

## **Final Report**

# **Annual Vegetable Industry Seminar 2022-2024**

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AUSVEG

### **Project code:**

VG21003

**Project:**

Annual Vegetable Industry Seminar 2022-2024 (VG21003)

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## Public summary

VG21003 – Annual Vegetable Industry Seminar (2022-2024) delivered an impactful in-person R&D seminar in 2022, 2023 and 2024, complemented with online webinars across this time period. The project focused on developing and delivering outcome-oriented seminars of a high value to vegetable growers and the industry.

This initiative involved the coordination and execution of a one-day seminar that is designed to increase the understanding of over 100 levy-paying vegetable growers on innovations in horticulture and agriculture that are research or technology based and currently or soon to be available. Throughout the project lifespan, feedback from the Australian vegetable growers that attended the seminars was highly positive, which confirms the need for a consistent, regular and impactful knowledge stream to showcase vegetable industry innovations and emerging technology.

Each AVIS event was structured to align with the industry's Strategic Investment Plan and incorporated speakers with vast experience in their area of subject matter expertise. The aims of each AVIS event delivered through this project include:

1. To support the adoption of technological innovation which promotes enhanced collaboration between growers, industry and researchers.
2. To provide a forum for vegetable growers to identify opportunities for potential future industry investment, as well as act as an aid in learning of horticultural innovations taking place overseas.
3. To promote a general increase in dialogue between growers, researchers, Hort Innovation, government and industry.

The seminar's attendees represented a cross-section of over 100 vegetable growers from different growing regions across Australia. The growers were also joined by a number of industry observers and stakeholders, including researchers, government representatives, and various supply-chain representatives.

## Keywords

Vegetable, vegetable levy, R&D, seminar, webinar, workshop, extension, growers, levy-paying growers, up-to-date.

## Introduction

The *Annual Vegetable Industry Seminar* (AVIS) was a unique opportunity to engage a broad, diverse, and extensive audience of vegetable growers through in-person seminars and webinars, delivering the most up-to-date R&D content to support and benefit their businesses. To maximise this opportunity, provision to fund up to 100 levy-paying growers was included over the 3 years to attend the in-person seminars alongside the annual Hort Connections conference.

AVIS funding, was made available to growers that were young or new to horticulture, were from culturally diverse backgrounds, or were experiencing financial hardship to be given the opportunity to attend the seminar for the first time in person.

The Annual Vegetable Industry Seminar and webinars have provided valuable resources to assist growers with information to assist their businesses and productivity and innovation. With input costs continuing to rise and labor shortages affecting growers across many parts of the country, the information provided was a necessity and a welcome relief to the growers who attended.

The primary objective of the project was to support growers in enhancing their profitability and production efficiency by showcasing cutting-edge global technologies and the latest innovation in R&D outcomes through seminars and webinars.

This has been delivered through many seminar topics, with a selection listed below;

- Transitioning to protected cropping – what are the considerations?
- The Soil Wealth and Integrated Crop Protection team
- Mental health and resilience for farmers
- Emerging Technology for the Australian Vegetable Industry,
- Alternative farming techniques for vegetable growers – What's out there?
- AgTech: How growers can leverage tech to drive on-farm efficiency across visitor management, health and safety, productivity and biosecurity
- Insights for Growth - how to leverage consumer data for the produce industry

## Methodology

The activities undertaken within this project include the following:

1. Identify seminar and webinar topics that align with the vegetable industry *Strategic Investment Plan*, with input and approval from Hort Innovation for proposed agenda and potential speakers.
2. Developed and implemented plans for the seminar and all webinars, including speakers and delivery dates, in conjunction with Hort Innovation.
3. Determined assessment criteria and developed application processes for grower attendee funding.
4. Invited growers to the seminar as well as promotion to growers via a dedicated media release to industry and regional media, the National Vegetable Industry Communications Program (VG18000), including *Vegetables Australia* and the AUSVEG Weekly Update, as well as the various VegNET officers and AUSVEG's extensive industry networks.
5. Invited growers to apply for seminar attendee funding through promotional activities including direct EDMs, announcements at workshops, and face-to-face where appropriate.
6. Managed the booking process which produced successful attendee funding applicants.
7. Developed participant evaluation surveys for the in-person seminar and webinar series.
8. Convened the webinar series and three in-person *Annual Vegetable Industry Seminars* to bring together all relevant industry stakeholders, as well as members of the Vegetable Strategic Investment Advisory Panels (SIAPs), which learnt about and discussed new horticultural practices applicable for the Australian vegetable industry. The seminars were held at Hort Connections, the event was suitable to facilitate such seminars for its size and nature.
9. Speaker presentations were recorded from the in-person seminar and the information was disseminated to Australian vegetable growers and the wider industry.
10. Post-seminar and webinar communications materials were developed for the National Vegetable Industry Communications Program and VegNET for dissemination to the wider industry.

<https://ausveg.com.au/articles/2022-annual-vegetable-industry-seminar-video-recordings/>

<https://ausveg.com.au/ausveg-webinars/>

[https://www.youtube.com/playlist?list=PL4cJZzAUfvKD3QNskvqUz\\_KyswweOARgp](https://www.youtube.com/playlist?list=PL4cJZzAUfvKD3QNskvqUz_KyswweOARgp)

<https://www.soilwealth.com.au/resources/videos-and-apps/soil-wealth-icp-grower-panel-discussion-2022-annual-vegetable-industry-seminar/>

<https://www.soilwealth.com.au/resources/articles-and-publications/soil-wealth-icp-demo-site-growers-share-innovations-at-2022-annual-vegetable-industry-seminar/>

## Results and discussion

AVIS has generated the following results and discussion during the life of project:

- 51 young growers have been funded under the grower attendance funding to attend Hort Connections from 2022 to 2024.
- Growers from all Australian states have attended AVIS.
- 36 topics have been covered under AVIS across the in-person seminar and webinars.
- 36 R&D topics have been delivered through AVIS, to amplify the impact of the R&D findings and developments.
- 40 speakers have been invited to present at AVIS.
- 10 surveys have been conducted post-event.
- 389 attendees were surveyed, with selected feedback including:-
  - Soil wealth management was the most popular R&D topics received by attendees.
  - Expert panels and discussion panels were very helpful for young growers that have just entered the horticulture industry.
  - Growers appreciated the funding support provided, and they have rated that this was the main reason why they are willing to take their time out to attend AVIS and Hort Connections.
  - Connections made at AVIS were highly valuable, including being able to hear about first-hand experience from the industry expert panels.
  - The Ag-tech topics have been helpful as it has stimulated growers to think about the future of technological innovation around farming or growing.

