

Final Report

National Olive Industry Conference and Trade Exhibition

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Australian Olive Association Ltd

Project code:

OL16010

Project:

National Olive Industry Conference and Trade Exhibition OL16010

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Content

Content	3
Summary	4
Keywords	5
Introduction	6
Methodology	7
Outputs	9
Outcomes	11
Monitoring and evaluation	13
Recommendations	15
Refereed scientific publications	17
Intellectual property, commercialisation and confidentiality	18
Appendices	19

Summary

The National Olive Industry Conference and Exhibition (Conference) has been held annually since the mid-90s as a platform for everyone in the olive supply chain to come together to share knowledge, celebrate successes, raise issues of concern, and recognize individual achievement. It has become the olive industry's premier extension event.

The Australian olive industry is diverse in production, productivity, geography, and experience so designing an extension event to ensure there is 'something for everyone' is a significant challenge. Increasing attendance and positive formal feedback from delegates were good indicators that the project achieved its objectives despite the challenging operating environment. The pleasing statistic is that 89% of delegates at the 2019 Conference said they intended to adopt something they had experienced at the event when they returned home to their grove/business.

OL16010 provided financial support to hold Conferences in 2017 (Adelaide), 2018 (Wagga Wagga) and 2019 (Albury). The industry was (and still is) enduring severe hardship due to the impact of drought on production and productivity. Many businesses were (still are) under extreme financial pressure so careful planning was required to ensure the conferences delivered outcomes that were desirable and affordable for delegates.

The location and venues chosen provided good conference facilities at locations central to major production regions with multiple transport and accommodation options. The move to rural destinations in 2018 and 2019 was designed to minimize attendance costs to delegates. The olive levy support meant registration fees could be kept affordable for a wide spectrum of producers, particularly in a financially challenging environment for the industry.

The events were heavily promoted in multiple channels and formats. The learning from each year was applied to the following year resulting in saturation coverage of the entire industry supply chain for the 2019 Conference. In a telesurvey of industry members just prior to 2019 conference there was no respondent who said they didn't know about the conference.

Each event followed a similar format. There were plenary sessions on a range of topics of strategic importance to the industry including Hort Innovation olive fund project updates and reports. The programs were designed as a "smorgasbord" to meet the needs of a diverse audience. They featured workshops, field visits, and networking sessions before during and after formal activities.

Meals and tea breaks were held in the exhibition area to provide additional and valued sources of information for delegates. The topics and speakers changed at each event in response to the industry operating environment, and the longer-term issues identified in the Hort Innovation Strategic Investment Plan.

Delegate numbers increased at each successive event. There was an average attendance of 125 per conference from 2013 to 2016. The average increased to 146 during the project period (2017-2019) which was a 17% increase over the preceding period. Attendance peaked at 155 for the 2019 event a 24% increase over the previous average.

Each event was recorded on video and made available to all levy payer via the OliveBiz website. This has been a popular initiative but the high cost, and subsequently poor ROI per view, make a review of the situation imperative. It is too costly to continue in its current format.

The project has been successful by all indicators measured and it recommended that a similar project be undertaken by the Hort Innovation Olive Fund when sufficient levy funds become available. The success of the project can be best summed up with a quote from Hort Innovation's R&D manager, Dr Brenda Krantz in an email to AOA at the conclusion of the 2019 conference.

"Congratulations on an outstanding conference and awards night! The organisation, choice and participation of speakers, engagement of delegates, stands, the field trip to the environmental centre and of course the quality of produce and the awards booklet (exceptional!) were brilliant. Well done on all counts! You provide such value to industry and it was very clear from speaking to delegates how much they appreciate your hard work."

Keywords

Olives; conferences, exhibitions, Xylella, remote sensing, benchmarking, frost

Introduction

The modern Australian olive industry has only been in existence for about 25 years. The National Olive Industry Conference and Exhibition (Conference) has been held annually since the mid-90s as platform for everyone in the olive supply chain to come together to share knowledge, celebrate successes, raise issues of concern, and recognize individual achievement.

There are approximately 900 growers in the Australian industry with a broad spectrum of knowledge and experience. Many coming from non-agricultural backgrounds. About 60% of the olive groves are under 2 hectares. At the other end of the scale is Boundary Bend Olives, one of the foremost vertically integrated olive companies in the world growing over 6,000 hectares of olives for EVOO. There another 20 or so large producers with over 80 hectares each. This diversity of audience makes programming a challenge.

Production areas stretch from Queensland round around to WA. Over 95% of the olives grown are mechanically squeezed to produce extra virgin olive oil with most of the product sold on the domestic market. The remaining olives are brined to produce high quality table olives. Only a small quantity of both products is currently exported but the international market is vital if the industry is to continue to grow. This diversity of geography and production further complicates conference programming.

Grove productivity, product quality, biosecurity, and market development remain the strategic challenges for industry growth and business profitability. During the three years of this project these strategic challenges have been exacerbated by a drought which severely impacted the industry. Many producers have not harvested a crop during this time which has resulted in a concerning number of groves being abandoned.

The annual National Olive Industry Conference and Exhibition plays a vital strategic role in the continuing development of the Australian olive industry. It provides a unique platform where the whole supply chain can focus on matters of importance to the industry, showcase the latest R&D and technology, and enable delegates to share their experiences with “those of their own ilk”.

OL16010 has enabled the AOA to provide this important extension event that meets the strategic needs of a diverse industry at a cost that allows a wide cross-section of the supply chain to attend.

Methodology

The objectives of project OL16010 were to plan, execute, evaluate, and report on three editions of the National Olive Industry Conference and Exhibition (Conference). The Australian Olive Association undertook all functions associated with the project.

The 2017 event was held on 10-12 October at the Adelaide Convention Centre, Sth Aust; the 2018 conference was held on 18-20 October at the Rules Club in Wagga Wagga, NSW; and 2019 edition was held on 17-19 October at the Entertainment Centre in Albury, NSW.

Venue Selection

An extensive national search for a suitable venue was undertaken each year guided by criteria such as geographic and transport accessibility, venue and accommodation costs, venue quality and service capability, networking venues, proximity of suitable field sites, tourism appeal among others. Competitive bids by potential venues were assessed and negotiations with preferred suppliers undertaken prior to signing of contracts.

Program Planning

The same planning process was undertaken for all events. A core group of experienced staff and AOA directors developed a draft program after reviewing feedback from the previous year's conference, the Hort Innovation R&D portfolio, current issues important to the industry, and an informal survey of a range of supply chain participants (growers, millers, marketers, and service providers), and liaison with relevant Hort Innovation staff.

The draft program was then formally workshopped with, and signed-off by the AOA Board before the AOA admin and comms teams took over the process of organizing the speakers, field activities, networking events and complete administration of the conference. An example of a typical conference program appears in Appendix 2.

