



## 2012 NATIONAL AWSA CONFERENCE

Hadspen Cricket Grounds, Hadspen, Tasmania  
 Sunday 12th February – Wednesday 15th February

### PROGRAM

Sunday 12 <sup>th</sup> February	
<b>Launceston Airport Pickup</b>	For anyone requiring transfer to conference accommodation at Hadspen. Email <a href="mailto:keen.mcl@bigpond.com">keen.mcl@bigpond.com</a> with your arrival time.
<b>4:45 – 5:30pm</b>	Mini buses from accommodation to conference venue (5-minute round trip)
<b>5:00pm</b>	Arrival & Registration
<b>6:30pm</b>	Informal BBQ Dinner ( <i>includes brief rundown on things to do &amp; see in Tassie by Sue from Historic Entally Estate</i> )
Monday 13 <sup>th</sup> February	
<b>8:15am</b>	Mini buses departing from accommodation to conference venue, or morning stroll if desired
<b>8:30am</b>	Arrival & Housekeeping
<b>9:00am</b>	<b>Sheep CRC</b> Prof James Rowe – “Pilot Project updates / Information Nucleus” Prof Dave Pethick – “Next generation meat quality”
<b>10:15am</b>	Morning Tea
<b>10:45am</b>	<b>OJD / MAP</b> Dr Bruce Jackson (senior vet officer) – “Latest info from National Johne’s Disease colloquium” Phil Jarvie (Pfizer) – OJD & Eryvac
<b>11:30am</b>	<b>Bruce Michael</b> “Murrayfield” produces first and second cross White Suffolk premium lambs. Their lamb is sold under the label <i>Bruny Island</i> , Murrayfield. Murrayfield lamb coems from a property that has a strong commitment to the environment and preserves its important indigenous heritage.
<b>12:15pm</b>	Lunch <i>After lunch option of below or guided shopping trip to Launceston</i>
<b>1:00pm</b>	<b>Lamb Production Workshop</b> (split into two groups) Based on Lamb Production Class at Adelaide Royal. Learn what industry is looking for & why: <ul style="list-style-type: none"> <li>- Physical measurements</li> <li>- Scanning demo by Stefan Spiker (Lambplan)</li> <li>- Skin assessment by skin buyer from JBS Swift, Longford</li> <li>- Physical judging of sheep by Keith McLauchlan who has judged at most royal shows throughout Australia and NZ (will include Ring Craft and how he goes about judging large classes)</li> </ul>
<b>2:30pm</b>	Afternoon Tea and swap sessions
<b>3:00pm</b>	<b>Workshop with pen of lambs</b> What JBS Swift and Woolworths are looking for in their lambs: <ul style="list-style-type: none"> <li>- David Findlay (Woolworths buyer): “What is the ideal lamb for Woolworths”</li> <li>- Mark Webb (Individual buyer): “What he looks for when buying flock rams / stores and heavy lambs for clients</li> <li>- Tom Archer (head livestock buyer, JBS Swift, Longford)</li> </ul>
<b>4:30pm</b>	Forum
<b>6:30pm</b>	Casual Dinner at Conference Venue (including visit by Tassie Devil)
<b>3:00 – 7:00am</b>	Sleep time – you know who we are talking about!

<b>Tuesday 14<sup>th</sup> February</b>	
<b>From 8:30am</b>	Mini buses departing from accommodation to conference venue, or morning stroll if desired
<b>9:00am</b>	<b>Hands on workshop</b> "How to" session: <ul style="list-style-type: none"> <li>- Sue Piggott (BizBoost): Find your way around AWSA website / completing annual returns</li> <li>- Sam Gill / Hamish Chandler: Lambplan website – all your questions answered (updates to Lambplan website / how to generate sale catalogues)</li> </ul>
<b>10:00am</b>	Morning Tea
<b>10:15am</b>	<b>Pedigree Wizard workshop</b> Sam Gill / Hamish Chandler: Ensure you are getting the correct Lambplan data on your sheep; General inputting of data – where to do it & how; Groups and how they work; Linkages etc
<b>11:00am</b>	<b>Promoting your product</b> Sue Piggott (BizBoost): Web & advert design / articles – identifying your target market Lydia Nettlefold (Red Feather Inn): A terrific example of effective and appealing marketing – how she went about it.
<b>11:45am</b>	<b>MLA Update</b> including "The spring campaign showcases the variety of fashionable lamb cuts available to suit all tastes and budgets" and "Masterpieces program – aims to increase foodservice demand for the lesser used cuts of lamb".
<b>12:30am</b>	Lunch
<b>1:00pm</b>	Annual General Meeting
<b>2:30pm</b>	<b>Red Feather Inn</b> "Go the whole hogget" – demonstration of whole lamb breakdown for the average farmer, looking beyond roasts and chops.
<b>4:00 – 6:00pm</b>	<b>Garden Fete</b> Relax in the picturesque gardens of Red Feather Inn. Showcase of Tassie products – great examples of marketing and promotion. Including guest speaker Diane Rae (Grandvewe Cheses)
<b>7:00 – 11:00pm</b>	<b>Dinner at Red Feather Inn</b> MC: Kevin Moore Guest Speaker: Jackie Brown, Tas Rural Woman of the Year 2011
<b>Wednesday 15<sup>th</sup> February</b>	
<b>8:30am</b>	Mini buses departing from accommodation to farewell breakfast at Historic Entally Estate & Winery Leisurely tour of house and gardens. Bus transport to airport to fly our or pick up hir car for holiday Opportunity to visit some studs in the area and head south for more touring and stud visits.
<b>9:30am</b>	Superwhites meeting at conference venue