## Photos/images/other audio-visual material

Please refer to Appendices 2022, 2023 & 2024 attached.

## Output

**Table 1 Output summary**

Output	Description	Detail
<b>Annual Vegetable Industry Seminars</b>	The successful delivery of the Annual Vegetable Industry Seminar resulted in an audience of at least 100 levy paying vegetable growers each year covering a diverse range of growing regions, crops, ages and cultural backgrounds. The delivery entailed an overview of specific levy investments that aligned with the Strategic Investment Plan objectives. The seminars incorporated Hort Innovation and other relevant industry partners to highlight the breadth of work being done for the betterment of the vegetable industry.	<ul style="list-style-type: none"> <li>• AVIS 2022 was held on 6 June 2022, in Brisbane, in conjunction with Hort Connections. A total of 136 growers attended, with 6 topics and 8 speakers delivered at the in-person seminar.</li> <li>• AVIS 2023 was held on 5 June 2023, in Adelaide, in conjunction with Hort Connections. A total of 124 growers attended, with 6 topics and 6 speakers delivered at the in-person seminar.</li> <li>• AVIS 2024 was held on 5 June 2024, in Melbourne, in conjunction with Hort Connections. A total of 129 growers attended, with 6 topics and 9 speakers delivered at the in-person seminar.</li> </ul>
<b>Webinar series</b>	Along with the in-person seminars, webinars were developed each year that aligned closely with Hort Innovation-funded projects and the outcomes of the vegetable industry <i>Strategic Investment Plan</i> . These webinars attracted 30-50 attendees each and were run both pre- and post-Hort Connections.	<ul style="list-style-type: none"> <li>• 3 webinars were held in October, November, and December 2022. A total of 56 growers attended, with 5 topics and 5 speakers delivered.</li> <li>• 2 webinars were held in October and December 2023. A total of 45 growers attended, with 2 topics and 2 speakers delivered.</li> <li>• Webinars scheduled for 2024 were not completed; to address the shortfall, additional sessions will be delivered throughout 2025 and 2026.</li> </ul>
<b>Speaker Presentations</b>	All speaker presentations at the in-person seminars and webinars were recorded and distributed after the events. AUSVEG also housed the seminar recordings on the AUSVEG dedicated page on its website and also hosted on its YouTube channel, allowing for easy dissemination and embedding of the content across various industry sources. In addition, Hort Connections allowed a hybrid feature to increase attendance allowing delegates to attend virtually. The speaker content from the seminars will also be made available on the virtual platform for those unable to attend.	<ul style="list-style-type: none"> <li>• 6 speaker presentations delivered at AVIS 2022, with 1 of the speakers an international expert.</li> <li>• 6 speaker presentations delivered at AVIS 2023, with 1 of the speakers an international expert.</li> <li>• 6 speaker presentations delivered at AVIS 2024, with 1 international speaker.</li> </ul>
<b>Post-Event</b>	All attendees submitted their feedback for the	<ul style="list-style-type: none"> <li>• 136 attendees surveyed at AVIS</li> </ul>



<b>Feedback and Survey</b>	purposes of event evaluation and future direction for similar events. All attendees were sent a survey to complete after the seminar concluded; this was a requirement of their attendance. The survey asked attendees for potential topics for future events along with the areas of the seminar they found particularly engaging or the areas that were not relevant to them.	<p>2022.</p> <ul style="list-style-type: none"> <li>• 124 attendees surveyed at AVIS 2023.</li> <li>• 129 attendees surveyed at AVIS 2024.</li> </ul>
<b>COVID-19 Risk Management Plan</b>	In line with COVID-19 protocols, a management plan was created in conjunction with the host venue to ensure that the safety of participants is paramount. This plan included all relevant information on social distancing, record keeping, signage and the plan for adequate sanitation around the venue.	This plan was developed and submitted to Hort Innovation. A separate Risk Register has been maintained by AUSVEG as part of a regular risk management mechanism.
<b>Communications Plan</b>	A communications plan to promote AVIS was developed. It utilised existing AUSVEG industry communications channels (Weekly Updates, Events calendar, Hort Connections website, Australian Grower Magazine), direct to grower invites (EDMs), and promotion through industry partners and state grower bodies.	This plan was developed and submitted to Hort Innovation.

### Photos/images/other audio-visual material

Please refer to Appendices 2022, 2023 & 2024 attached.

## Outcomes

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Highlight levy investments and their benefit to the vegetable industry	<ul style="list-style-type: none"> <li>- The inclusion of sessions covering outputs from levy-funded projects—<b>Soil Wealth ICP</b> and <b>Harvest to Home</b>—during the in-person seminar directly aligns with the objective of highlighting levy investments and their benefits to the vegetable industry.</li> </ul>	<p>Sessions held during the in-person seminar covered or included outputs from the following levy funded projects:</p> <ul style="list-style-type: none"> <li>- Soil Wealth ICP</li> <li>- Harvest to Home</li> </ul>	Links to these videos are collected in Appendix 1.
Provide growers with access to the best and latest advances in technology from around the world	<ul style="list-style-type: none"> <li>- The fund aims to enhance growers' productivity, profitability, and sustainability. By facilitating access to cutting-edge technologies, and innovations, the initiative directly contributes to these goals. For instance, the Soil Wealth and Integrated Crop Protection (ICP) panel provides research and development extension services on improved soil management and plant health, supporting growers in adopting innovative practices.</li> </ul>	<p>Two Sessions held at the in-person seminar expressly covered access to technology advancements.</p> <ul style="list-style-type: none"> <li>- The Soil Wealth ICP panel</li> <li>- AgTech: How growers can leverage tech to drive on-farm efficiency across visitor management, health and safety, productivity and biosecurity</li> </ul>	Links to these videos are collected in Appendix 1.
Attract more growers to benefit from professional development opportunities at Hort	<ul style="list-style-type: none"> <li>- By providing growers with complimentary access to the Hort Connections Welcome Reception, the initiative directly supports the fund's goal of enhancing</li> </ul>	The in-person seminars were run immediately prior to the commencement of Hort Connections and	All AVIS attendees also attended one or more Hort Connections events.

Connections	industry knowledge and collaboration. The Welcome Reception serves as a platform for growers to engage with peers, industry leaders, and stakeholders, fostering relationships that can lead to the adoption of innovative practices and technologies.	all AVIS attendees received complimentary access to the Hort Connections Welcome Reception.	
Promote key investments such as the VegNET and vegetable export programs and other levy funded projects to industry.	<ul style="list-style-type: none"> <li>- By presenting on the project topics, the seminar strategically communicated the value and impact of levy-funded research and development to growers and stakeholders. The Harvest to Home dashboard, for example, offers Australian growers access to the latest data about the retail performance of fresh vegetables, providing insights that can inform business decisions.</li> </ul>	Sessions held during the in-person seminars covered or included outputs from various levy funded projects including, Harvest to Home and Soil Wealth.	Links to these videos are collected in Appendix 3.