Communications

All communication associated with the three events was managed and executed by the AOA and its communications entity, OGP Media. Potential delegates, sponsors and exhibitors were made aware of the conference via traditional media, electronic and social media, and telephone. The conferences were promoted to various audiences using a range of executions via the same channels. A pictorial overview of the extensive communications program appears in Appendix 1.

Administration

The AOA operated a dedicated e-commerce website for conference. Potential delegates obtained information and then registered, and paid at the one stop, 24/7 site. Website examples also appear in Appendix 1. All financial activity from invoicing to banking was managed in-house by AOA. The AOA conference team is highly experienced in planning and managing horticultural conferences. Their efforts were acknowledged by all stakeholders involved with the conference via feedback directly to the AOA Board or on the evaluation sheets.

Evaluation

At the final session of each conference each delegate was handed an evaluation questionnaire and pencil/pen. They were asked to answer all the questions before handing the sheets to AOA conference staff as they left the room or got off the bus. This process focused delegates' attention on the questions and ensured good participation rates. This in turn produced good quality responses that contributed significantly to continuous improvement of future conferences, but also provided valuable insights into other extension activities the AOA undertakes. An example of a conference evaluation report appears in Appendix 3.

Hort Innovation Obligations

All communication material contained the required Hort Innovation acknowledgement statements. At each conference AOA provided FOC registrations for Hort Innovation staff, an FOC exhibition booth for Hort Innovation in the exhibition area; and Hort Innovation banners were displayed on the stage and networking areas. Time was allocated in the conference program for a Hort Innovation staff member to make a presentation, and the organization was constantly acknowledged throughout the event as a key sponsor of the event.

Time was allocated during each event for project leaders of Hort Innovation olive fund project projects to provide reports/ updates on their projects.

Reporting

All milestone reports for OL16010 has been submitted and approved. Post conference media reports were published in a range of electronic and traditional media channels (see Appendix 1 images 9-10).

Conference presentations are publicly available on the OliveBiz website < <https://olivebiz.com.au/2019-conference-presentations-now-available-online/>> (see Appendix 4).

Outputs

Operational Outputs

Communication Outputs (see Appendix 1 for examples)

The AOA owns an extensive and regularly updated proprietary database (prior IP) that covers the entire olive value chain and external stakeholders. This database was used to ensure saturation coverage of all potential delegates for each conference using traditional media: OG&P magazine advertorial + ads, R&D Insights lift out (hard copy and digital versions) radio, newspapers; digital and social media: FOE e-blasts and ads, Grove Innovation e-news, dedicated conference e-notices, AOA Update e-news, FaceBook, dedicated conference website, OliveBiz and other AOA websites; telephone; and word of mouth.

Just prior to the 2019 Conference, AOA Directors undertook an extensive “ring around” of potential delegates who had not registered. Every potential delegate contacted said they were aware of the conference. It is fair to conclude that the communications strategy and execution had done its job, and that awareness was not a barrier to registration.

Conference Outputs

The conference program (see Appendix 2) was housed on the conference website for ease of access via direct visits by potential delegates and links from e-communications. Having one source document ensured the program was always up-to-date and easy to amend at short notice eg speaker cancellation.

A hardcopy conference handbook (see Appendix 6) that contained the program, speaker bios, sponsor and exhibitor information, and other useful information about the event was published for each conference.

Exhibition Outputs

The Exhibition provides information to delegates, and contributes funds to the cost of the conference. It is an essential part of the conference mix. Sponsor and exhibitor handbooks were produced to support the commercial exhibition for each event (see Appendix 5).

The number of exhibitors and sponsors, and revenue, remained fairly constant over the three years despite a number of initiatives to increase participation. The commercial environment in the industry was subdued and is likely to remain that way until significant industry growth begins again. In such an environment it was difficult to attract sponsors and exhibitors irrespective of the offer.

The financial contribution of the exhibition in keeping registration fees affordable for all in the industry, is critical.

Evaluation Outputs

Delegate feedback during and after the conference was a highly prized asset that drove the continuous improvement cycle. Examples of the evaluation questionnaire, responses and analysis appear in Appendix 3.

The delegate participation rate was extremely high because the completion of the questionnaire and returning it in person, was included as part of the program. In recent years delegates received and completed the form on the bus on the return journey from the field excursion. The completed forms were collected in person by conference staff as delegates got off the bus.

The inputting and reporting of the data were done by hand because the greatest value of the exercise comes from the many hand-written comments provided on the forms. Many changes to the events have been prompted by delegate feedback.

Overall the feedback from delegates was very positive. Satisfaction has been increasing each year of the project in line with improvements made to various aspects of the conference.

Strategic Outputs (from M&E Plan)

Video Assets

Video recordings of all speaker presentations were made at each conference and uplifted to the OliveBiz website along with PowerPoint files that were used during each of the presentations. Screenshots of the landing page(s) on the OliveBiz website appear in Appendix 4.

A livestream of the Wagga conference was trialed. It was not repeated because of the high production cost, technical (internet) problems in many remote locations, and an unwillingness of remote delegates to pay a registration fee. The service was not repeated in 2019 and there is no intention to consider it in the future

Workshop Attendance

A number of workshops were held post conference in Wagga and Albury. These were well attended with numbers increasing significantly from 2018 to 2019 as the industry understood the concept better. Some attendees came only for the workshops and not to the main conference.

Exhibition

The exhibition was held in conjunction with each conference. Delegates commented on the importance of the exhibition to the overall conference experience and as an important source of information. Delegates valued the opportunity to touch and feel products and services; and talk in depth about how the technology could be implemented in their individual grove or business. A copy of the Exhibitors handbook appears in Appendix 5.

Hort Innovation Branding/Acknowledgements

Communication outputs and the conference venue carried the Hort Innovation branding and funding acknowledgements as per requirements.

Outcomes

The National Olive Industry Conference and Exhibition management used a continuous Improvement model to ensure the events kept getting better each year. Delegate evaluation feedback indicated that this has been achieved.

The program logic framework for OL16010 lists the intermediate outcomes for the project as:

- Intention of delegates to implement something they experienced during the conference
- Intention of delegates to increase participation in industry activities such as attend workshops, field days, TasteBook™ and or OliveCare™ programs

The end of project outcome listed in the program logic was:

“Levy payer experience at the National Olive Industry Conference and Exhibition has resulted in implementation of information they heard at the conference that results in improved product quality or grove productivity”. This outcome is at the core of the Hort Innovation Olive Fund Strategic Investment Plan.

Based on the collective feedback from delegates over the three years of the project, and discussions with levy payers at other industry events, particularly workshops and field days held during the same time period, the following observations are reported below.

Please note these observations are not necessarily “cause and affect” but indicate a consistent correlation between the strategic intent of the investment in OL16010, and the general strategic outcomes sought by the industry.

