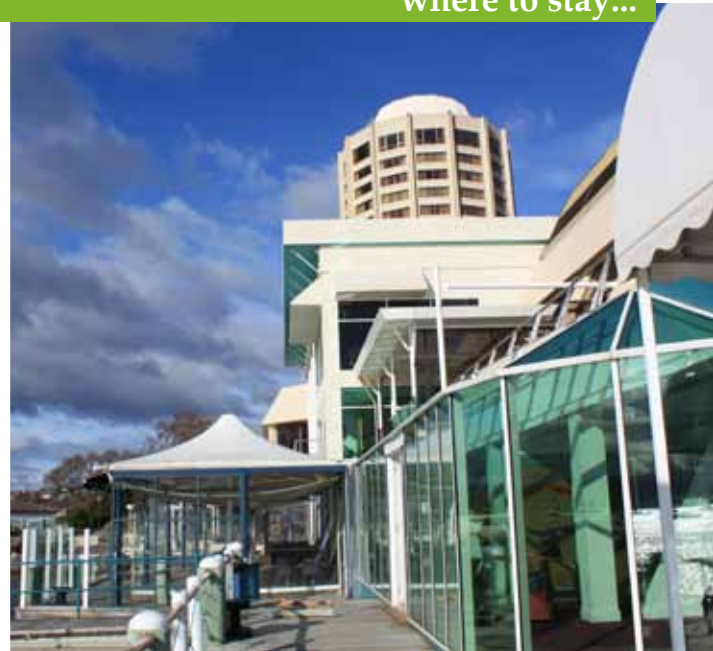
Rich in history, Wrest Point was Australia's first casino, and became a landmark for which Hobart is famous. With renovations and extensions, the venue now offers some of the best hotel and conference facilities in Australia.

Whether for business or pleasure, Wrest Point Hotel Casino is the ideal location for your stay in Hobart.



394 Sandy Bay Road
Sandy Bay, Tasmania 7005

Visit www.wrestpoint.com.au



Hobart, Tasmania

Please visit www.ausveg.com.au/convention for latest program details leading up to the 2012 AUSVEG Convention.

Disclaimer and Rider

Every effort has been made to present all the information contained in this brochure as accurately as possible. The organisers reserve the right to change any or all of these details. Certain services provided during the AUSVEG National Convention, Trade Show and National Awards for Excellence will provide commissions to AUSVEG Ltd.

Feb 2012 v3

Convention Program

informing and
connecting the
industry

Leading Strategic Partners...



Day 1: Thursday 10 May

| | |
|-----------------|---|
| 11:00am | Registration opens |
| 7:30pm - 9:00pm | AUSVEG Carnival & Opening of the Trade Show |

Day 2: Friday 11 May

| | |
|-------------------|---|
| 7:30am-9:00am | Convention Breakfast - Agribusiness Leaders Panel |
| 9:00am | Trade Show opens |
| 9:00am - 9:20am | Opening address - John Brent - AUSVEG Chairman |
| 9:20am - 9:40am | Speaker session |
| 9:40am - 10:00am | Speaker session |
| 10:00am -10:30am | Morning Tea |
| 10:30am - 11:00am | Keynote Speaker Session |
| 11:00am - 11:20am | Speaker session |
| 11:20am - 11:40pm | Speaker session |
| 11:40am - 12:00pm | Speaker session |
| 12:00pm - 12:20pm | Speaker session |
| 12:20pm - 12:40pm | Speaker session |
| 12:40pm - 1:00pm | Speaker session |
| 1:00pm - 2:00pm | Celebrity Chef luncheon with MasterChef finalist Callum Hann - Tasman room |
| 5:00pm | Trade Show closes |
| 6:00pm - 9:00pm | DuPont Historic Pub Night |



Convention Breakfast & Agribusiness Leaders Panel

The Agribusiness Leaders Panel will allow delegates a unique chance to hear the insights of some of the leading figures of the Australian horticultural industry. Attendees are invited to ask questions of the panel as they enjoy a fill breakfast at the Loft bistro. The panel will be made up of:

John Lloyd
Chief Executive Officer, Horticulture Australia Limited (HAL)

Paul Luxton
Territory Head - Australasia, Syngenta

Malcolm Jackman
Chief Executive Officer, Elders

Joerg Ellmanns
Managing Director
Head of Country Group ANZ, Bayer CropScience

Scott Huf
Business Director, DuPont.