## Monitoring and evaluation

**Table 1. Key Evaluation Questions**

Key Evaluation Question	Project performance	Continuous improvement opportunities
Has the project been successful in helping to improve understanding of the latest research, technologies, and export opportunities in the global horticulture industry?	<ul style="list-style-type: none"> <li>- Yes, the project has been successful in helping to improve understanding of the latest research, technologies, and innovation opportunities in the global horticulture industry. Combined with Hort Connections, the AVIS seminars contributed to over 80 speakers and panel members discussing transformative research, global innovations, consumption trends, and export development. Additionally, all events showcased the latest industry research and innovations, providing growers with valuable insights into the future of the horticulture industry. These efforts have significantly contributed to increased grower engagement in professional development activities within the horticulture industry.</li> </ul>	<ul style="list-style-type: none"> <li>- Expand the speakers and topics for future AVIS seminars and webinars. Including cutting edge speakers from overseas and domestically.</li> </ul>
Has the project been successful in expanding business and industry networks in the horticulture industry?	<ul style="list-style-type: none"> <li>- Yes, the project has been successful in expanding business and industry networks within the horticulture sector. The extension of attracting other Horticulture industries to participate in AVIS and Hort Connection has assisted the expansion of business and industry networks.</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure that future AVIS seminars are scheduled to best align with other Hort Connections events and activities, to give AVIS participants the most opportunities to maximise their time around Hort Connections to best support business and industry networking.</li> </ul>
Has the project been successful in communicating the lessons learned from attending growers to the wider industry?	<ul style="list-style-type: none"> <li>- Yes, the project has been successful in expanding business and industry networks within the horticulture sector. The inclusion of various industry partners at AVIS and Hort Connections has significantly contributed to this expansion. In 2024, Hort Connections attracted a record 4,214 delegates, including 1,200</li> </ul>	<ul style="list-style-type: none"> <li>- Additional resources can be provided to grower's post-seminar through follow-up webinars, extending the impact of the event and supporting ongoing professional development. These online sessions offer an accessible platform for growers to delve deeper</li> </ul>

	<p>growers - a 20% increase in grower attendance compared to the previous year. This growth reflects the effectiveness of initiatives such as the AVIS and the provision of complimentary access to events like the Hort Connections Welcome Reception, which have enhanced the value proposition for levy-funded growers. These efforts have significantly contributed to increased grower engagement in professional development activities within the horticulture industry. All communications outputs have been widely shared via AUSVEG's multiple communications channels and delivered strong engagement from growers and industry.</p>	<p>into seminar topics, engage with industry experts, and discuss practical applications of new knowledge. By making these webinars available on-demand, growers who were unable to attend the seminar in person can still benefit from the shared insights, ensuring broader reach and continuous learning opportunities. This approach not only reinforces the seminar's content but also fosters a culture of lifelong learning within the horticulture industry.</p>
Has the project been successful in generating discussion and ideas from the participants for potential research that can be undertaken in the Australian vegetable industry to help improve production and profitability?	<ul style="list-style-type: none"> <li>- The AVIS seminar project has been a useful mechanism in generating ideas for possible future R&amp;D investments. As the AVIS is held following the annual vegetable cluster SIAP meeting, with participation from VegNET representatives and the relevant Hort Innovation ISDMs, this forum ensures that R&amp;D concepts flow into the SIAP concept process.</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure that consideration is given to the scheduling of future AVIS seminars for alignment with vegetable industry SIAP meetings. Also, AUSVEG and Hort Innovation R&amp;D staff attended AVIS to capture any research concepts that could assist in improving industry production and profitability.</li> </ul>
Has the project attracted more growers to benefit from professional development opportunities at Hort Connections	<ul style="list-style-type: none"> <li>- Yes, the project has successfully attracted more growers to benefit from professional development opportunities at Hort Connections. The growth of Hort Connections in 2024 reflects the effectiveness of initiatives such as the AVIS and the provision of complimentary access to events like the Hort Connections Welcome Reception, which have enhanced the value proposition for levy-funded growers. These efforts have significantly contributed to increased grower engagement in professional development activities within the horticulture industry.</li> </ul>	<ul style="list-style-type: none"> <li>- Integrating farm tours into the AVIS at Hort Connections offers a valuable opportunity to enhance professional development for levy-funded growers. By aligning off-site farm visits with the seminar's content, growers can gain practical, hands-on insights that complement the knowledge shared during the sessions. This approach not only reinforces learning but also showcases the tangible benefits of levy-funded projects, thereby maximizing the impact of the educational experience.</li> </ul>

## Recommendations

### **Recommendation 1: Continue to offer levy-funded innovation related seminars to benefit Australian vegetable growers.**

Similar seminars should be offered to Australian vegetable growers which continue to present leading research from around the world. Overall, the responses provided in seminar feedback forms and discussions held with attendees after the seminar show that growers find the event to be highly beneficial and useful in planning the future direction of their operation and that funding support via the levy-funded contract will increase grower participation in the AVIS.

### **Recommendation 2: Continue to emphasise an increased focus on networking.**

A particularly popular element of the event is the ample opportunity it allows for quality networking with other growers and industry stakeholders. When running future seminars, this should be emphasised and catered for where possible, with provisions for adequate breaks provided to maximise the value of convening the wide number of grower and industry participants.

### **Recommendation 3: Encourage growers to network further with speakers post event for increased knowledge transfer.**

The exchange of contact details and information from the presentations can be disseminated and distributed post-event via fact sheets developed by event coordinators. This practice should be continued with an increased focus on networking and collaboration prior, during, and post-event. Presentations and other speaker information are available to all participants post-event.

### **Recommendation 4: Continue to run future seminars alongside Hort Connections where possible.**

With growers farming operations requiring a large amount of time and resource investment, any event that requires growers to spend time away from the farm creates an obstacle to its own success. By holding seminars in conjunction with the Hort Connections conference, which is experiencing increasing grower participation, seminar coordinators can avoid this obstacle by attracting growers who have already committed to taking time off their farm for networking and knowledge-sharing. This will contribute to maximizing grower engagement with the project.

## Intellectual property

No project IP or commercialisation to report.

