2008

SRDC Travel and Learning Project
final report Grower Innovation Virtual Expo

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SRDC Travel and Learning Project
Final Report

Project title: Gower Innovation Virtual Expo

SRDC project number: CMY002

Participating people and/or organisation(s): Plane Creek Sustainable Farmers Inc., Mackay Fibre Producers Inc., Calen & St Helens Young Farmers

Project contact(s): Chris Aylward

Acknowledgement of SRDC’s funding: The project participant/s wish to acknowledge receipt of project funding from the Australian Government and the Australian Sugarcane Industry as provided by the Sugar Research and Development Corporation.

Summary:

GIVE 2008 was a follow up to the very successful GIVE 2006. GIVE stands for Grower Innovation Virtual Expo. For the first time in the history of the Australian sugar industry, groups of growers have been funded to undertake R&D activities through SRDC’s Grower Group Innovation Projects. As the results of these investments are completed, the GIVE conference provides a dedicated venue for these grower groups to present their results. With over 270 attendees (mainly growers) and 21 grower group presentations, and 4 guest speakers over the two days, GIVE 2008 was extremely successful, with all participants rating the event very highly. A wide range of agronomic and harvesting topics were covered in the conference providing attendees with up-to-date information and technology applications. Appendix 7 provides a copy of the conference program. Presentations made at the 2008 conference can be downloaded at http://www.giveday.org.au/  SRDC supported this event with a TLOP. This assisted with the costs of the venue, bringing in guest speakers, and organising the associated field trips.

Project Objectives

This project aimed to build upon the success and momentum achieved by the inaugural GIVE Day 2006 (Burdekin). The objectives of GIVE 2008 were to:-

- Improve information exchange on grower-driven farming systems, R&D, and other successful initiatives, among 300 innovative growers from across all regions in the Australian sugar industry
- Create a pathway for greater adoption of improved farming practices
- Provide an opportunity whereby the wider industry stakeholders (R&D&E providers, industry representative bodies, agribusiness, sugar millers etc) are exposed to successes and impact of grower and grower group achievements
- Build social capacity among innovative growers across regions in the Australian sugar industry to increase enthusiasm, motivation and inspiration to think creatively and take a proactive role in R&D to achieve greater benefits in the future
- Create a positive, enthusiastic environment designed and driven by growers that is conducive to motivating and inspiring participants
Build the skills and confidence of 21 innovative growers in communicating R&D topics to an audience of peers and growers

Support the development of an on-going, self-sustaining, grower driven initiative

Overview of key learnings, achievements and/or knowledge gained

- Over 270 people attended the conference from throughout the industry comprised of: Growers (76%) and Extension Officers (12%). The other 12% of participants included: Research Officers, Fertiliser Sales, Mill Relations Officer, Journalist, GPS reseller, Farmhand and a Retired Farmer.
- 24 presentations were made, comprised of 19 growers groups, 1 international composting expert, 1 commercial farming enterprise, and 3 guest speakers.
- Participants rated the conference as highly positive, giving on average an overall rating of 4.4 (where 1=poor, 5=great).
- 88% of participants rated the “new information learned” as 4 or 5 (on the same scale 1=poor, 5=great).
- 97% of participants said they wanted to attend the next GIVE conference.
- Independent review of feedback received concluded: “Overall, survey participants were extremely positive of the conference, rating their overall experience and various aspects of the conference (information, interest, venue, timing) highly. The resounding success of the 2008 conference is clearly demonstrated, with all participants indicating they would attend a future GIVE conference”.
- SRDC’s GGIP program was highly promoted throughout the conference with all GGIP presenters acknowledging SRDC’s vital role in the process. Feedback on the conference showed that 73% of attendees were aware that a number of presentations were a result of projects funded under the Grower Group Initiative Program (GGIP). These attendees rated the projects usefulness in providing information or experience for growers and the wider industry on average as 4.5 (on a scale of 1 to 5 where 1 is not useful and 5 is very useful).
- A number of attendees stated that they would use the new information learnt at the conference as detailed in the below Table (1):