Intermediate Outcome 1 – “Intention of delegates to implement something they experienced during the conference”

Delegates were asked this “intent” question in the conference evaluation questionnaire. On average, in excess of 70% of delegates say they will change something in their grove or business. This number is consistent with feedback from other extension events such as field days and workshops held in 2018 and 2019. The stand-out number was recorded in the 2019 conference evaluation when 89% of delegates said they would implement something when they got home from Albury. This great result has been repeated (exceeded) at several of the recent Linda Costa table olive workshops held in 2020.

While delegates were not asked in the questionnaire what the driver(s) of their intent for their intended action, discussions with levy payers during and after the conference indicated that delegates found the topics in the program related to issues they were experiencing at the farm. It is reasonable to conclude that the tactic of having a “smorgasbord” approach to programming, and a program committee in touch with the day-to-day issues of levy payers, has delivered conferences that have “something for everyone” (to take home). This approach should be continued for future conferences.

Furthermore, delegates indicated that the primary information they heard was reinforced via one-on-one or small group discussions with other delegates or with exhibitors and service providers. The power of expert and peer-to-peer knowledge transfer in a field setting was often highlighted as powerful driver of action at their own grove.

The varied “learning environment” provided by a conference is somewhat unique – “a one-stop learning shop” ie lecture, audience questions, expert questioning one-on-one, focused group discussion, practical field demonstrations and discussions etc also accommodates a wide range of learning styles at the one event.

Conferences are unique and important as extension platforms for many reasons however the “one-stop learning shop”™ is a powerful concept that is often sensed in the subconscious but not often discussed. The provision of varied learning environments at future conference is strongly recommended.

Intermediate Outcome 2 – “Intention of delegates to increase participation in industry activities such as attend workshops, field days, TasteBook™ and or OliveCare™ programs

Participation rates in industry activities have increased during the life of OL16010 but there is not strong enough

evidence that there is a cause and effect relationship. The increased participation is likely to be a mix of many variables influencing the operating environment of olive growers. However, there is little doubt based on discussions with producers at other activities, that the positive delegate experience at conferences impacted positively on participation rates in other extension activities in 2019 and 2020.

Over 200 producers and processors attended the Linda Costa national table olive workshop tour. There are only an estimated 220 table olive producers in Australia, so the Costa events were extremely well attended. Several of those attendees had also participated in Linda’s workshops after the conferences in Wagga and Albury.

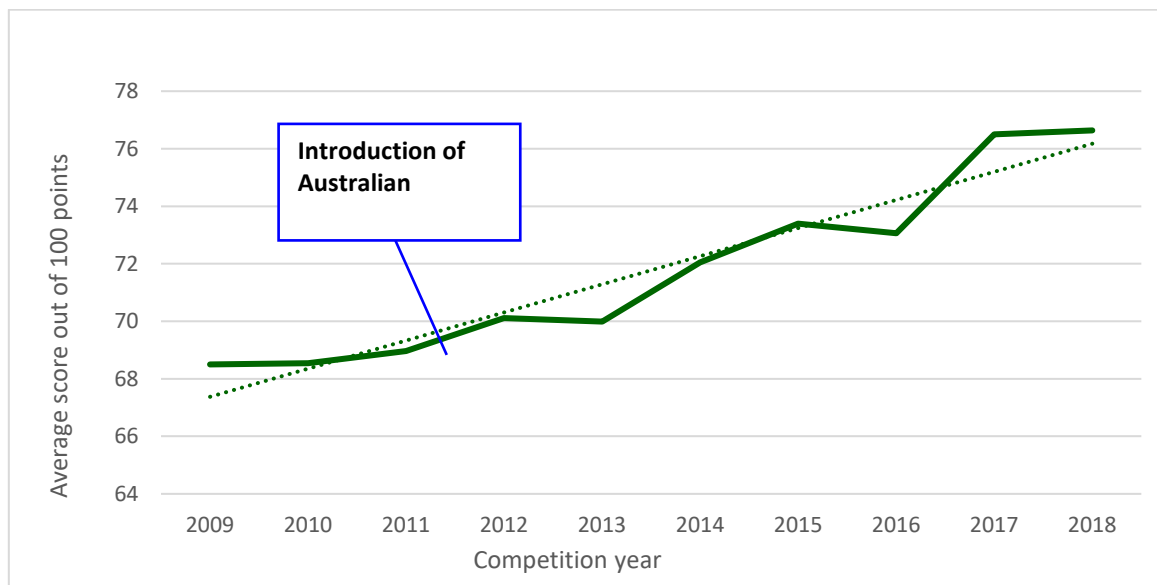
In excess of 230 people have attended the TasteBook™ and OliveCare™ workshops held nationally in the 2019-20 financial year. Both initiatives had been actively promoted with exhibits and workshops at Wagga and Albury with several attending conference workshops prior to the national tour.

End-of-project Outcome

While it is not possible to establish cause and effect in relation to the conference and improved product quality and grove productivity, it is interesting that continual improvements in product quality have been occurring concurrently with the provision of information on the topic at national conferences during the same period.

Figure 1 shows the increase in quality for entries in Australia’s national EVOO and table olive competitions over the same time period conference have been an important provider of information AND an environment that fosters the desire to implement the learning back at the farm.

Figure 1 - Results from Australian International Olive Awards (AIOA) 2009 – 2018



The average quality of entries in the AIOA has increased from an average bronze medal to a high silver medal. This level of improvement has been judged by experienced international observers as a phenomenal quantum of improvement in a very short period of time. It is estimated that 90-95% of Australia’s olive oil production is EVOO compared to the world’s largest producer, Spain, where only 20-25% of their crop is EVOO.

Monitoring and evaluation

Gathering feedback on performance of the conferences and the project has been a critical element for the management team. Information flowing from the communication executions, and the event itself, was the foundation of the continuous improvement model followed by the team.

An example of questions asked of delegates, the summary of results, and the analysis appears in Appendix 2. The quality of the evaluation data was aided by high delegate participation rates and very frank comments handwritten on the questionnaires. Some really useful feedback was acted on from the suggestions provided by delegates.

The results shown in Appendix 3 were fairly typical of feedback over time. The increase in the average marks from 2017 to 2019 reflected the continuous improvement model at work.

Delegates were fairly positive about communications (+85%- 98%) but the diversity of where people heard about the conference means the need for multi-channel messaging remains imperative.

Over 75% of attendees rated the conference admin positive while the speakers and the program rated very highly at about 90%.

The location and venue received the thumbs up, particularly the Albury conference where the venue was a dedicated conference facility. The distribution of attendees aligned fairly well with the producer number in each state.

Exhibition participation was fairly constant at 12 exhibitors although there were some new faces each year. The economically challenging operating environment in the olive industry means many service providers are reluctant to invest promotional budget in a market where returns are questionable.

The importance of the exhibition to the financial viability of the conference cannot be underestimated.