## Appendices

Please refer to Appendices 2022, 2023 & 2024 attached.

## Acknowledgements

AUSVEG wishes to acknowledge the following stakeholders that contributed to the successful delivery of AVIS.

- Levy – paying growers
- All AVIS presenters
- Convention Partners
- Department of Agriculture, Water and the Environment
- VegNET
- Soil Wealth
- PotatoLink
- Queensland Department of Primary Industries
- Hort Innovation
- Department of Agriculture, Forestry and Fisheries

## **Appendix 1**

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## Appendix 1. – Summary of attendee feedback

Number of Attendees: 136 Scanned in

Number of respondents: 13

Summary:

Q1. On a scale of 1 to 5, please rate today's seminar

A1. 1 – 0%

2 – 0%

3 – 9%

4 – 45%

5 – 45%

Q2. Of today's sessions, which 3 did you find most interesting?

A2. VEGNET 3.0 and RDOs in your area - 9%

Owner reimbursement costs – Grower financial recovery after a new pest or disease detection - 27%

Transitioning to protected cropping – what are the considerations? - 55%

Increasing international and domestic horticulture market access opportunities - 55%

The Soil Wealth and Integrated Crop Protection team: Innovations through demonstration sites – insights from leading growers – 64%

The Unbreakable Farmer - 64%

Q3. What topics would you like to see session on in future Annual Vegetable Industry Seminars?

A3. Soil wealth and import export

Supply chain and marketing Consumer data

Labour Management

Marketing

Q4. From the sessions today, did you feel there was information provided that you will use in the future running of your business?

A4. Yes – 100%

No – 0%

Q5. The Annual Vegetable Industry Seminar will be running three webinars in the half of 2022. What topics would you like to see covered in these webinars?

A5. Labour shortage Profitability Supply chain transparency

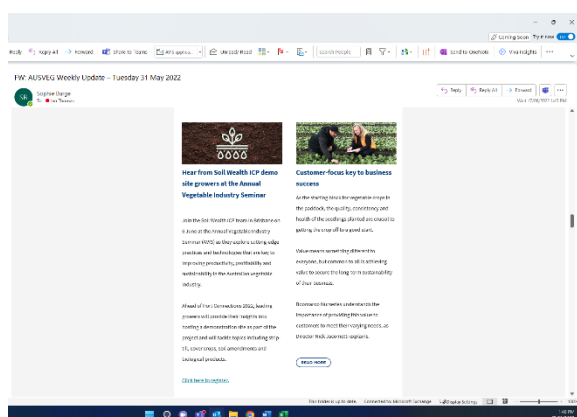
Packaging Labour Logistic Management

Not sure

Q6. Are you likely to attend the Annual Vegetable Industry Seminar again?

A6. Yes – 100%

No - 0%



## Article for Vegetables Australia Winter 2022 – Distribution 5000



### **Appendix 3. – Links to recordings of the 2022 in-person seminar**

The recordings of the 2022 AVIS are available at the following links:

<https://ausveg.com.au/articles/2022-annual-vegetable-industry-seminar-video-recordings/>

<https://ausveg.com.au/ausveg-webinars/>

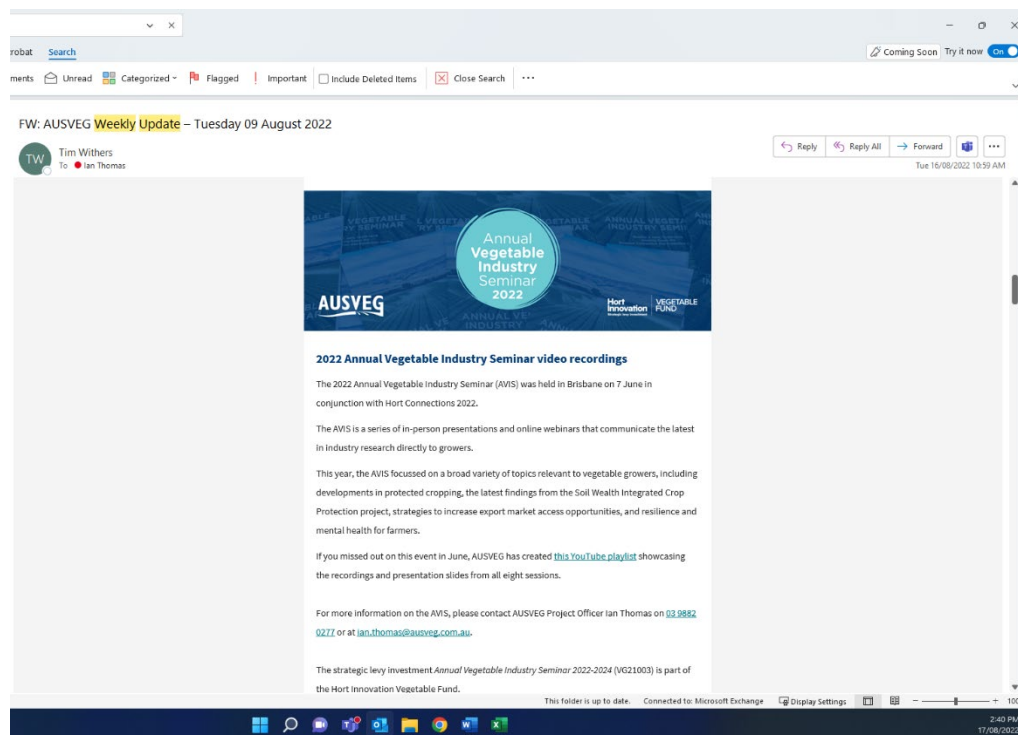
[https://www.youtube.com/playlist?list=PL4cJZzAUfvKD3QNskvqUz\\_KyswweOARgp](https://www.youtube.com/playlist?list=PL4cJZzAUfvKD3QNskvqUz_KyswweOARgp)

<https://www.soilwealth.com.au/resources/videos-and-apps/soil-wealth-icp-grower-panel-discussion-2022-annual-vegetable-industry-seminar/>

<https://www.soilwealth.com.au/resources/articles-and-publications/soil-wealth-icp-demo-site-growers-share-innovations-at-2022-annual-vegetable-industry-seminar/>

## Appendix 4. – Promotional material for the recordings

### AUSVEG Weekly Update – 09/08/22



## Appendix 5. – Summary of attendees receiving funding

Name	Levy paying Business	Attended before	Accommodation (2 nights)	Travel
Kate Grigg	Yes	No		
Alexandra Keith	Yes	No		
Carolina Echave Chiappe	Yes	No		
Kaushal Gunasekera	Yes	No		
Ben Horwood	Yes	No		
Demetrio Bruno	Yes	No		
Anthony De Leso	Yes	No		
Josh Cranwell	Yes	No		
Josh Langmaid	Yes	No		
Jane Harris	Yes	No		
Dan Harris	Yes	No		
Muy Keav Ma	Yes	No		
Muy Leng Ma	Yes	No		
Jarryd Dolling	Yes	No		
Luke Biocich	Yes	No		



## Appendix 6. – Promotional brochure for LP15001



**UNIVERSITY of TASMANIA**

**Graduate Diploma in Agribusiness**

MASTERCLASS IN HORTICULTURAL BUSINESS

### Masterclass in Horticultural Business

The University of Tasmania developed the Masterclass in Horticultural Business in partnership with some of the world's leading names in horticulture, including New Zealand's Lincoln University, the Wageningen Research Academy in the Netherlands and Hort Innovation.