<table>
<thead>
<tr>
<th>New information, topics or ideas that participants plan to use or followup:</th>
<th>No. of mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Planting</strong></td>
<td></td>
</tr>
<tr>
<td>- row spacing</td>
<td>17</td>
</tr>
<tr>
<td>- planting rates</td>
<td></td>
</tr>
<tr>
<td>- soybean variates</td>
<td></td>
</tr>
<tr>
<td><strong>Composting</strong></td>
<td>16</td>
</tr>
<tr>
<td><strong>Spraying</strong></td>
<td>11</td>
</tr>
<tr>
<td>- hooded sprayers</td>
<td></td>
</tr>
<tr>
<td>- weed seeker</td>
<td></td>
</tr>
<tr>
<td><strong>General Other</strong></td>
<td>11</td>
</tr>
<tr>
<td>- grower group maintenance / formation</td>
<td></td>
</tr>
<tr>
<td>- soldier fly</td>
<td></td>
</tr>
<tr>
<td>- networking</td>
<td></td>
</tr>
<tr>
<td><strong>Crop Benefits</strong></td>
<td>8</td>
</tr>
<tr>
<td>- hemp benefits</td>
<td></td>
</tr>
<tr>
<td>- alternate break cycle crops</td>
<td></td>
</tr>
<tr>
<td>- fibre crops</td>
<td></td>
</tr>
<tr>
<td><strong>Farm Technology</strong></td>
<td>7</td>
</tr>
<tr>
<td>- farm mapping</td>
<td></td>
</tr>
<tr>
<td>- base cutter height</td>
<td></td>
</tr>
<tr>
<td>- GPS steering</td>
<td></td>
</tr>
<tr>
<td>- elevator extension</td>
<td></td>
</tr>
<tr>
<td><strong>Leveling / Optisurface</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Variable Rate Fertilising</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Mill Mud Applicator</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Nutrient Issues</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td>2</td>
</tr>
</tbody>
</table>

TABLE (1) – Information/Ideas That Growers Will Use Or Follow-up
The main criticism of the conference was the scheduling of concurrent presentations, which meant that all presentations could be viewed.

**Summary of implications and recommendations resulting from project**

The feedback clearly indicated that the GGIP program and the GIVE concept should be continued. This is evidenced by a number of factors including; high attendance, another group already planning for GIVE 2009, and the high number of survey respondents that indicated they would like to attend future GIVE conferences.

Survey respondents suggested a number of improvements for future GIVE conferences which are detailed in the Table (2) below:

<table>
<thead>
<tr>
<th>Suggested Improvements</th>
<th>No. of mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session Clashes</strong></td>
<td></td>
</tr>
<tr>
<td>- people would like to attend all sessions, conflicts make this impossible</td>
<td>18</td>
</tr>
<tr>
<td>- attend more bus trips</td>
<td></td>
</tr>
<tr>
<td><strong>General Suggestions</strong></td>
<td></td>
</tr>
<tr>
<td>- give program out earlier</td>
<td>13</td>
</tr>
<tr>
<td>- name tags printed on both sides</td>
<td></td>
</tr>
<tr>
<td>- sometimes issues such as CTF and precision Ag are done to death and repeated across sessions, could be condensed</td>
<td></td>
</tr>
<tr>
<td>- bring along the equipment that has been modified and working displays to see working in fields if possible</td>
<td></td>
</tr>
<tr>
<td>- save a lot on phone calls and travel</td>
<td></td>
</tr>
<tr>
<td>- shame that organisation reps don't attend</td>
<td></td>
</tr>
<tr>
<td>- juices at breaks</td>
<td></td>
</tr>
<tr>
<td>- an events calendar should be sent out to every grower at the start of the year</td>
<td></td>
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<tr>
<td>- is info from sessions available on web or by other means?</td>
<td></td>
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<tr>
<td>- train local growers to run sessions as well as present</td>
<td></td>
</tr>
<tr>
<td><strong>Venue Suggestions</strong></td>
<td></td>
</tr>
<tr>
<td>- some screen projectors hard to read</td>
<td>6</td>
</tr>
<tr>
<td>- more chairs</td>
<td></td>
</tr>
<tr>
<td>- make sure all questioners have a microphone</td>
<td></td>
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<tr>
<td>- slightly larger venue</td>
<td></td>
</tr>
<tr>
<td>- more rum and cola</td>
<td></td>
</tr>
<tr>
<td>- equipment outside</td>
<td></td>
</tr>
</tbody>
</table>

**TABLE (2) – Suggested Improvements**

**Summary of conferences attended or meetings held, including persons met and summary of discussions and outcomes (if relevant):**

As previously discussed, over 270 attendees travelled from throughout the industry (NSW-Atherton) to attend the conference. The majority were growers, however representatives from all sections of the industry were also present. Feedback indicated this event provided an excellent environment for networking. Feedback on the content and relevance of the presentations was excellent.