When: Friday 11 May

Convention Program

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connecting the
industry*



| Day 3: | Saturday 12 May |
|-------------------|---|
| 7:15am - 8:30am | Convention Breakfast |
| 8:30am | Trade Show opens |
| 8:40am - 9:00am | Agribusiness Speaker session |
| 9:00am - 9:20am | Agribusiness Speaker session |
| 9:20am - 9:40am | Agribusiness Speaker session |
| 9:40am - 10:00am | Speaker session |
| 10:00am - 10:30am | Morning Tea |
| 10:30am - 10:50am | Speaker session |
| 11:00am - 12:30pm | Partners program - Salamanca Markets |
| 10:50am - 11:10am | Speaker session |
| 11:10am - 11:30am | Speaker session |
| 11:30am - 11:50am | Speaker session |
| 11:50am - 12:50pm | "The Great Debate" |
| 12:50pm - 1:50pm | Lunch entertainment - served on the lawns of Wrest Point Hotel Casino |
| 1:00pm | Trade Show closes |
| 2:00pm - 4:30pm | Women in Horticulture event |
| 7:00 - 7:20pm | Welcome drinks |
| 7:30pm - 10:30pm | AUSVEG National Awards for Excellence Gala Dinner |

strategic partners...



Social Program

informing and
connecting the
industry



Callum Hann and the VISY team at the 2011 Trade Show

Welcome Reception & Trade Show Opening

Set as a carnival night, the Welcome Reception will be a fun and entertaining night to launch the 2012 AUSVEG National Convention, Trade Show and Awards for Excellence, presenting the first opportunity to begin networking with members of the industry.

Delegates are invited to enjoy the hospitality and entertainment on offer, while getting a glimpse of what will be on display at the Trade Show throughout the Convention.

When: Thursday 10 May, 7.30pm – 9.00pm
Where: Exhibition Foyer, Tasman Room, and Boardwalk Gallery.

Historic Pub Night

The evening's entertainment will provide delegates with a snapshot of the rich English history that can be seen at some of Hobart's oldest pubs, while providing a relaxed setting to let your hair down.

Shuttles will operate to move delegates between venues, where a surprise awaits at each pub. Transport will leave from Wrest Point Hotel Casino at 6.00pm sharp. Please be on the driveway 15 minutes prior to ensure that you get a seat on the bus. This event is proudly sponsored by DuPont.

When: Friday 11 May, 6.00pm – 9.00pm
Where: Transport will depart from Wrest Point Hotel Casino at 6.00pm. It will return to Wrest Point Hotel Casino by 9.00pm.

Proudly sponsored by



Great Debate

Due to the huge success of the 2011 Great Debate, it will again feature in the 2012 Program. With a fresh and controversial topic, the debate promises to test the foundations of long standing viewpoints and bring to light insightful, new arguments. An extremely popular event, the debate is not to be missed.

When: Saturday 12 May, 11.50am – 12.50pm
Where: Speaker Auditorium

Women in Horticulture

The role that women play within the industry will continue to be recognised at the 2012 Convention, with the return of the Women in Horticulture event. With a fresh new twist, it will be an exciting opportunity to highlight the important contribution women make to the industry. This event will be a highlight of the Convention.

Proudly sponsored by



When: Saturday 12 May

Celebrity Chef Luncheon

Back by popular demand, former MasterChef finalist, Callum Hann, will once again showcase his cooking mastery at the 2012 AUSVEG National Convention. The lunch will demonstrate the culinary delights that can be created from within our very own industry.

A huge hit at the 2011 Convention, Callum will again light up the stage in an event not to be missed.

When: Friday 11 May, 1.00pm-2.00pm
Where: AUSVEG Convention Trade Show, Tasman Room.

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2011 Great debate



Some of the guests at the 2011 Women in Horticulture breakfast

Social Program

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industry*

AUSVEG National Awards for Excellence Gala Dinner

The Gala Dinner will once again feature the National Awards for Excellence. Presenting an opportunity to celebrate outstanding success within the industry, the Awards will recognise growers, researchers and all members of the supply chain.

A sold-out event in 2011, the night is a must and will again feature fantastic entertainment.