The course is designed to equip current and future farm managers, owners and employees with the agribusiness skills and capabilities required to run profitable and sustainable farm businesses.

The Masterclass in Horticultural Business will provide a pathway to leadership within a horticulture business through the development of management and business skills, a comprehensive industry understanding, and networking with some of the field's savviest growers and industry members from a variety of sectors.

The course is delivered through a mix of flexible online and face-to-face learning, meaning that no matter where you live in Australia, the Masterclass is flexible and accessible.

Throughout the course, each unit will contribute to your own personal leadership development and business plan, which is presented to a panel at the end of the course.

#### COURSE DETAILS

**Graduate Diploma in Agribusiness**

Students can enrol and complete the eight units on a full time, part time or fast track basis.

**Full time** is over an 18 month period  
**Part time** is over a 24 month period  
**Fast track** is over a 12 month period

Flexible options allow participants to study during periods of reduced seasonal workload and around personal circumstances.

© Online



Study at your own pace when you want, where you want. All you need is regular access to a computer and the internet.



The university has developed this course in partnership with Hort Innovation, in consultation with the horticulture industry.



Through face to face workshops and industry excursions, you will have the opportunity to develop your professional skills and network with others in the industry.

UNIVERSITY OF TASMANIA

#### STRUCTURE

Successful completion of this course will see you graduate with a Graduate Diploma of Agribusiness, specialising in Horticultural Business. You will undertake eight units through a flexible online delivery, focusing on key subjects to help you grow your career in the Horticulture Industry.

#### UNITS

**Leadership, People and Culture**  
**Agribusiness Financial Management**  
**Global Trends and New Market Opportunities**  
**Agribusiness Innovation and Entrepreneurship**  
**Agribusiness Development and Strategy**  
**Horticultural Business Management**  
**Horticultural Value Chains and Logistics**  
**Horticultural Marketing and Communication**

#### WORKSHOPS

Two day in person workshops are held three times during the course at various locations across Australia providing a unique opportunity to network with others in the industry.

#### ENTRY REQUIREMENTS

For admission to this degree you need to have:

- An Australian Bachelor Degree, Graduate Certificate or equivalent level standard and a minimum of one year relevant work experience in the agricultural or horticultural sector; OR
- A minimum of five years approved relevant work experience in the agricultural or horticultural sector; OR
- Other special circumstances (e.g. post-secondary qualifications) as approved by the Dean or delegated authority.

#### KEY DATES 2022

**Half Year Period 1**  
24 Jan 2022 – 26 Jun 2022

**Half Year Period 2**  
27 Jun 2022 – 4 Dec 2022



Horticulture Business  
University of Tasmania



For more information visit  
[utas.edu.au/study/masterclass-in-horticultural-business](https://utas.edu.au/study/masterclass-in-horticultural-business)  
or contact [hort.bus@utas.edu.au](mailto:hort.bus@utas.edu.au)



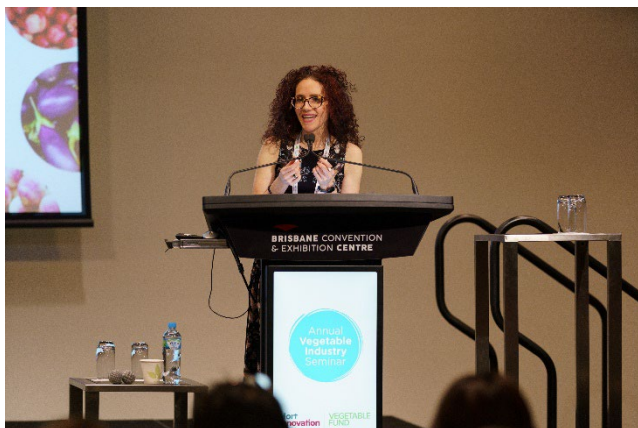




© 2022 UTA



## Appendix 7. – Images



## **Appendix 2**

### **Contents**

Appendix 1. – Summary of attendee feedback

Appendix 2. – Promotional material for the 2023 in-person seminar

Appendix 3. – Links to recordings of the 2023 in-person seminar

Appendix 3. – Images of 2023 in-person seminar

## **Appendix 1. – Summary of attendee feedback**

Number of Attendees: 124 Scanned in

Number of respondents: 11

Summary:

**Q1. Please rate the AVIS on a 1 to 10 scale**

A1. Average rating 7.6

**Q2. What topic or session did you find the most valuable at the AVIS 2023? Choose from the following list, ordered by when they were discussed.?**

A2. Looking forward, looking back: Lessons learnt and what's ahead for Soil Wealth ICP Phase 3 Panel – 25%

Reposition your Agribusiness asset-base to unlock value and maximise returns Panel – 33%

AgTech: How growers can leverage tech to drive on-farm efficiency across visitor management, health and safety, productivity and biosecurity – 41%

Fresh produce for a healthy heart: The role of plants in improving the health of Australians – 41%

Agri-Climate Outlooks: Tailored Solutions, Informed Decisions – 25%

Insights for Growth - how to leverage consumer data for the produce industry – 33%

**Q3. Are you interested in attending the AVIS 2024?**

A3. Yes – 83%

No – 8%

Unsure – 8%

**Q4. How likely are you to recommend the AVIS to a colleague, friend or family?**

A4. Very likely – 25%

Likely – 58%

Neither likely or unlikely – 8%

Unlikely – 8%

Q5. **Does the current format of the AVIS program allow you to meet your various objectives?**