Delegate attendance was nominated as a key performance indicator for the project. Table 1 shows the average attendance for conference from 2013 to 2016 was 125. An average 10% increase in delegate numbers was chosen for 2017 to 2019 target ie the average attendance over the life of the project needed to average 138 delegates.

The average attendance of 146 delegates was a 16.8% increase over the previous average delegate numbers, with the audience peaking at 155 for the Albury conference, a 24% increase of the 2013-2016 average. The results are particularly pleasing as there was significant economic hardship being experienced by many people in the industry during the project.

Table 1 - Delegate Numbers 2013 -2019

CONFERENCE ATTENDANCE STATISTICS										
	2013	2014	2015	2016	Ave.	2017	2018	2019	Ave.	KPI 10%
	Hobart	Hunter	Mildura	Geelong		Adelaide	Wagga	Albury		
Total:	142	98	130	130	125	131	151	155	146	138

While these increases look positive on paper, future growth in delegate numbers is not assured. Many factors are involved in a levy payers’ decision on whether to attend the conference or not – many of the factors are beyond the control of conference organizers.

Interestingly, most of the delegates were different each year so repeat business is no certainty, irrespective of how highly the conference was rated by attendees. The lesson learnt is to always budget conservatively.

A trend of major concern for conference management is ultra-late registrations. Over 50% of delegates for the Albury conference registered in the last 10 days with a significant chunk of those in the last 5 days following a ring-around by the AOA Board. It will be imperative to find a way to manage this problem for the future as it makes for

catering and accommodation nightmares and budgetary heart attacks.

The success of OL16010 can be best summed up with a quote from Hort Innovation’s R&D manager, Dr Brenda Krantz in an email to AOA at the conclusion of the 2019 conference.

“Congratulations on an outstanding conference and awards night! The organisation, choice and participation of speakers, engagement of delegates, stands, the field trip to the environmental centre and of course the quality of produce and the awards booklet (exceptional!) were brilliant. Well done on all counts! You provide such value to industry and it was very clear from speaking to delegates how much they appreciate your hard work.”

Recommendations

Conference Timing

- Hold the Conference mid to late October each year (1-2 weeks after school holidays finish) so potential delegates can easily remember to allocate the dates in their annual planning calendar.
- Aim to have the location and dates of the following years' conference locked in more than a year in advance so "the next conference" can be announced in the last session of the current year's conference.

Awareness and Communications

- Industry awareness of the conference was excellent. Continue to use all the same communication channels as the 2019 event;
- An area that could be improved is having e-notices in the August to October period announcing program highlights when they are formally "engaged" to be part of the conference.
- The conference date and location should be announced widely to the industry in all channels before the end of March each year;
- Venue, accommodation options, preliminary technical and social program information to be announced in all channels by June each year;

Registration and Payment

- Continue to simplify the registration process while maintaining flexibility in the registration options. One size does not fit all.

Program and Speakers

- Maintain a multi-faceted program that covers all aspects of the olive business;
- Maintain end-of-session question time;
- Maintain a "one-stop learning shop"™ multi-faceted learning environment ie plenary lectures/presentations, audience questions, expert questioning one-on-one, focused group discussion, practical field demonstrations and discussions, formal and informal networking opportunities etc that accommodates a wide range of learning styles at the one event.
- Maintain a "Conference Dinner" on the first night of the conference that is focused on industry matters and networking eg industry awards, major announcements, etc etc. It should be an integral part of the conference program and be open to all delegates to attend as part of the conference fee. Persons not registered for the conference should be permitted to attend by purchasing a "conference dinner only" ticket.
- Trial a Zoom session for an international speaker during a plenary session or during a workshop.

Venue

1. Future venues must enable meals to be served in, or adjacent to, the exhibition area;
2. Dedicated professional AV support to be included in the budget.
3. Accommodation be available at, or adjacent to, the conference venue. Consideration should be given to "nominating a conference hotel" for accommodation to encourage delegates to stay at the same venue and consequently increase networking opportunities pre and post conference sessions.

Exhibition

1. Continue sponsor and exhibitor categories;
2. Bump-in to be during the afternoon prior to the conference;
3. Include an 8-minute presentation slot at the beginning of each session for sponsor presentations. Consider an official opening of the exhibition/networking event on the evening before the conference begins.
4. Sponsor and exhibitor proposals to be communicated by March of each year.

Value for Money

1. Focus on the quality of the event. Ensure the program and supporting events meet the needs of a wide cross-section of the industry – something for everyone;
2. Ensure the registration fee be set at an affordable level for all sections of the industry value chain. This may require additional subsidization from external sources in future years or consider holding the event every second year.
3. Ensure there is a range of accommodation options available to delegates near the conference venue;
4. Maintain speaker quality.

Attendance

1. Investigate ways to encourage earlier registration by delegates.

Refereed scientific publications

None to report.

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report.

Appendices

Appendix 1 – Examples of Communications Outputs

1. FOE weekly e-news blast

Australia

Registrations open for 2019 AOA National Olive Conference & Trade Exhibition



After months of planning, Registration is now open for the 2019 AOA National Olive Conference & Trade Exhibition, being held in Albury NSW, 17-19 October

This year's focus is 'Healthy groves, healthy businesses' and the packed program of plenary and field sessions is aimed at getting attendees and all aspects of their business in good shape. The information and skills shared will cover a broad range of topics relevant to producers at all stages and with varying business operations, with valuable practical take-homes for all participants.

The two-day plenary program includes the annual Conference Dinner and is followed by an optional 'Super Saturday Workshops & More' program. Attendees are encouraged to attend all three days, however separate ticketing options are available for those with tight timeframes. See the [full program here](#).

The Trade Exhibition will run across the two plenary days, and feature a range of leading olive industry suppliers and service providers. This is the ideal time to review your business needs and discover the latest olive product innovations, with experts on hand to nut out the fine detail. Check out the list of [conference exhibitors here](#).

Don't miss the industry event of the year – [Register now](#).

Proudly supported by:



The National Olive Conference & Trade Exhibition is facilitated through the Hort Innovation Olive Fund. It is partially funded by Hort Innovation using the olive R&D levy, with in-kind contributions from the Australian Olive Association and funding from the

2. Grove Innovation

From: **Australian Olive Association** secretariat@australianolives.com.au
Subject: Grove Innovation May Edition
Date: 14 May 2019 at 2:41 pm
To: greg@idis.net.au

LB

The logo for Grove Innovation features the word "GROVE" in a dark red, bold, sans-serif font, followed by "INNOVATION" in a bright green, bold, sans-serif font. A circular graphic of olive branches is positioned behind the letter "O" in "GROVE".

May 2019

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

It's a hive of activity for Australian olive producers right now – and not just with the 2019 harvest. Our 'let's do it' industry is flat out organising a range of activities which will continue to grow both the quality of our products and the viability of our olive businesses.