Nomination forms are available by contacting AUSVEG on (03) 9822 0388 or convention@ausveg.com.au.

Pre-Dinner Drinks **When:** Saturday 12 May, 7.00pm – 7.30pm

Where: Exhibition Foyer, Wrest Point Hotel Casino.

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Gala Dinner **When:** Saturday 12 May, 7.30pm – 11.00pm

Where: Tasman Room, Wrest Point Hotel Casino.

Partner's Program

A new event designed to appeal to the shopaholics in the industry, the Partner's Program provides delegates the opportunity to experience the famous Salamanca Markets in the heart of Hobart.

Delegates will be transported to Salamanca where morning tea awaits, after which delegates can scour the markets and shop for some fine Tasmanian souvenirs.

A bus will depart from Wrest Point Hotel Casino at 11.00am sharp and return to Wrest Point at 12.45pm. Please ensure that you are on the driveway 15 minutes before departure to ensure that you have a seat on the bus.

When: Saturday 12 May, 11.00am – 12.45pm

Where: Salamanca Markets

Transport: Buses will depart Wrest Point at 11.00am for Salamanca, and then depart Salamanca at 12.30pm and arrive back at Wrest Point at 12.45pm.



Wrest Point Hotel Casino



The 2011 AUSVEG National Awards for Excellence Gala dinner

Trade Show

The 2012 Trade Show will be held within Wrest Point Hotel Casino, providing easy access for delegates staying on-site. Officially opening on Thursday 10 May and closing on Saturday 12 May, the Trade show will provide delegates the opportunity to inspect new products and services on offer as well as interact with exhibitors for a personal touch.

The Trade Show will build on the success from 2011 and expand to include up to 100 exhibitor booths, showcasing all aspects of the industry. With hospitality and entertainment available, the Trade Show is not to be missed.

Where: Exhibition Foyer, Board Walk Gallery, Tasman Rooms.

Flights & Accommodation

Flights

All major airlines fly into Hobart Airport, however, flights are limited in frequency, and advanced planning is strongly encouraged. A taxi to the hotel will cost approximately \$40 - \$45.

Accommodation

Accommodation for the 2012 AUSVEG National Convention, Trade Show and Awards for Excellence is available onsite at Wrest Point Hotel Casino, Hobart.

AUSVEG has negotiated a special discounted rate for Convention delegates who stay on-site. There are different styles of rooms available, however, in order to receive the discounted rate, rooms **must** be booked through AUSVEG.

Delegate Registration form



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Delegate Information (Please use BLOCK letters)

Title (Mr, Mrs, Ms, Miss, Prof, Dr) (Circle)

Surname

First name

Email

Preferred name on tag

Accompanying Persons

What sector of the industry do you represent? (Tick boxes)

Grower Supply-chain Industry service provider

Government stakeholder Other

Position/Job title

Company/Organisation

Mailing address

Suburb/Town State

Country (if not Australia) Postcode

Phone

Mobile

Fax

Special dietary requirements yes no

If yes, please specify

Other special requirements yes no

If yes, please specify

Credit Card Details (for delegate registration)

Card type Expiry

Card holder's name

Card number

Amount authorised (\$) Security code

* Please ensure you have filled in the correct authorised amount

▶ Card holder's signature

Tick the box if you'd like to pay by cheque

Please make cheques payable to AUSVEG Ltd.
All payments must be in Australian Dollars (AUD)

*AUSVEG Member organisations include New South Wales Farmers Association (NSWFA), Victorian Vegetable Growers Association (VGA VIC), Victorian Potato Growers Council, Tasmanian Farmers and Graziers Association (TFGA), Growcom, Vegetables WA, Potato Growers Association of WA (Inc), the Northern Territory Horticulture Association (NTHA).