**Economic, Environmental and/or Social benefits to the Australian sugar industry, the community and/or the participants that will accrue from the project:**

This conference aimed to improve grower’s skill, knowledge and understanding on a wide range of topics. As detailed in Table (1), attendees have indicated they will use or follow up a number of new ideas or information which they have gained through attending this conference. The new ideas/information referred to in Table (1) relate to agronomic practices that will deliver economic, environmental and social benefits to these growers. An example of this is “Planting at wider row spacings”. This was the most common new idea/information listed in the feedback that would be followed up on or used. By planting at a wider row spacing the following benefits will be achieved:

**Economic:**
Reduced fuel usage per Ha
Reduced time/wages per Ha
Reduced wear on machinery per Ha

Environmental:
- Reduced soil tillage operations required
- Reduced erosion potential
- Improved soil health

Social:
- Reduced costs per Ha at planting, reducing economic pressure on the family business
- Reduced time spent planting per Ha, allowing time for other activities

The conference on the whole also provided a range of social benefits to the attendees. These include an excellent networking opportunity, and presentation/public speaking experience for those presented. This process will also those that attended understand what is involved in undertaking a GGIP or similar project.

Means of communicating the findings of the project to relevant stakeholders. (Include copies of any articles, press releases, etc. that have been prepared):
A web site from GIVE 2006 is still in existence (www.giveday.org.au) and has been used to post all available 2008 presentations for those that were not able to attend the conference, or those that wish to revisit information presented. Copies of media releases promoting the event are attached as appendices to this report. A number of ABC radio interviews were also conducted prior to the event. Local Channel 7 News also covered the event on the second day.

Recommendations on how knowledge or information gained can be used or transferred to projects or the industry (at a local and/or industry-wide level):

Based on the success of the event, very positive feedback, and attendees interest in attending future GIVE events, the key recommendations are as follows:
- The GIVE concept should be continued. That is, growers presenting new information to other growers. Care should be taken to ensure this concept is not hijacked by industry bodies – it should remain a grower run and delivered activity that is independent of any one industry organisation.
- The only negative feedback received related to concurrent sessions – this should be considered for future GIVE events, however feedback also indicated that the event should not go any longer than 2 days.
- The GGIP program should be continued to ensure growers are undertaking on-farm R&D and therefore have new information/ideas to present to other growers at future GIVE events.
- A high level of commercial and industry sponsorship was achieved, and is essential for any future events. There is potential to secure ongoing sponsorship to ensure future events can be held.
- The concept of grower groups hosting the event should be continued, but these groups do require intensive support to organise an event of this size and nature.
- As per feedback received, where possible the dates of the event should be scheduled and promoted well in advance, to assist growers coming from the furthest locations to plan for attendance.
• Grower presenters often require assistance with preparing their presentation- future organisers of the event should bare this in mind.

• Future organisers of the event should ensure they have a team to assist them and allocate a large amount of time to this task.

• Future organisers should refer to the GIVE Conference Survey Report by J&R Coutts (see SRDC project page).

• The GIVE conference is the biggest and best attended of its kind in the industry and has a large potential to increase grower skills, knowledge and understanding which will inturn result in increased rates of practice change.

• It is recommended that GIVE day be open to any grower or grower group to present research they have undertaken (not just GGIPs – but these do make up the vast majority of grower research that is undertaken)
Appendix 1 - Bush Telegraph article

GIVE 2008 Registrations closing soon

GIVE stands for Grower Innovation Virtual Expo. GIVE 2008 is being held in Mackay on the 28th & 29th of February and is only the 2nd conference of its kind to ever be held. GIVE is a conference specifically designed for sugarcane growers. Unlike normal conferences in the sugar industry where presentations are made by "researchers", all the presentations at the GIVE conference are done by "growers".

The presentations will be from "grower groups" who have applied for, and successfully received research grants from the Sugar Research & Development Corporation. These grants allow the grower groups to undertake on-farm research in new areas of technology, farming practice, or develop their own innovations. At this conference, these grower groups will present the outcomes from their trials & R&D that have been undertaken over the last 2 years. Grower groups from throughout the industry (Innisfail to Nth NSW) will be converging on Mackay to share their information.