In this edition of *Grove Innovation*, we take a look at just some of them, starting with the year's must-attend event, the 2019 National Olive Industry Conference and Trade Exhibition. Being held in Albury in late October, this year's interactive learning program encompasses all aspects of what goes into ensuring healthy groves and a healthy business.

Continuing the learning offering is the program of *TasteBook™* and *OliveCare®* regional workshops being held in cities and towns across the country over the next six months. Combining sensory training plus sessions on olive oil chemistry, EVOO freshness testing, determining objective best before dates (BBDs) and more, the workshops will offer insight into not only the flavours and aromas of EVOO and table olives but also the secrets of how to get the best in yours.

Another opportunity on the sensory education front is Round 5 of the *TasteBook™* online program, this time exploring the nuances of Picual. With registration open this week, it's a chance to take an in-depth look at one of our most organoleptically puzzling – and award-winning – varieties.

And finally, join a guided journey through the evidence around olive leaf extract and immunity via the fourth in the series of science-based webinars presented by the Olive Wellness Institute. It's powerful stuff - the evidence, that is – which you can share with your social media followers and farmers market customers to further promote the health benefits of our quality local olive products.

Finishing off with a chance to help create future industry leaders through the Hort Innovation Leadership Program, that's a whole lot of activity to get involved in. You're all invited, so please read, register and join the learning curve!

Healthy focus for 2019 National Conference

3. R&D Insights

R&D INSIGHTS

THE LATEST UPDATES ON R&D WITHIN THE OLIVE INDUSTRY | SEPTEMBER 2019

R&D Insights contains the latest levy-funded R&D project updates, research findings and related industry resources, which all happen under the Hort Innovation Olive Fund.

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.



Conference aims for health from the ground up

2019 National Olive Industry Conference & Exhibition - 17-19 October, Albury NSW

The program is out and if improving the health of your business is your aim (and whose isn't!), this year's AOA National Olive Industry Conference & Exhibition is the place to be.

Being held in Albury, New South Wales on 17-19 October, the 2019 Conference program takes what AOA CEO Greg Seymour describes as "a smorgasbord approach" to industry improvement.

"There's something in there for everyone, no matter what your production level or approach to growing," he said.

"We know that different people do things differently – and that some growing methods work better for some operations than others – so we're providing ample opportunities to find out how things can be done,

and importantly, how we can be doing them better.

"And it won't just be via 'listen and learn' presentations. Those opportunities will be presented by both the structured learning and also what you hear from other people in the industry, many of whom are dealing with issues just like you.

"Open discussion of ideas, problems and solutions is one of the most valuable elements of the annual industry conference, which is why interactive sessions are an integral part of our 2019 conference program."

Building on the success of last year's event, the program will be run over three days, with a full day of plenary sessions on the Thursday and also on Friday morning. Friday afternoon will

incorporate a field visit to an organic working farm and training centre, while the Saturday will once again offer a range of industry workshops and a regional field tour.

Program highlights include:

Conference sessions

- Best You, Better Business - how looking after yourself can increase your effectiveness as a business owner
- Remote Sensing - the limitless opportunities presented by this new technology
- Climate Change - what's really happening?
- Frost Management – how not to get burned

Hort
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Strategic levy investment

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4. Direct email campaign

From: **Australian Olive Association** secretariat@australianolives.com.au
Subject: 2019 AOA National Olive Industry Conference & Trade Exhibition - Registrations Now Open
Date: 30 August 2019 at 12:29 pm
To: ceo@australianolives.com.au

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AUSTRALIAN OLIVE
ASSOCIATION^{LD}

2019 AOA National Olive Conference & Trade Exhibition

Albury NSW, 17-19 October

Registrations Now Open



'Healthy groves, healthy businesses' is the focus of this year's AOA National Olive Industry Conference & Trade Exhibition to be held at the Albury Entertainment Centre.

The packed program of plenary and field sessions is aimed at getting attendees and all aspects of their business in good shape. It provides information and skills on a broad range of topics relevant to people at different stages and with varying business operations, with valuable practical take-homes for all participants.

For maximum value, attendees are encouraged to attend all three days. However, we know that can be difficult for some so this year we have included separate ticketing options for all three days. Below is a sample of the sessions on offer. Be sure to click on the View Full Program button below for full details of what is on offer.



5. AOA Update

Olive Industry Communications Survey Your feedback needed

The AOA operates a communications and extension program for the benefit of our industry. We need your feedback from time to time to help us measure the impact the program, and ensure each of the resources is delivering benefits for producers.

The 2019 Communications and Extension Survey is currently underway. We would greatly appreciate your participation. The closing date of 22 July has been extended to ensure we receive the maximum number of responses. Please click on the link below to take you to the confidential survey. It should only take 5 -10 minutes.

[SURVEY LINK](#)

National Olive Industry Conference & Trade Exhibition



Conference & Trade Exhibition
17 - 18 October 2019

Saturday Workshops/Field Trip
19 October 2019



Albury Entertainment Centre

Save the Date - Registrations Opening Soon

This year's conference plenary sessions, exhibition and conference dinner will be held at the Albury Entertainment Centre. The venue was selected for its first-class facilities and central location, which offers attendees a wide selection of accommodation options. It will also be convenient for those staying on after the conference seeking to explore Albury's local and surrounding attractions.

Program Details to be Announced Soon

Planning is well underway for delivery of a well-rounded mix of presentations, networking events and field visits.

Trade Exhibition

This year's trade exhibition is not to be missed. A wide range of industry suppliers will be on-hand and keen to provide advice and solutions for your business needs. Click [here](#) for a list of exhibitors. This list will be updated regularly.

Click [here](#) if you are a supplier to the industry and want to inquire about exhibition opportunities.

2019 Conference Sponsors

The Australian Olive Association thanks the following sponsors for their generous support of the 2019 National Olive Industry Conference and Trade Exhibition.



Strategic Sponsor:



6. Feature Article OliveGrower & Processor Magazine

2019 National Olive Industry Conference & Exhibition - October 17-19, Albury NSW

Learn how to make Google love your website

Digital marketing: for some it's the yellow brick road to sales and for others it's a stress-inducing brick wall they don't know how to get over.

For those in the latter category, one of the guest presenters at this year's AOA National Industry Conference will help alleviate that stress and help you turn onto the road to increased sales. Digital marketing expert Lauren Hamilton is heading to Albury with a practical, user-friendly breakdown of the opportunities available, what you need to do to make the most of them – and why some elements might not be right for you and your business.

Lauren is the creator of the Digital Narrative collective, an agency which specializes in helping small business owners punch above their weight in the digital marketing arena. A self-confessed "small business addict", she says her aim is to demystify and simplify both the concept and processes involved in digital marketing.

"I love working with people and helping them realise that it's not an all-or-nothing situation, that you don't have to do everything. Also that it's not all really technical and difficult, and it doesn't have to be confusing; you can get the fundamentals and apply them yourself."