A5. Yes – 66%

No – 8%

Partially – 25%

## Appendix 2. – Promotional material for the 2023 in-person seminar

AUSVEG Weekly Updates – Distribution 3000

AVIS media channels

### Weekly Update

31 Jan 2023	AVIS, VegNET boosts business by informing	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1059619">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1059619</a>
7 Feb 2023	AVIS protected cropping	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1059639">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1059639</a>
20 June 2023	AVIS review	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060019">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060019</a>
30 May	AVIS and Soilwealth ICP panel present at Hort Connections	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1059975">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1059975</a>

### Vegetables Australia/Australian Grower

Vegetables Australia Autumn 2023	2022 AVIS recordings – translations now available	<a href="https://ausveg.com.au/news-media/publications/">https://ausveg.com.au/news-media/publications/</a> p43
Australian Grower Winter 2023	AVIS promotion article	<a href="https://ausveg.com.au/app/uploads/2023/05/AUSVEG_AustralianGrower_Winter_2023_FAR_Ir.pdf">https://ausveg.com.au/app/uploads/2023/05/AUSVEG_AustralianGrower_Winter_2023_FAR_Ir.pdf</a> Page 22



## Social Media

LinkedIn		
	February 2023	AVIS 2022 recording on R&D <a href="https://www.linkedin.com/feed/update/urn:li:activity:7024138093117014017">https://www.linkedin.com/feed/update/urn:li:activity:7024138093117014017</a>
	January 2023	AVIS 2022 and AHR for soilwealth <a href="https://www.linkedin.com/feed/update/urn:li:activity:7019168859286888448">https://www.linkedin.com/feed/update/urn:li:activity:7019168859286888448</a>
	February 2023	AVIS 2022 protected cropping seminar <a href="https://www.linkedin.com/feed/update/urn:li:activity:7026793841416437760">https://www.linkedin.com/feed/update/urn:li:activity:7026793841416437760</a>
	January 2023	AVIS 2022 Warren Davies
	June 2023	AVIS 2023 about to kick-off <a href="https://www.linkedin.com/feed/update/urn:li:activity:7071343808185069568">https://www.linkedin.com/feed/update/urn:li:activity:7071343808185069568</a>
	June 2023	AVIS 2023 and soilwealth phase 3 seminar <a href="https://www.linkedin.com/feed/update/urn:li:activity:7079737722654887936">https://www.linkedin.com/feed/update/urn:li:activity:7079737722654887936</a>
	July 2023	AVIS 2023 and soilwealth ICP article link
Facebook	26 January 2023	AVIS 2022 seminar recording available <a href="https://www.facebook.com/AUSVEG/posts/pfbid0y77YftN8ha31BzKn5NcTZDYp7aHnVtWFTR1ePskpoQLbEh58v9WAnGsCfGwQPubl">https://www.facebook.com/AUSVEG/posts/pfbid0y77YftN8ha31BzKn5NcTZDYp7aHnVtWFTR1ePskpoQLbEh58v9WAnGsCfGwQPubl</a>
	February 2023	AVIS 2022 protected cropping recording <a href="https://www.facebook.com/AUSVEG/posts/pfbid0FK5wwUGWcJb3VyceLmC5WFwvHVFjo9xRiNXsUTnERPk5NYt6Xy74wGjnntc1tJxql">https://www.facebook.com/AUSVEG/posts/pfbid0FK5wwUGWcJb3VyceLmC5WFwvHVFjo9xRiNXsUTnERPk5NYt6Xy74wGjnntc1tJxql</a>
	June 2 2023	AVIS 2023 and soilwealth ICP upcoming session <a href="https://www.facebook.com/AUSVEG/posts/pfbid0EBLmVTvBjUYxL36qfeo4xCHVf6nc5vLZFh3wTBpuxMPWGXJYp75efmhguXjcDkSsl">https://www.facebook.com/AUSVEG/posts/pfbid0EBLmVTvBjUYxL36qfeo4xCHVf6nc5vLZFh3wTBpuxMPWGXJYp75efmhguXjcDkSsl</a>
	June 5 2023	AVIS 2023 seminar now on <a href="https://www.facebook.com/AUSVEG/posts/pfbid0bnCZ2UEhzHDNCd3Ry9mAfttJ88Ji1GR2p6xN6Vwce5zhRY6wSfX2nGABJ5GJ1yc7l">https://www.facebook.com/AUSVEG/posts/pfbid0bnCZ2UEhzHDNCd3Ry9mAfttJ88Ji1GR2p6xN6Vwce5zhRY6wSfX2nGABJ5GJ1yc7l</a>
	June 5 2023	AVIS 2023 soilwealth ICP panel discussion <a href="https://www.facebook.com/AUSVEG/posts/pfbid02yenQDSLcVikXcbWYA4kc4j9zGAyoJP7n1K6LhtMmMSuKwh7yruJrYrywodxJRMp9l">https://www.facebook.com/AUSVEG/posts/pfbid02yenQDSLcVikXcbWYA4kc4j9zGAyoJP7n1K6LhtMmMSuKwh7yruJrYrywodxJRMp9l</a>

