

AUSTRALIAN WAGYU ASSOCIATION ANNUAL CONFERENCE & TOUR PRELIMINARY PROGRAM MARCH 2019

The Australian Wagyu Association invites you to the 2019 WagyuEdge: Building Integrity Conference and Tour. To be held at the Adelaide Convention Centre, the annual conference aims to bring together a host of well-regarded speakers, local and international members and affiliated businesses to build on integrity of Wagyu.

The Adelaide Convention Centre is a striking landmark on the banks of the River Torrens and of the world's most flexible and technologically advanced venues. Fifteen minutes' drive from Adelaide Airport and a stone's throw from South Australia's famed tourist regions, the venue combines state-of-the-art facilities with creative menus and innovative event. www.adelaidecc.com.au

To learn more about what Adelaide has to offer, visit [Tourism Adelaide](http://TourismAdelaide.com.au).

As a special acknowledgement to the Association's 30th Anniversary you will hear from past President, Keith Hammond, one of the early pioneers of Australia's Wagyu industry on Day One of the conference.

AACo is one of the most recognised companies in the Australian beef industry, and owner of one of the world's largest herds of Wagyu. Wagyu genetics have been an integral and long-standing part of the company's premium branded beef strategy, and AACo's CEO Hugh Killen will give our keynote address on what the future holds for the company.

Extending across three days, the Conference Program aims to bring the conversation to cover our Future Feeders, making the most of Data, Quality, Feedlotting, Brand Promise and creating a sustainable future for our Wagyu beef industry.

CONFERENCE – DAY ONE WEDNESDAY 8 MAY

COMMENCING 9.45 AM

Morning tea, lunch and afternoon tea served through the day.

MORNING SESSION ONE

Presidents welcome

Presented by Chantal Winter

30 years of the AWA and Wagyu in Australia

Presented by Keith Hammond, former AWA President, Owner / Director Robbins Island Wagyu

Wagyu Feeder Calculator

Presented by Todd Andrews, Beef Livestock Officer, NSW DPI

AFTERNOON SESSION TWO

Using Wagyu BreedObject \$ Indexes

Presented by Dr Brad Walmsley, Research Geneticist, AGBU

Carcass data and relating it to breeding decisions

Presented by Catriona Millen, Technical Officer SBTU

AFTERNOON SESSION THREE

Future Wagyu feeder forum

Speakers

- / Berry Reynolds, Private Client Manager, Mort & Co
- / Andrew Malloy, Livestock Procurement Manager, Rangers Valley Feeder directions
- / Steve Martin, General Manager Operations, Kerwee Feeder directions

Future Wagyu feeder – Q&A Panel Session

EVENING

Welcome Dinner

CONFERENCE – DAY TWO THURSDAY 9 MAY

COMMENCING 8.30 AM

Morning tea, lunch and afternoon tea served through the day.

MORNING SESSION ONE

The Big Picture

Keynote Speaker Hugh Killen, CEO, AACo

International markets and trends

Presented by Andrew Cox, Regional Manager – Japan and Korea, MLA

Wagyu Industry Directions from Japan

Presented by Bully Kohno, Japanese Industry Consultant/ Commentator

MORNING SESSION TWO

Performance recording underpins confident breeding decisions

Presented by Anthony Winter, Manager, Macquarie Wagyu

Quality attributes underpinning flavour in Wagyu

Presented by Dr Damian Frank, CSIRO – Research Scientist

AFTERNOON SESSION THREE

Feedlot industry projections and Wagyu trends

Presented by Bryce Camm, President ALFA

Managing Wagyu on feed

Presented by Gina Lincoln, Lincoln Farm Management

AFTERNOON SESSION FOUR

Scaling up with quality

Presented by Laird Morgan, Arubial Wagyu and Lillyvale Feedlot

Fit for purpose Wagyu

Presented by Alan Hoey, Allora breeder and genetics specialists

EVENING

Conference Gala Dinner

A regular highlight of the conference. The dinner features the announcement of the Wagyu Branded Beef Competition awards and the ever popular Charity Auction with proceeds going toward the Royal Flying Doctor Service.