Registration & Day Tripper Information

Registration Entitlements

Full convention registration provides access to all listed events including an invitation to the welcome reception, trade exhibition and access to trade show hospitality, participation in all conference sessions, evening conference events, and admission to all breakfasts as well as attendance at the AUSVEG Awards for Excellence Gala Dinner.

| Full convention registration | | | Tick | Quantity |
|------------------------------|---------------------|-------|--------------------------|----------|
| Standard | (After 10th April) | \$695 | <input type="checkbox"/> | |
| Early Bird | (Before 10th April) | \$525 | <input type="checkbox"/> | |
| On-site | | \$720 | <input type="checkbox"/> | |

Full convention registration discounted for members of AUSVEG Member organisations*/Exhibitors/Strategic Partners

| | | | Tick | Quantity |
|------------|---------------------|-------|--------------------------|----------|
| Standard | (After 10th April) | \$480 | <input type="checkbox"/> | |
| Early Bird | (Before 10th April) | \$430 | <input type="checkbox"/> | |
| On-site | | \$510 | <input type="checkbox"/> | |

Day Tripper Delegate Passes & Additional Tickets to Social Events

Only want to attend particular events at the 2012 AUSVEG National Convention? Looking for an extra seat at the Gala Dinner?

Tick the box next to each event you wish to attend or for which you would like tickets.

| | Cost (\$) | Tick | Quantity |
|---|-----------|--------------------------|----------|
| Welcome Reception & Trade Show (Thurs only) | 99 | <input type="checkbox"/> | |
| Friday Breakfast | 39 | <input type="checkbox"/> | |
| Trade show ONLY (Friday Pass) | 25 | <input type="checkbox"/> | |
| Trade show AND Hospitality (Fri Pass) | 65 | <input type="checkbox"/> | |
| Friday speaker sessions (inc. lunch) | 100 | <input type="checkbox"/> | |
| Historic Pub Tour | 149 | <input type="checkbox"/> | |
| Saturday Breakfast | 39 | <input type="checkbox"/> | |
| Trade show ONLY (Saturday Pass) | 25 | <input type="checkbox"/> | |
| Trade show AND Hospitality (Saturday Pass) | 65 | <input type="checkbox"/> | |
| Saturday speaker sessions (including lunch) | 100 | <input type="checkbox"/> | |
| Women in Horticulture Event | 75 | <input type="checkbox"/> | |
| Partners Program | 40 | <input type="checkbox"/> | |
| AUSVEG Awards for Excellence Gala Dinner | 175 | <input type="checkbox"/> | |
| Sunday Program | 55 | <input type="checkbox"/> | |
| Total | | | |

Delegate Registration form

Accommodation Booking
(Main convention dates 10-12 May 2012)

Hotel rates listed below are only available if booked through AUSVEG

Wrest Point Hotel Casino

- Executive suite \$289 per night
- Tower room \$185 per night
- Water Edge room \$155 per night
- Mountain Side room \$130 per night

| Room No. | Guest Names (Please provide the guest names for each room) | Date of Arrival | Date of Departure | Type of room |
|----------|---|-----------------|-------------------|--------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |

- Maximum of three (3) adults per room or two (2) adults and two (2) children under the age of 12.
- An additional \$35 per room per night is applicable for triple occupancy or if a rollaway bed is required.
- Cancellations within 30 – 21 days of arrival date will incur a charge equivalent to the rate of one (1) night's accommodation to the credit card provided when making the reservation.
- Cancellations within 21 – 0 days of arrival date will incur a 100% cancellation fee to the value of accommodation booked and will be charged to the credit card provided when making the reservation.

I acknowledge:

- that a non-refundable charge equal to one (1) night's stay on each booked room will be charged to my nominated credit card if I cancel my accommodation after the 10th of April 2012
- for guests staying at Wrest Point Hotel Casino, rooms cancelled 21-0 days before the convention attract a cancellation fee equivalent to 100% of the value of accommodation booked

▶ Signed:

Delegate registration refund policy

Cancellations to your convention registration must be advised in writing to convention@ausveg.com.au
Cancellations received prior to Friday 20 January 2012 will receive a full refund less a \$100 administration fee.
Cancellations received after this date will not receive a refund, however, we will accept delegate name changes at any time leading up to the conference.

Credit Card Details
(for accommodation booking)

Card type Expiry

Card holder's name

Card number

Amount authorised (\$) Security code

* Please ensure you have filled in the correct authorised amount

▶ Card holder's signature

Upon completion please fax or post your completed registration form, along with credit card details or cheque in Australian dollars to:

AUSVEG Ltd
PO Box 2042
Camberwell West VIC
Australia 3124

Tel: (03) 9822 0388
Fax: (03) 9822 0688

Email address: convention@ausveg.com.au

Please keep a copy of your registration details.