The growers will be presenting information on machinery modifications and new technology covering topics such as; precision mill mud applicators, light weight designs for elevator extensions, modified planters & implements for controlled traffic farming systems, hydraulic spreading harvester fronts for handling various row widths, GPS guided steerable rear axles on haulouts, compost manufacture for use as fertiliser, 3m farming systems and associated equipment, shielded sprayers, new fibre crop rotation options, WeedSeeker precision spray technology, and two in one harvester fronts.

In addition to these technology and machinery presentations, growers will be presenting trial results on; fertiliser rates, variable rate fertilising, variable rate planting, controlled traffic farming system yield trials, new soybean variety yield trials, water infiltration & compaction trials, zero till peanut trials, comparison of overhead, trickle and flood irrigation systems, break crop nitrogen fixation trials, and reduced tillage yield trials. Following the presentations, growers will be taken on field trips around the district to inspect some of these technologies and trials first hand. Sponsors of the event will also have a number of displays at the conference for growers to inspect.

GIVE 2008 is being held in Mackay at the Windmill Conference Centre on the 28th & 29th of February running from 8.30am – 5.30pm on both days.

Registration costs are $50.00 per head which covers access to the conference, all meals for the 2 days including dinner on the Thursday night and access to a hefty bar tab, and the field trips. Both growers and partners are encouraged to attend, and the local Womens Network will also be making a presentation.

Registrations after the 25th of February will attract a late fee and will cost $80.00 per head. To register for the conference, please contact CANEGROWERS Mackay on 4944 2600.

For more information, please contact Chris Aylward on 0437 330 877.
Appendix 2 – Qld Country Life Article

GIVE 08 is a conference for everyone involved with the sugarcane industry—unique because it is organized and presented by growers.

Hosted by the Plane Creek Sustainable Farmers Group, Mackay Fibre Producers and the Calen and St Helen Young Farmers Group, GIVE 08 promises to inspire and intrigue.

Grower groups from across the industry, involved in a variety of projects funded by the Sugar Research and Development Corporation, have been invited to present at the conference to be held in Mackay. Topics are varied and include: variable planting rates, fallow crops as supplementary income sources, developing compost as an alternative fertiliser source; pre-planting application of fertiliser; and the economics of controlled traffic versus conventional systems.

As well as presentations by grower groups, two guest speakers will also present relevant information during the conference. These guest speakers include Tracey Gianatti from the Western Australian grains industry, and John Markley from Mackay Sugar.

Mackay Fibre Producers representative Joe Muscat said, “John is the Productivity Officer for Mackay Sugar. He will provide detailed information on the technology being used by Mackay Sugar to aid growers moving towards precision agriculture.”

Mr Markley explains “At Mackay Sugar, we are focusing on using GIS (Geographical Information Systems) technology and how that relates to the Precision Agriculture concept. In other words we are using spatial data and linking it to block level management. Some of the tools we are using to do this include harvester yield monitors which are used to produce yield maps, satellite imagery and EC maps of soil types.

“By using these tools we have a much more detailed understanding of the variability’s that can occur within a block, and this can lead to management changes to better match inputs to requirements.

"As well as developing the use of this spatial data, an internet based recording system is also being developed to allow growers and industry representatives to record specific data relating to inputs, varieties, pests, and general management of individual blocks. This comes at a time when data recording of farm management is essential."

Mr Muscat said, “While John will provide us an insight into practical tools that we can all use to better understand the variability’s within blocks, Tracey will be able to provide us with an insight into how the sugar industry can maximize the outcomes from our grower groups.

“Tracey has been working with grower groups in the grains industry for 5 years. Her role involves working with the Grower Group Alliance, which is made up of 14 grower groups located across the wheatbelt, and five research institutions. Through her work with groups Tracey has found that developing a strong network between groups is essential to success.”

Ms Gianatti explains “The aim of the Alliance is to enhance the value of agricultural research, development & extension through stronger links between grower groups, researchers and industry. It provides the opportunity for collaborative projects between grower groups across the state. By working together, it allows the groups to maintain their local-focus, yet also operate with a ‘critical mass’ to take action on a range of issues which they would not have been able to do individually.

“An organised alliance of grower groups can allow groups to expand their activities, influence and opportunities without detracting from their core strength, which is their commitment to growers in their local area.”
GIVE 08 will be held at the Windmill Conference Centre in Mackay on 28 and 29 February 2008. Presentations will be given both days and the event includes a BBQ on the Thursday evening and a field trip to visit some innovative technology in practice in the Mackay region on the final day. The registration cost is $50.