Digital marketing 101

Recognising that growers come from a wide range of backgrounds, and will have varying degrees of online interaction already, Lauren said her presentation will cover small business digital marketing generally.

"I will talk about your online presence and how to ensure you've done

Small business specialist Lauren Hamilton is passionate about sharing her knowledge to empower others to take charge of their online presence, with confidence.

everything you can do to have a presence online that reflects who you are and lets people know what you're about. Also where you are, so you can be found - to market your business as a destination, flag your presence at the weekly farmers market or let them know where your products are stocked," she said.

"We'll go through the various elements of digital marketing:

- websites - do you have one, do you need one and what's the best type for you
- how to ensure you're ranked by Google so you come up early in searches
- social media – what the different platforms do and why you would want to have a presence on them.

"We'll also discuss not doing things for the sake of doing things. For example, your audience may not be on Instagram so don't flog yourself trying to work it out at the expense of other things which are more valuable to your business.

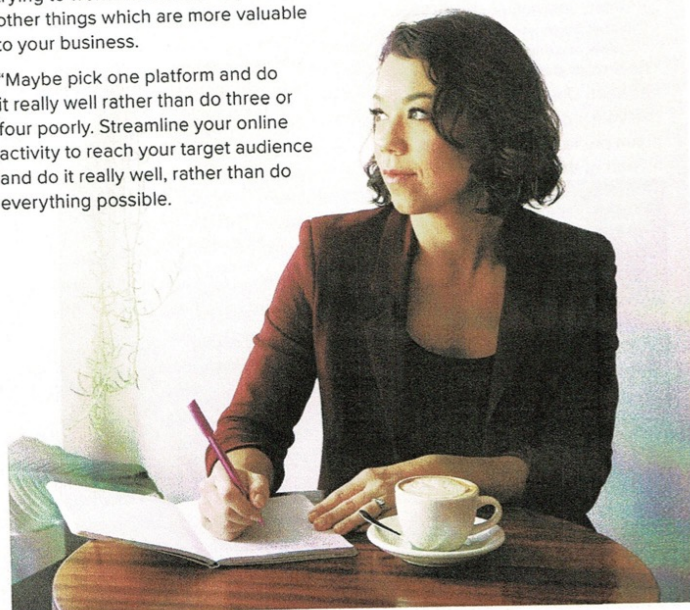
"Maybe pick one platform and do it really well rather than do three or four poorly. Streamline your online activity to reach your target audience and do it really well, rather than do everything possible.

"And your take out might be to go away and think 'I don't want to do that' because it doesn't work for you and your business. If you do that because you know how it works and what's involved, rather than because it all just seems too hard, then that'll be a good outcome."

Saturday workshop - devices welcome

Friday's presentation will be backed up by a hands-on digital marketing workshop, being held as part of the Saturday optional program. Run in a 'show and teach interactive' format, Lauren said it will focus on the two major areas of social media and search engine optimisation (SEO).

"Within social media we'll then break it down again into content and engagement: how to do gold star content and best practice engagement," she said.



7. Full page Advertisement OG&P Magazine



NATIONAL OLIVE INDUSTRY CONFERENCE & EXHIBITION

The Albury Entertainment Centre, Albury, NSW



Thursday & Friday
17-18 October 2019

Extend your visit and attend the additional events on the 16th and 19th of October.



2018 Feedback:

"Invaluable information and networking - hard to put a value on it."

Wednesday 16th (optional)

AOA Annual General Meeting, Welcome Function, Exhibition Official Opening

Thursday 17th

Conference Plenary Sessions, Conference Dinner

Friday 18th

Conference Plenary Sessions, Field Visit, Australian International Olive Awards Presentation Gala Dinner

Saturday 19th (Optional)

Optional Field Days & Workshops, Dinner

Proudly supported by



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For more details, visit www.nationaloliveconference.com.au. Registrations Open July.

8. Conference Website

The screenshot shows the website for the 2019 National Olive Industry Conference & Trade Exhibition. At the top, the Australian Olive Association logo is displayed, featuring a stylized olive branch. Below the logo is a navigation menu with links for Home, Program, Registration, Delegate Information, Sponsors, Exhibit, and Contact Us. The main heading reads "The National Olive Industry Conference & Trade Exhibition" with the dates "17th - 19th of October 2019". A prominent "REGISTER" button is visible. Below the text is a photograph of the Entertainment Centre building, with several large banners for "THEATRE SEASON 2014" and "SHOW LISTING" in the foreground. The banners list various events and shows, including "THEATRE SEASON 2014" and "SHOW LISTING".

Home Program Registration Delegate Information Sponsors Exhibit Contact Us

The National Olive Industry Conference & Trade Exhibition

17th - 19th of October 2019

[REGISTER](#)

Welcome to the 2019 National Olive Conference and Trade Exhibition website. It's the home of Australia's premier face-to-face information exchange and networking event for the Australian olive industry.

9. Post Conference OG&P Article

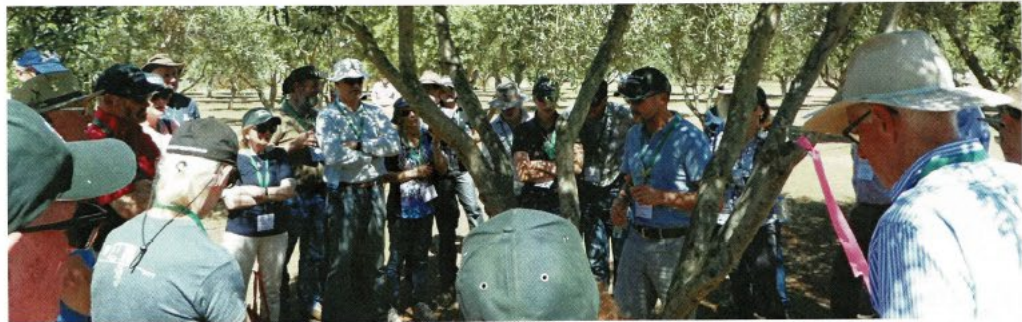
R&D INSIGHTS

THE LATEST UPDATES ON R&D WITHIN THE OLIVE INDUSTRY | DECEMBER 2018



R&D Insights contains the latest levy-funded R&D project updates, research findings and related industry resources, which all happen under the Hort Innovation Olive Fund.

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.



2018 National Industry Conference delivers interactive learning

Collective learning was the focus of this year's AOA National Olive Industry Conference & Exhibition, held in Wagga Wagga, New South Wales in October, and it certainly met its aim. A strong turn-out of delegates attended one of the most interactive industry gatherings in recent years, with discussion an integral part of the information sharing which occurred.

The packed program of plenary and field sessions covered a broad range of topics, with delegates praising both the content and delivery. The promised "practical take-homes for all participants" were undoubtedly delivered, with overall feedback rating the event "an excellent conference".

The grove sessions were a popular element, providing many of those practical take-homes. The opportunity to hear from and speak with industry experts while viewing issues in the grove was appreciated and embraced by the delegates, with many gaining insight and solutions to their own grove management problems.