	June 28 2023	AVIS 2023 soilwealth ICP article <a href="https://www.facebook.com/AUSVEG/posts/pfbid02ER6pFn7dGrB9jext9YqxTYPr18EkUuC7sz6dhXhxhiTwpBjnkAxtWcXmPcDs7DT6I">https://www.facebook.com/AUSVEG/posts/pfbid02ER6pFn7dGrB9jext9YqxTYPr18EkUuC7sz6dhXhxhiTwpBjnkAxtWcXmPcDs7DT6I</a>
	May 30 2023	AVIS 2023 upcoming seminar prior to Hort Connections <a href="https://www.facebook.com/AUSVEG/posts/pfbid0FpFB9anLV3BfsoEqC2ESPXBsJDw7BGUMuDkE3ysvBZEetiood5p2oqdUygTthngol">https://www.facebook.com/AUSVEG/posts/pfbid0FpFB9anLV3BfsoEqC2ESPXBsJDw7BGUMuDkE3ysvBZEetiood5p2oqdUygTthngol</a>
	April 19 2023	AVIS 2023 seminar program <a href="https://www.facebook.com/AUSVEG/posts/pfbid0Esy5trgM5uTmdcqioozqiGnmdXDssWL6tFBdi5s1QMWVgnqMzhPu7WMFegQpSLAI">https://www.facebook.com/AUSVEG/posts/pfbid0Esy5trgM5uTmdcqioozqiGnmdXDssWL6tFBdi5s1QMWVgnqMzhPu7WMFegQpSLAI</a>
Instagram	June 28 2023	AVIS 2023 soilwealth ICP article link <a href="https://www.instagram.com/p/CuBwNmktZKJ/">https://www.instagram.com/p/CuBwNmktZKJ/</a>
	June 5 2023	AVIS 2023 about to kick off <a href="https://www.instagram.com/p/CtGFvrMqz5X/?img_index=1">https://www.instagram.com/p/CtGFvrMqz5X/?img_index=1</a>
	June 5 2023	AVIS 2023 soilwealth ICP phase 3 wrap up <a href="https://www.instagram.com/p/CtGHHv8IN5J/?img_index=1">https://www.instagram.com/p/CtGHHv8IN5J/?img_index=1</a>
	May 30 2023	AVIS 2023 ahead of Hort Connections 2023 <a href="https://www.instagram.com/p/Cs2OOsgKsN6/">https://www.instagram.com/p/Cs2OOsgKsN6/</a>
	April 20 2023	AVIS 2023 at Hort Connections program <a href="https://www.instagram.com/p/CrPUbjIJto/">https://www.instagram.com/p/CrPUbjIJto/</a>
	February 2 2023	AVIS 2022 protected cropping recording <a href="https://www.instagram.com/p/CoJkIAwKJLg/">https://www.instagram.com/p/CoJkIAwKJLg/</a>
	January 26 2023	AVIS 2022 R&D session <a href="https://www.instagram.com/p/Cn2sbVaN2dQ/">https://www.instagram.com/p/Cn2sbVaN2dQ/</a>
Twitter	June 28 2023	AVIS 2023 soilwealth article link <a href="https://twitter.com/AUSVEG/status/1673972022760685573">https://twitter.com/AUSVEG/status/1673972022760685573</a>
	June 6 2023	AVIS 2023 soilwealth seminar overview <a href="https://twitter.com/AUSVEG/status/1665575225046491139">https://twitter.com/AUSVEG/status/1665575225046491139</a>
	June 5 2023	AVIS 2023 soilwealth icp wrap up
	June 5 2023	AVIS 2023 soilwealth ICP overview

	May 30 2023	AVIS 2023 save the date <a href="https://twitter.com/AUSVEG/status/1663341976903643137">https://twitter.com/AUSVEG/status/1663341976903643137</a>
	April 20 2023	AVIS 2023 save the date <a href="https://twitter.com/AUSVEG/status/1648857710283091969">https://twitter.com/AUSVEG/status/1648857710283091969</a>
	February 2 2023	AVIS 2022 protected cropping recording <a href="https://twitter.com/AUSVEG/status/1621028162137165824">https://twitter.com/AUSVEG/status/1621028162137165824</a>
	January 26 2023	AVIS 2022 R&D recording <a href="https://twitter.com/AUSVEG/status/1618372405511979010">https://twitter.com/AUSVEG/status/1618372405511979010</a>
	January 12 2023	AVIS 2022, AHR on soilwealth ICP recording <a href="https://twitter.com/AUSVEG/status/1613403177746825216">https://twitter.com/AUSVEG/status/1613403177746825216</a>

**Email invite**



**13 April**

«First\_Name» «Last\_Name»

«Company»

«Email»

Dear «Title» «Last\_Name»

**Re: Invitation to apply for funding, and attend the AUSVEG Annual Vegetable Industry Seminar 2023**

On Monday 5 June 2023, AUSVEG in conjunction with Hort Innovation, will host a [Seminar](#) to discuss topical issues and occurrences relating to the vegetable industry. [Topics](#) will include unlocking property assets to enhance your agribusiness, technologies to assist with biosecurity management, soil health, research innovations, and utilising the weather to tailor decisions for your farm to name a few. These topics will demonstrate to attendees the very latest developments from around the world. Growers will also get an insight into technologies that will allow them to become more efficient, more productive, and ultimately more profitable. This seminar will take place during [Hort Connections 2023](#), to be held at the Adelaide Convention Centre from 5–7 June 2023.

Guests will have the opportunity to field questions to speakers, while discussing the impacts of weather on farming, best practice for on-farm biosecurity management, the challenges of urban encroachment, and incorporating scientific and technical innovation into modern Australian farming practices.

**As an Australian levy-paying grower, we would like to extend an invitation for you (or an elected representative from your business) to apply to be one of a select number of growers whose attendance will be funded up to \$1,000 bursary (can be used for All-Access Pass, airfares/accommodation) by Hort Connections, utilising funds secured from the Department of Agriculture, Forestry and Fisheries.**

**Funded places are strictly limited to 150 businesses, so get in quick.**

At this year's conference, we will host the largest trade show in the event's history and expect to cover a wide variety of topics covering various elements of the [supply-chain](#). I hope to see you there.

To register for the [Seminar](#), click [HERE](#).

To secure funding to attend the Hort Connections conference, click [HERE](#).

Please contact AUSVEG by phone on (03) 9882 0277, or email [tim.withers@ausveg.com.au](mailto:tim.withers@ausveg.com.au) for more information.

Yours sincerely,

Tim Withers  
Marketing Account Executive

### Appendix 3. – Links to recordings of the 2023 in-person seminar

The recordings of the 2023 AVIS are available at the following links:

<https://hortconnections.com.au/wrap-up/>

### Appendix 4. – Images of 2023 in-person seminar









## **Appendix 3**

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Appendix 1. – Summary of attendee feedback

Appendix 2. – Promotional material for the 2024 in-person seminar

Appendix 3. – Links to recordings of the 2024 in-person seminar

Appendix 4. – Photos of the 2024 in-person seminar

## Appendix 1. – Summary of attendee feedback

Number of Attendees: 200 Scanned in

Number of respondents: 86

Summary:

Q1. On a scale of 1 to 5, please rate today's seminar

- A1. 1 – 0%  
2 – 2%  
3 – 3%  
4 – 42%  
5 – 53%

Q2. Of today's sessions, which 3 did you find most interesting?

- A2. Soil Wealth Panel – 57%  
There is a Bug on my Farm, What Happened to my Market? – 43%  
Sustainable Agriculture - Developing Bio-Synthetic Innovation – 53%  
Industrial Relations Laws - Building Better Businesses -76%  
The Role of Biologicals in Growing a Nature Positive Food Future – 69%  
Unlocking Productivity and Driving Efficiency with Hyper Local Weather – 63%

Q3. What topics would you like to see session on in future Annual Vegetable Industry Seminars?

- A3. Labour Management  
Packaging Labour Logistic Management  
Supply chain and marketing Consumer data

Q4. From the sessions today, did you feel there was information provided that you will use in the future running of your business?

- A4. Yes – 100%  
No – 0%

Q5. Are you likely to attend the Annual Vegetable Industry Seminar again?