To register for GIVE 08 contact Rosalie McIlvenna on 07 4944 2601. For event information contact Che Murray on 0417 326 667 or visit www.srdc.gov.au.
GIVE 08 is a conference for everyone involved with the sugarcane industry—unique because it is organised and presented by growers.

Hosted by the Plane Creek Sustainable Farmers Group, Mackay Fibre Producers and the Calen and St Helen Young Farmers Group, GIVE 08 promises to inspire and intrigue.

Grower groups from across the industry, involved in a variety of research projects funded by the Sugar Research and Development Corporation, have been invited to present at the conference to be held in Mackay.

Topics are varied and include: variable planting rates, fallow crops as supplementary income sources, developing compost as an alternative fertiliser source; pre-planting application of fertiliser, fertiliser rate trials, the economics of controlled traffic versus conventional systems, GPS guidance and steer able rear axles on haulout trailers, WeedSeeker spray technology (spray rigs with sensors that turn the jets on & off certain grass/weeds are present), the impact of controlled traffic on soil biology and water infiltration, hydraulic spreading harvester fronts for harvesting various row widths, chop-throw harvester designs, modified planters that bed up in the one operation, fibre crops, shielded sprayers, precision mill mud applicators, zero till peanut trials…..just to name a few.

All of these presentations will be made by growers who have trialled this technology or practices in their own paddock at a commercial scale.

All of the information presented at GIVE 2008 is new information taken from trials conducted over the last 2 years, and has not been presented before.

This is a unique opportunity for Plane Creek growers with this event being held just up the road, with such a range innovative growers from throughout the industry present. Growers are reminded that while some of the information presented at GIVE will later find its way onto various industry newsletters etc, it will be much more informative to get this research information straight from the horses mouth, and have the opportunity to speak with the growers and ask questions.

There will also be a dinner held on the 1st night (Thurs 28th Feb) which will be an excellent networking opportunity. Various field trips will be run on the afternoon of the 2nd day (Fri 29th Feb) to inspect some of this technology and farming practice in action.

As well as presentations by grower groups, three guest speakers will also present relevant information during the conference. These guest speakers include Tracey Gianatti from the Western Australian grains industry, and John Markley from Mackay Sugar, and a presentation from the events major sponsor “Sustainable Landscapes”.

**When:** February 28th & 29th 2008

**Venue:** MACKAY Qld
Windmill Motel and Reception Centre,
5 Highway Plaza, Bruce Highway, North Mackay, Queensland,
Australia, 4740
Ph: 07 4944 3344

**Registration:** $50 (includes conference, lunches, dinner, bus trip and take home material)

EFTPOS, cash or cheque (payable to Mackay Canegrowers Ltd).
Contact Rosalie McIlvenna @ Mackay Canegrowers Ltd on 07 4944 2600

**Registrations close 18th February 2008**
**Appendix 4 – Article sent to various medial outlets, Bush Telegraph, Nth Qld Register**

**Giving and receiving**

There’s no better way to learn about new farming ideas or technology then getting your hands dirty and talking to the people doing it - face to face.

The upcoming GIVE 08 conference in Mackay is all about just that and more!

Held over two days, the conference features a series of presentations from grower groups conducting research and development funded by the Sugar Research and Development Corporation.

This year, participants can join one of four field trips in the Mackay region to check out some innovative ideas in practice.

One stop will be to the Advanced Nutrient Solutions grower group to hear about their experiments with the use of compost as an alternative fertiliser.

Edwin Blosser from Midwest Bio-Systems in the US, a world renowned soil consultant, will talk about the power of converting organic matter into valuable carbon through microbial activity.

Other topics to be discussed at GIVE 08 include: developing compost as an alternative fertiliser source; the economics of controlled traffic versus conventional systems; variable planting rates and pre-planting application of fertiliser; and fallow crops as supplementary income sources.

Hosted by the Plane Creek Sustainable Farmers Group, Mackay Fibre Producers and the Calen and St Helen Young Farmers Group, GIVE 08 promises to inspire and intrigue.