CONFERENCE – DAY THREE FRIDAY 10 MAY

COMMENCING 8.45 AM

Morning tea, lunch and afternoon tea served through the day.

MORNING SESSION ONE

Jac Wagyu Story – Vertical integration to optimise quality

Presented by Jason Lewis, Managing Director, Jac Wagyu

HeartBrand USA – promise to product

Presented by JoJo Carales, Vice President, Heartbrand USA

MORNING SESSION TWO

Foundations of a sustainable beef industry

Presented by Simon Crean, Chairman Livex

MORNING SESSION THREE

Foundations of a sustainable beef industry – panel discussion

Panel Members

- / Hon. Simon Crean, Chairman, Livex
- / JoJo Carales, Vice President, Heartbrand USA
- / Tim Burgess, Sales and Marketing Manager – Beef, Mort & Co
- / Jason Lewis, Managing Director, Jac Wagyu
- / Anna Speer, Chief Operating Officer, AACo
- / Bryce Camm, President, ALFA

CONFERENCE CONCLUDES 1.30PM

LUNCH

Taste samples of the Wagyu Branded Beef Competition

ELITE WAGYU SALE

Starting at 3.00 pm sharp

Featuring lots of live bulls and females, embryos and semen. Auctioneers will call the bids from the conference room at Adelaide Convention Centre.

TOUR PROGRAM

The optional Conference Tour of Wagyu properties in South Australia and Victoria will give the opportunity to see first-hand the unique production systems that operate in temperate climates.

We will travel from Adelaide to Melbourne taking in the beauty of South Australia's Limestone Coast and Victoria's Wimmera regions. Two exceptional grain and grape regions and home to respected vertically integrated Wagyu production operations – Mayura Station, (South Australia) and Sher Wagyu (Victoria) that have both had award-winning recognition in Australia and abroad.

DAY ONE

Departing Adelaide at 7.30 am, our journey takes us to Mayura Station, where the award-winning 'cellar-door' restaurant, The Tasting Room, led by Head Chef, Mark Wright will be our host for lunch on Day One.

Guests will enjoy an insight into the Mayura Station production program including tours of:

- / 8,000 fullblood Wagyu breeding operation
- / Insights into artificial breeding programs
- / Viewing of next-generation Sires and Dams
- / Early weaning and cattle backgrounding
- / Tours of the on-farm grain feeding facility

Departing from Mayura Station, the Tour heads to Mt Gambier for an overnight stay at The Barn. Set amongst five acres of English-style gardens, the suites are constructed from Mt Gambier limestone, providing you with a relaxed country experience. Dinner will be in The Barn's Steakhouse, a celebration of fine Australian beef, served with locally produced wines from The Barn's cellar.



DAY TWO

Travelling through the Western District of Victoria – home to much of Victoria's wheat belt and grazing regions, we depart from Mt Gambier Sunday morning toward Ballan, central Victoria and the home of Sher Wagyu.

Sher Wagyu was an early pioneer along with Mayura Station in the development of Australia's first fullblood herds, specialising in beef production. We will learn first hand from founders Nick and Vicki Sher about their journey and see how their Wagyu operation produces fine quality fullblood Wagyu and Holstein cross beef. Lunch will be provided in the barn, followed by presentations from Nick and his team.

Departing Ballan late afternoon, our coaches will head toward Melbourne Airport (Tullamarine) for those wishing to catch return flights home. Alternatively, the SkyBus or taxi services can be utilised from the Airport for transport into the city of Melbourne.

The tour will conclude at Tullamarine Airport Melbourne on Sunday evening at approximately 6pm. You must arrange your own travel and or accommodation on Sunday evening.

Airport transfers via bus (SkyBus) run from Tullamarine to Melbourne CBD for \$18.75 per adult. Fixed price fares can be pre-booked online. Journey time is approximately 30 to 45 minutes.

CONFERENCE REGISTRATION FEES

REGISTRATION

Earlybird - member	\$770
Earlybird - non member	\$890
Member standard	\$880
Non member standard	\$990
Group registration (per delegate)	\$770
Day registration - member	\$400
Day registration - non member	\$475

Member and non member registration includes full conference package as detailed below:

- / Three conference days (Wednesday, Thursday and Friday)
- / Conference catering each day (M/T, lunch and A/T)
- / Welcome Dinner on Wednesday 8 May
- / Conference Gala Dinner on Thursday 9 May
- / Conference satchel and contents

Earlybird

A \$110 early bird discount applies to registrations received and paid by Friday 22 March 2019, reducing the standard registration fee to \$770 for members and \$890 for non members.