A6. Yes – 100%

No - 0%

## Appendix 2. – Promotional material for the 2024 in-person seminar

**17 Feb 2024 – 17 August 2024**

### AUSVEG Weekly Update

28 May 2024	Don't miss the Soil Wealth ICP panel on resilience at AVIS!	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060666">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060666</a>
18 June 2024	Soil Wealth ICP panel navigates the road to resilience	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060678">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060678</a>
25 June 2024	New fact sheet series: Building resilience to climate extremes	<a href="https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060686">https://mailchi.mp/ausveg.com.au/ausveg-weekly-update-1060686</a>

### AUSVEG Australian Grower

Australian Grower Autumn 29 Feb 2024	Current Projects – Hort Innovation Vegetable Fund	<a href="https://ausveg.com.au/app/uploads/2024/02/AUSVEG_AustralianGrower_AUTUMN_2024_FA-online_lr2.pdf">https://ausveg.com.au/app/uploads/2024/02/AUSVEG_AustralianGrower_AUTUMN_2024_FA-online_lr2.pdf</a> p.47
Australian Grower Winter 24 May 2024	It's time to start planning your schedule for Hort Connections 2024!	<a href="https://ausveg.com.au/app/uploads/2024/05/AUSVEG_AustralianGrower_WINTER_2024_FA-lowres.pdf">https://ausveg.com.au/app/uploads/2024/05/AUSVEG_AustralianGrower_WINTER_2024_FA-lowres.pdf</a> p.7
Australian Grower Winter	Current Projects – Hort Innovation	<a href="https://ausveg.com.au/app/uploads/2024/05/AUSVEG_AustralianGrower_WINTER_2024_FA-lowres.pdf">https://ausveg.com.au/app/uploads/2024/05/AUSVEG_AustralianGrower_WINTER_2024_FA-lowres.pdf</a> p.56

20 May 2024	Vegetable, Onion & Potato Fund	
Australian Grower Spring 30 August 2024* In production during window*	Hort Connections Wrap Up	<a href="https://ausveg.com.au/app/uploads/publications/AUSVEG_AustralianGrower_SPRING_2024_FA_Final_IrR.pdf">https://ausveg.com.au/app/uploads/publications/AUSVEG_AustralianGrower_SPRING_2024_FA_Final_IrR.pdf</a> p. 16-17
Australian Grower Spring 30 August 2024* In production during window*	Unlocking Productivity and Efficiency on Farm with Hyperlocal Weather	<a href="https://ausveg.com.au/app/uploads/publications/AUSVEG_AustralianGrower_SPRING_2024_FA_Final_IrR.pdf">https://ausveg.com.au/app/uploads/publications/AUSVEG_AustralianGrower_SPRING_2024_FA_Final_IrR.pdf</a> p. 42-43
Australian Grower Spring 30 August 2024* In production during window*	Soil Wealth ICP panel navigates the road to resilience	<a href="https://ausveg.com.au/app/uploads/publications/AUSVEG_AustralianGrower_SPRING_2024_FA_Final_IrR.pdf">https://ausveg.com.au/app/uploads/publications/AUSVEG_AustralianGrower_SPRING_2024_FA_Final_IrR.pdf</a> p. 44-45

### Hort Connections EDM

17 May 2024	The Annual Vegetable Industry Seminar 2024 Program is Here!	<a href="https://mailchi.mp/hortconnections/dont-miss-out-on-the-avis-register-now">https://mailchi.mp/hortconnections/dont-miss-out-on-the-avis-register-now</a>
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**AUSVEG Social Media**

LinkedIn		
	Feb 2024	Jemma O’Hanlon recap <a href="https://www.linkedin.com/posts/ausveg_ ausveg-eatmoreausveg-healthy eating-activity-7159040273056985088-FGRH?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/ausveg_ ausveg-eatmoreausveg-healthy eating-activity-7159040273056985088-FGRH?utm_source=share&amp;utm_medium=member_desktop</a>
	June 2024	AVIS 2024 recap <a href="https://www.linkedin.com/posts/ausveg_ hortcon24-hortconnections- ausveg-activity-7203266735485980672-egGW?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/ausveg_ hortcon24-hortconnections- ausveg-activity-7203266735485980672-egGW?utm_source=share&amp;utm_medium=member_desktop</a>
Facebook		
	Feb 2024	Jemma O’Hanlon recap <a href="https://www.facebook.com/share/p/Hq5dsZdd9WH7M7F4/">https://www.facebook.com/share/p/Hq5dsZdd9WH7M7F4/</a>
	June 2024	AVIS 2024 recap <a href="https://www.facebook.com/share/p/W7eve4mLjhsmhkfp/">https://www.facebook.com/share/p/W7eve4mLjhsmhkfp/</a>
Instagram		
	June 2024	AVIS 2024 recap <a href="https://www.instagram.com/ausveg/p/C7vetFzO2nF/?img_index=3">https://www.instagram.com/ausveg/p/C7vetFzO2nF/?img_index=3</a>
Twitter		
	-	-

**Hort Connections Social Media**

LinkedIn		
	May 2024	Join us at this year’s AVIS <a href="https://www.linkedin.com/posts/hortconnectionsconference_ hortcon24-hortconnections- ausveg-activity-7198600951899803650-NCtV?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/hortconnectionsconference_ hortcon24-hortconnections- ausveg-activity-7198600951899803650-NCtV?utm_source=share&amp;utm_medium=member_desktop</a>
Facebook		
		Join us at this year’s AVIS <a href="https://www.facebook.com/share/p/6z5vBvSv4KTpZqK1/">https://www.facebook.com/share/p/6z5vBvSv4KTpZqK1/</a>
Instagram		
	May 2024	Join us at this year’s AVIS <a href="https://www.instagram.com/hortconnections/p/C7OU8o9Osjo/">https://www.instagram.com/hortconnections/p/C7OU8o9Osjo/</a>
Twitter		
		Join us at this year’s AVIS <a href="https://x.com/HortCon_/status/1792835251518980487">https://x.com/HortCon_/status/1792835251518980487</a>

**Text message to all those registered for the AVIS**

Monday 3 <sup>rd</sup> June 10:15am	<i>We look forward to welcoming you to the Annual Vegetable Industry Seminar, kicking off in 10 minutes in Meeting Room 219 at Hort Connections 2024. This informative session includes a range of exciting panels and speakers as well as a complimentary lunch. We look forward to seeing you there!</i>
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**A5 booklet of the program printed and distributed to participants**

### **Appendix 3. – Links to recordings of the 2024 in-person seminar**

The recordings of the 2024 AVIS are available at the following links:

<https://hortconnections.com.au/wrap-up/>

## Appendix 4. – Photos of the 2024 in-person seminar