**When:** February 28\(^{th}\) & 29\(^{th}\) 2008

**Venue:** MACKAY Qld
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Ph: 07 4944 3344

**Registration:** $50 (includes conference, lunches, dinner, bus trip and take home material)

EFTPOS, cash or cheque (payable to Mackay Canegrowers Ltd).
Contact Rosalie McIlvenna @ Mackay Canegrowers Ltd on 07 4944 2600

**Registrations close 18\(^{th}\) February 2008**

**Contact:** Joe Muscat: 07 4963 6800 or 0429 377 162
Chris Aylward: 0437 330 877
February 28th & 29th 2008

Mackay QLD

A two day conference showcasing the best the Sugar Industry has to offer

Date & time: Commencing 8:30am Thursday February 28th
Concluding 5:30pm Friday February 29th

Venue: Windmill Motel and Reception Centre,
5 Highway Plaza, Bruce Highway, North Mackay, Queensland,
Australia, 4740
Ph: 07 4944 3344

Registration: $50 (includes conference, lunches, dinner, bus trip and take home material)
EFTPOS, cash or cheque (payable to Mackay Canegrowers Ltd). Contact Rosalie McIlvenna @ Mackay Canegrowers Ltd on 07 4944 2600

Registrations close 18th February 2008

Contact: Joe Muscat: 07 4963 6800 or 0429 377 162
Chris Aylward: 0437 330 877
For accommodation enquiries, please contact the Mackay Information Centre on (07) 4944 5888
Appendix 6 – Copy of Sponsorship proposal sent to various businesses/organisations

Sponsorship Proposal – GIVE 2008

Dear ,

Thankyou for the opportunity to present the following proposal for sponsorship of GIVE 2008.

GIVE is a Grower Innovation Virtual Expo which is a conference and expo unique to the Australian Sugar industry.

GIVE is a concept developed by a group of sugarcane growers in the Burdekin region in 2006. These growers identified a need for increased sharing of information between innovative farmers throughout the industry. While the industry runs a number of conferences and field days aimed at transferring information from researchers to growers, there was no effective means for innovative growers to transfer their information to other growers industry wide.

GIVE 2006 was hosted by this group of growers (Advanced Burdekin Collective- ABC group) on a very tight budget, and the success of the event far outweighed expectations. Over 300 growers from throughout the Australian Sugar industry attended the event, and the feedback and demand for its continuation was exceptional.

The aspects that make GIVE unique include:

• The event is hosted and coordinated by grower groups
• The presentations and field displays are conducted by grower groups
• This is the only event in the entire sugar industry that allows innovative growers to share their knowledge and practices with other growers

There are over 40 grower groups throughout the Sugar Industry (Nth NSW to Nth Qld) that have commended or completed research and development projects with funding from the Sugar Research & Development Corporation (SRDC). These grower groups have undertaken a diverse range of on-farm research with the aim of addressing productivity, profitability and sustainability issues.

Representatives from these grower groups will be presenting their research and outcomes to the industry at GIVE 2008. Unlike much research undertaken by industry bodies or other agricultural organisations, the information & practices presented at GIVE 2008 will offer practical options for sugarcane growers, that have been commercially proven, and can be realistically adopted by other growers in the short term. This information will include topics like: on farm trial results, equipment modifications, new farming systems and other innovations.

GIVE 2008 is being co-hosted by three grower groups from the Mackay Region (Plane Creek Sustainable Farmers Inc, Mackay Fibre Producers Inc, and the Calen & St Helens Young Farmers Group). The two day event will be held on the 28th & 29th of February in Mackay.
GIVE 2008 is expected to be bigger and better than the first GIVE as we have received increased support from industry to promote and undertake this unique event.

With over 300 growers attending for the two days, catering, guest speakers, and field trips, we are in need of sponsorship support for the event. This event brings together the most innovative and sustainable growers from throughout the industry and we believe we can offer significant exposure, promotion, and networking opportunities for our sponsors. Examples of these opportunities include (but are not limited to):

- Company display booths in the foyer of the venue
- Advertising and recognition on all GIVE media activities (print, TV, radio, internet – www.giveday.org.au)
- Tailoring of field trips to visit/inspect growers using your products/services
- Exclusive sponsorship – none of your competitor organisations present at the event
- Opportunities to display your products/services at the event or in the field
- Your promotional material included in the GIVE 2008 “show bag”. “Show bag” will contain CD & written copies of all presentations, contact details for growers and guest speakers etc
- A representative from your organisation to act as a “Guest Speaker” – this would be dependant on the value of the sponsorship arrangement and your ability to provide a presentation in-line with the event’s theme – “Innovative options for Grower Productivity, Profitability and Sustainability”

Additionally, we are more than happy to discuss other sponsorship opportunities should you have any ideas, and will tailor the sponsorship package to suit your budget.