To enable the Member Registration you will need to enter your member Ident when registering.

Group discount

A \$110 discount applies if you register three or more delegates from the same organisation.

Please note: the group rate applies right up until the conference and does not increase after early bird closing date.

Day registration

Day registrations will be accepted for either the Wednesday, Thursday or Friday of the conference. This charge does not include evening functions however these may be purchased at the nominated rates.

Day registration includes:

- / Conference sessions on the selected day
- / Conference catering on selected day (M/T, lunch and A/T)
- / Conference satchel and contents

FUNCTIONS

Welcome Dinner - member	\$120
Welcome Dinner - non member	\$170
Conference Gala Dinner - member	\$165
Conference Gala Dinner - non member	\$220

Welcome Dinner

Date	Wednesday 8 May 2019
Time	7.00 pm to 10.00 pm
Venue	Adelaide Oval
Dress	smart casual

The Welcome Dinner includes a casual stand up BBQ dinner and drinks.

Conference Gala Dinner

Date	Thursday 9 May 2019
Time	7.00 pm - 11.30 pm
Venue	Adelaide Convention Centre
Dress	Semi formal

The Gala Dinner includes a three course dinner, drinks and entertainment.

One Welcome Dinner ticket and one Conference Gala Dinner ticket is included in a full conference registration. Additional tickets for each function may be purchased for accompanying guests or day registrants (see prices above).

POST CONFERENCE TOUR

Member double/twin accomm (2 in a room)	\$500
Member single accommodation (1 in a room)	\$550
Non member double/twin accomm (2 in a room)	\$600
Non member single accommodation (1 in a room)	\$650

The tour price includes coach transport, morning tea, lunch and afternoon tea each day; accommodation, dinner and drinks (Sat) and breakfast (Sun). The tour is ONLY open to registered conference delegates and their partners.

The tour will depart from Adelaide at 7.30am Saturday concluding at Tullamarine Airport, Melbourne on Sunday at approx. 6.00 pm. You must arrange your own travel and/or accommodation Sunday evening. Public coach shuttle runs from Tullamarine to Melbourne CBD (approx. every 15 minutes).

For full details of the post conference tour see the tour section.

REGISTRATIONS AND BOOKINGS

Registrations and bookings can be made online at:
www.wagyu.org.au

GENERAL ENQUIRIES

Countrywide Conference Management
Bradley Hayden
Phone 0412 461 392
Email bradley@ccem.com.au

TRAVEL AND ACCOMMODATION

You are required to book your own travel and accommodation for the conference. Should you require some accommodation options for the conference the AWA has arranged conference rates at nearby hotels. Please go to the Conference Accommodation page on the website for options, rates and booking links. Alternatively, the Adelaide Convention Centre (conference venue) is located within the CBD and there are a multitude of options within a few blocks.

CANCELLATION POLICY

A full refund, less a \$150 cancellation fee per registration, will be made on any cancellations received by Monday 1 April 2019. No refunds will be issued for any registration cancellations made after 1 April 2019, although substitutions of delegates will be accepted. All cancellations must be made in writing to the conference coordinator.

DISCLAIMER

Every effort is made to ensure that the contents of this registration brochure are correct. The organisers retain the right to make changes where necessary. The Australian Wagyu Association and the conference coordinators, Countrywide Conference and Event Management, will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property for the duration of the conference and tour.

CONDITION OF ENTRY

It is a condition of entry that no delegate may disrupt the order of events or intent of the program. Anyone considered to be disturbing the program intent will be asked to leave. Only pamphlets and brochures approved by the event organisers may be distributed.

CONFERENCE MERCHANDISE

The Australian Wagyu Association is offering a range of polo shirts and work shirts for men and women embroidered with the Association's distinctive bull's head logo. Save time and pre-order your shirts online. We will have your order ready to collect at the Conference in Adelaide.