Surge in interest in table olive production

One of the trends emanating from the Conference was an increasing interest in table olive production.

"There was a massive groundswell of interest in table olives obvious during the event," AOA CEO Greg Seymour said.

"We'd seen it happening in recent years and planned this year's program to include a far greater number of table olive related sessions, but we were still surprised with how enthusiastically they were embraced.

"There were huge numbers to the concurrent table olive sessions, and the Saturday table olive workshop with Linda Costa was standing room only with well over 50 participants.

"It's certainly a message the AOA has taken on board now and we'll be providing further opportunities for information and quality training around table olive production into the future."

Continued on page 2 >>

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FUND**

10. Conference Media



Media coverage generates national promotion

While the Conference took the industry to Wagga Wagga, it also took it much further afield via extensive media coverage of the event. News reports and interviews with key presenters and industry figures were streamed to screens and across airwaves throughout the country, with both print and online articles adding to the mix.

AOA CEO Greg Seymour said the media coverage of the event reflected the growing interest in the industry and our high quality Australian products.

"NSW DPI did a great job in letting the media know about the Conference and the coverage we received was extensive," Seymour said.

"There were 42 TV and radio items broadcast within the first week, and the top 10 publications alone provided a total reach of around 40,000.

"They were interested in both the event itself and also our industry story, which provided an incredible opportunity for promotion to a huge audience. Several of the TV stories went national, taking the Australian olive industry – and Australian EVOO and table olives – to consumers across all states.

"That's Gold in any marketer's books."

2019 National Olive Industry Conference & Trade Exhibition – Save the date

Where: Albury, NSW

When: 16-19 October 2019

What: Wednesday 16 October – AOA AGM & Delegate cocktail function
Thursday 17 & Friday 18 October – Conference program
Saturday 19 October – Optional workshop and field visit program

Website:

www.nationaloliveconference.com.au

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AOA AGM – WEDNESDAY 16 OCT 2019, Albury Entertainment Centre, Albury

3:00PM AGM Registration Desk
Open, Foyer

AGM Chair: Michael Thomsett

3.30PM AGM Plenary Room

5:00PM Welcome Function In
Exhibition Room Exhibition Room


6:00PM Official Opening Of
Exhibition Exhibition Room

7:30PM Function Concludes

CONFERENCE DAY 1 – THURSDAY 17 OCT 2019, Plenary Room, Albury Entertainment Centre

7:30AM Registration Desk Open –
Plenary Foyer Area

Session Chair: Michael Thomsett

8:15AM	Welcome & Housekeeping	
8:25AM	Best You, Better Business – Strategies to Increase Effectiveness	Rob Edwards
9:40AM	Session Round Up & Questions	
	MORNING TEA	
9:45AM	Sponsored by Braud Australia	
10:30AM	Improve Your Business With Ethics	John Neil
11:00AM	The Benefits Of Benchmarking – The Macadamia Experience	Jeremy Bright
11:30AM	IPDM Project – The Next Phase	Dr Robert Spooner- Hart
11:50AM	Remote Sensing – The Sky Is The Limit	Alex Schultz
12.10PM	OliveCare – Upping The Ante On Quality	Peter McFarlane
12:30PM	Session Round Up & Questions	
	LUNCH	
	Sponsored by Modern Olives	
12:35PM		
	Session Chair: Andrew Burgess	
1:40PM	Olive Wellness Institute – What's On Offer?	Abby Dolphin

2:00PM	The Importance Of Soil Carbon	David Morello
2:30PM	What's Happening With Climate Change And Frost?	TBC
3:00PM	Session Round-Up And Questions	
	AFTERNOON TEA	
3:05PM	Sponsored by Australian Frost Fans	
3:35PM	Don't Get Burned – How To Manage Frost	Steven Falivene
4:05PM	Impact Of Frost On EVOO Quality Parameters	Claudia Guillaume
4:35PM	Real World Outcomes From The Food Service Project	David O'Dea
5:00PM	Session Round Up & Questions	
5:10PM	DAY 1 PLENARY CLOSE –	
	CONFERENCE DINNER, 6.00 pm – 11.00 pm at the ALBURY CLUB, ALBURY	
	DAY 2 – FRIDAY 18 OCT 2019, Plenary Room, Albury Entertainment Centre & NSW TAFE	
8.00AM	Registration Desk Open.	
	Session Chair: Paul Miller	
8:30AM	Olive Market By Numbers	Andrew Burgess
9:00AM	Opening The Door To Grove Retail Sales	Rob Whyte
9:30AM	Alternative Business Models For Small Operators	Stephen Parker
9.55AM	Session Round Up &	

	Questions	
10:00AM	MORNING TEA	
10:30AM	Xylella Project – Action On The Ground	Craig Elliot
11:00AM	Cybersecurity – Keeping You And Your Business Safe	Glenn Makowski
11:30AM	Digital Marketing For Small Business	Lauren Hamilton
11:55PM	Session Round Up & Questions	
	LUNCH	
12:00PM	Sponsored By Grochem Australia	
1.00PM	FIELD VISIT – TAFE NSW National Environment Centre. A Case Study In Sustainable Grove Management	
	Buses Depart Albury Entertainment Centre at 1.00PM	
5:00PM	Day 2 Close	

AIOA GALA PRESENTATION DINNER, 6.30PM – 11.00PM at the Albury Entertainment Centre, Albury

DAY 3 – SATURDAY 19 OCT 2019, Super Saturday Workshops & More.

Social And Digital Marketing Workshop

Learn the tricks of the trade with this hands-on digital marketing workshop that outlines gold star content,

8:00AM

–

11.30AM

best practice engagement for Facebook and Instagram, and search engine optimisation for your website. Learn and practice the latest techniques from a highly respected professional who understands small businesses. From beginners to veterans, Lauren will provide a practical experience that will give everyone something beneficial to take home. As participation is encouraged during the workshop, attendees are encouraged to bring along their laptops, phones or tablets.

Lauren Hamilton

8:00AM

–

11.30AM

The Economics of Table Olives Production From Set-Up To Sales

Linda Costa is back by popular demand after her widely acclaimed table olive workshop at last year's conference. This year's workshop will focus on setting up a table olive operation, and then cover the requirements of the raw material, processing issues, storage, monitoring, packaging, labeling and pasteurisation. The workshop will end with a tasting session.

Linda Costa

TasteBook™ Live – EVOO & Olive Sensory Workshop.

1:00PM
–
4.30PM

A convenient session of the highly popular TasteBook™ sensory development program. Delegates will taste and workshop a range of EVOOs and Table Olives.

Dr Soumi Paul
Mukhopadhyay

Olives And Wines Field Tour

The afternoon begins with a bus ride to a memorable lunch and matching wines at the famed Jones Winery.