As the event is to be held in less than one month from now (Feb 28/29) we will need to finalise the sponsorship arrangements fairly soon. We apologise for not contacting you sooner, and thankyou for considering our proposal.
Should you have any questions, please do not hesitate to contact me on 0437 330 877 or caylward@csr.com.au. Otherwise, I will contact you in the near future to confirm you received this proposal and discuss this opportunity.

Regards,

Chris Aylward

Chris Aylward
Plane Creek Sustainable Farmers Inc. (Secretary)
### PROGRAM

**DAY 1 – Thursday 28th February 2008**

<table>
<thead>
<tr>
<th>TIME</th>
<th>LOCATION</th>
<th>SPEAKER &amp; PRESENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30am</td>
<td>Main Hall</td>
<td>Official Welcome, housekeeping</td>
</tr>
<tr>
<td>8.50am</td>
<td>Main Hall</td>
<td>Grower Group Alliance – West Australian Grains Industry (Tracey Gianatti)</td>
</tr>
<tr>
<td>9.30am</td>
<td>Main Hall</td>
<td>Geographical Information Systems &amp; Precision Agriculture (John Markley – Mackay Sugar)</td>
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<tr>
<td>10.10am</td>
<td>Foyer</td>
<td>Inspect Sponsors Display &amp; Morning tea</td>
</tr>
<tr>
<td>10.40am</td>
<td>Main Hall</td>
<td>Sustainable Landscapes Incentives &amp; Water Quality Improvement Plan (Will Higham &amp; Carl Mitchell)</td>
</tr>
<tr>
<td>11.20am</td>
<td>Main Hall</td>
<td>Organise Field Trips</td>
</tr>
<tr>
<td>11.45am</td>
<td>Balcony</td>
<td>Lunch (&amp; separation of rooms)</td>
</tr>
<tr>
<td>12.45pm</td>
<td>Room 1</td>
<td>Nth Coast Grower Group (John Fox &amp; Micheal Zampuriti) Water infiltration trials, row spacing trials, Nitrogen &amp; potassium rate trials</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>Gerry Deguara Harvesting (Gerry Deguara) GPS Guided Steer able Real axils for haulouts</td>
</tr>
<tr>
<td>1.15pm</td>
<td>Room 1</td>
<td>NFI Group (Michael Waring) Farming System trials &amp; impact on soil microbiology</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>ABC Group (Joe Linton) Hydraulic Spreading Harvester Front for managing various row widths</td>
</tr>
<tr>
<td>2.45pm</td>
<td>Room 1</td>
<td>Blackburn Harvesting (Lee Blackburn) Farming system trials, peanuts, soil mapping, variable rate fertiliser</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>MAFIA Group (Chris Hesp) Comparison of overhead, trickle and flood irrigation systems</td>
</tr>
<tr>
<td>3.15pm</td>
<td>Balcony</td>
<td>Afternoon tea</td>
</tr>
<tr>
<td>3.45pm</td>
<td>Room 1</td>
<td>PAD Farming Company (Dale Morellini) Modified Planter that bed-forms as it plants – trial results</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>Castellani Harvesting Group (Elia Castellani) 3m controlled traffic system, 2 in 1 harvester fronts.</td>
</tr>
<tr>
<td>4.15pm</td>
<td>Room 1</td>
<td>Homebush Innovative Farmers (Tony Bugeja) Farming System Trials, planting rate trials, pre plant liquid fertilisation trials</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>Plane Creek Sustainable Farmers (Doug Pederson) Light weight designs for elevator extensions</td>
</tr>
<tr>
<td>4.45pm</td>
<td>Room 1</td>
<td>Womens Network</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>Mackay Fibre Group (Joe Muscat) Fibre Crop trials – sun hemp, hemp, kenaff, Nitrogen fixation trials</td>
</tr>
<tr>
<td>5.15pm</td>
<td></td>
<td>Close of day 1</td>
</tr>
<tr>
<td>7.00pm</td>
<td>Outdoor Marque</td>
<td>Dinner &amp; Drinks</td>
</tr>
</tbody>
</table>
# PROGRAM

**DAY 2 – Friday 29th February 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30am</td>
<td>Room 1</td>
<td>ABC Group (Andrew Lashmar) WeedSeeker precision spray technology</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>(Alan McLean) Shielded Sprayers – Trial results</td>
</tr>
<tr>
<td>9.00am</td>
<td>Room 1</td>
<td>Maryborough Group (Jeff Attkinson) Precision Mill Mud Applicator</td>
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<td></td>
<td>Room 2</td>
<td>Upper Haughton Cane Productivity Group (Roy Young) Understanding deep drainage, aquifers and high water tables</td>
</tr>
<tr>
<td>9.30am</td>
<td>Room 1</td>
<td>Soldier Fly Group (Paul Argent) Soldier fly treatments &amp; trial results.</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>Tropical City Group</td>
</tr>
<tr>
<td>10.00am</td>
<td>Balcony</td>
<td>Morning tea</td>
</tr>
<tr>
<td>10.30am</td>
<td>Room 1</td>
<td>Advanced Nutrient Solutions (John Ross) Local compost manufacture for retail and fertiliser markets</td>
</tr>
<tr>
<td></td>
<td>Room 2</td>
<td>NSW Group (Nathan Enisby) New farming System Trials</td>
</tr>
<tr>
<td>11.00am</td>
<td>Room 1</td>
<td>Compost Guru from US</td>
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<tr>
<td></td>
<td>Room 2</td>
<td>Don Haplin – Zero Till Peanuts</td>
</tr>
<tr>
<td>11.30am</td>
<td>Room 1</td>
<td></td>
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<tr>
<td></td>
<td>Room 2</td>
<td></td>
</tr>
<tr>
<td>12.20pm</td>
<td></td>
<td>Field Trips &amp; Lunch</td>
</tr>
</tbody>
</table>
Appendix 8 – Evaluation Form

GIVE Conference 2008 – Feedback

Please take a few minutes to complete this feedback sheet (please note there are 2 pages). It will help us to continue to improve these events.

1. Please indicate your main role:
   - Grower □
   - Miller □
   - Extension Officer □
   - Research Officer □
   - Other □ Details: ______________

2. What is your postcode? ___________________

3. Were you a presenter at the conference? □ Yes □ No [if No, go to Q 4]
   3.1 If yes, did your presentation relate to a project undertaken as part of the Grower Group Initiative Program (GGIP)? □ Yes □ No
   3.2 If you presented, how would you rate the level of interest in your topic?
      Low □ 1 □ 2 □ 3 □ 4 □ 5 High

4. Overall, how would you rate the GIVE 2008 Conference in terms of a positive experience for you?
   Poor □ 1 □ 2 □ 3 □ 4 □ 5 Great

3.1 Please comment on your rating:

5. Please rate the following aspects of the conference:
   4.1 New information learnt
      Poor □ 1 □ 2 □ 3 □ 4 □ 5 Great
   4.2 Interesting
      Poor □ 1 □ 2 □ 3 □ 4 □ 5 Great
   4.3 Venue
      Poor □ 1 □ 2 □ 3 □ 4 □ 5 Great
   4.4 Time of year
      Poor □ 1 □ 2 □ 3 □ 4 □ 5 Great
   4.5 Bus trip
      Poor □ 1 □ 2 □ 3 □ 4 □ 5 Great

6. A number of presentations were a result of projects funded under the Grower Group Initiative Program (GGIP). Were you aware of specific presentations that were made that resulted from the GGIP program? □ Yes □ No
   5.1 If yes, how useful do you think these projects have been in providing useful information or experiences for growers and the wider industry?
      Not useful □ 1 □ 2 □ 3 □ 4 □ 5 Very Useful
   5.2 Please make any comment about the GGIP Program or projects:
7. Please note any specific **new information, topics or ideas** that you have seen or heard at the conference that you are planning on using or following up:

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8. Do you have any **suggested improvements** for future GIVE conferences?

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9. In which region do you think the **next GIVE conference** should be held?
   - New South Wales □
   - Bundaberg □
   - Mackay □
   - Burdekin □
   - Tully □
   - Cairns □
   - Atherton □
   - Other □ Details:

10. Would you attend a future GIVE conference (please circle)
   - □ Yes  □ No

11. How did you hear about the GIVE conference
    (please tick all appropriate responses)
    - Newspaper □
    - Email □
    - Letter □
    - Radio □
    - Word of Mouth □
    - Other □ Details:

12. Please make any other comments about this or future GIVE conferences:

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Thanks for your time....