Next stop is the international award-winning Morris Winery where delegates will participate in a unique session of matching olives and wines.

Then its round-the-corner for a technical session in the grove at Gooramadda Olives. The day concludes with a farewell dinner at the renowned Tuileries resort. Join your olive industry colleagues for a taste-worthy experience.

Jones Winery, Morris Winery, Gooramadda Olives, Tuileries Resort (Dinner tickets can be purchased separately)

12.15PM
–
11.00pm

Buses depart back to Albury Entertainment Centre from 10.00PM.

[CLICK HERE TO REGISTER](#)

NOTE: The National Olive Industry Conference and Trade Exhibition Program is subject to change without notice.

2019 Conference Proudly supported by:

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& processor**
NATIONAL JOURNAL OF THE OLIVE INDUSTRY

OliveBiz





AUSTRALIAN
frost fans

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Website by the Australian Olive Association

Appendix 3: Examples of Conference Evaluation Reports

2018 Conference (Wagga Wagga)

1. How did you hear about the conference? (n=49)

Information Channel	%	Comment
Email	43	
Online	10	
FOE	4	
AOA	17	
OGP	14	
State Association	2	
Other	10	

Comments

Direct email was the most nominated channel for conference awareness but all channels received some recall and vindicates the multi-channel promotions approach. The two-three times per week frequency of e-notices in the weeks immediately preceding the conference, and the weekly exposure in FOE over a five-month lead-up period, were the most likely drivers of high recall of email.

The fact that conference advertising only occurred in two editions of OliveGrower & Processor magazine (June and September) but achieved a 14% recall shows the power of this medium. Anecdotally, the more detailed and extensive coverage possible in OG&P is a key influence of decisions around attendance.

The approach for 2019 will be similar to the 2018 strategy and execution.

2. How would you rate conference communications?

	%	Comment
Excellent	32	
Good	56	
OK	12	
Poor	0	
Very Poor	0	
Other	0	

Comments

86% of feedback was positive about conference communications. Interestingly, a few growers complained of the frequency of communication but overall the anecdotal feedback from those who didn't attend the conference was positive for the advertising schedule. The awareness strategy for 2019 will be similar but low-level promotion of dates and venues will begin in March with additional information released regularly in the build towards October.

Display advertising in OG&P magazine will occur in March, June, and September editions will a round-up in the December edition.

3. How would you rate the registration and payment process?

	%	Comment
Excellent	35	
Good	41	
OK	20	
Poor	4	
Very Poor	0	
Other	0	

Comments

While over three-quarters of the feedback was positive, there is plenty of room for improvement. The added flexibility built into the 2018 program to meet the needs of an extremely diverse industry and respond to feedback from the 2017 conference, resulted in a more complex registration process. A new payment process was also trialed in 2018.

Experience gained during the registration period and from subsequent feedback at the conference will result in a new “shopping cart” being installed to the website in 2019, and even more flexibility in program/ registration options for 2019. The additional features are designed to increase attendance and provide a better delegate experience for start to finish.

4. Thinking about the program and speakers, please score the topics and their overall relevance to you and your business

Presentation	Presenter	V Good + Good (%)
Impact of Climate Change	Dr. Dane Thomas	81
Focus Grove Project	Andrew Taylor	94
IPDM Project Update	Dr. R. Spooner-Hart	94
Drones in Groves	Michael Thomsett	67
'What If' Planning	Oliver Portway	73
EVOO Edu Food Service	Beth Scholes	76
Olive Export Opportunity	Phillip Georgis	68
Personalised Nutrition	Dr. Amy Logan	50
OWI: EVOO Health Resrch	Prof C. Itsiopoulos	92
Health Benefits T Olives	Linda Costa	76
Aust EVOO Market	Andrew Burgess	94
Everyday Consumer Rpt	Will Fuller	89
Table Olive Market	Mimmo Lubrano	82
Table Olive Quality	Linda Costa	96
Mechanical Harvest TO	Andrew Taylor	91
Table Olive Language	Dr. S Mukhopadhyay	80
Food Safety for T Olives	Prof. S. Kallis	88
OliveCare for T Olives	Peter McFarlane	68
OliveCare for EVOO	Peter McFarlane	86

EVOO Panel Session	Greg Seymour	81
Megasonics in EVOO	Dr. Pablo Juliano	88
Irrigation Management	Dr. Ketema Zeleke	52
Defects in EVOO	Ed Vercoe	92
CSU Grove Walk 1	Multiple Presenters	91
CSU Grove Walk 2	Multiple Presenters	96
CSU OO Research Fac	CSU Team	94
NSWDPI Lab & Panel	NSW DPI Team	94
Average		83

Comments

The program met the needs of a very diverse range of delegates by using a smorgasbord approach ie ensuring there were presentations and activities of interest to large, small, and medium growers.

The relevance of the topics and the quality of the presentations were scored highly by delegates. A similar approach will be adopted in 2019.

The running of concurrent sessions on the morning of Day 2 proved popular. The table olive session was well attended and greatly appreciated but it is not something that needs to be repeated annually. The processing components for table olives and olive oil can be dealt with in separate workshop formats in future years.

The field session at CSU-NSWDPI was well attended and received very positive feedback. The concept of a half-day targeted field session will be repeated in 2019. It is clear the mix of talk sessions with field sessions and hands on exhibits is popular with delegates. The incorporation of interaction between “experts and delegates” and “delegates and delegates” during the field sessions was well received.

5. How would you rate the venue?

	Plenary Room	Audio Visual	Food
Very Good %	49	28	40
Good %	38	45	26
OK %	13	23	26
Poor %	0	4	8

Comments

The Rules Club venue was the most modern venue in Wagga. Locating olive conferences in regional areas is desirable from a cost and proximity perspective but the facilities are not always comparable to the specialist facilities in capital cities.

6. Delegate Source

State	WA	SA	VIC	TAS	NSW	QLD
% Delegates	7	10	26	14	34	7

Comments

Wagga Wagga was partly chosen at the host city because of its proximity for a significant number of olive growers in NSW and Victoria who could drive the conference. The strategy worked and will be repeated in 2019 by holding the conference in Albury.

Wagga was served by direct flights from Sydney and Melbourne so it was convenient for domestic and international speakers to get to the conference (without having to drive). Many speakers were based in capital cities so it was possible for them to make day trips where required.

2019 Conference Feedback (Albury)

Q1: How did you hear about the conference?

Q1 Results

Answer Choices	No. of Responses	% of responses
Email	19	31
Online/ Internet	9	15
FOE	2	3
AOA	13	21
OGP	4	6
State Association	0	0
Other	15	24
Total	62	100

	Other Sources Specified
1	Wife
2	I have ears
3	Presenter
4	Last Conference
5	Daughter
6	Speaker
7	Kent Hallett – Young Judges
8	Kent Hallett – Young Judges
9	Taste Book Seminar

10	Direct
11	Media
12	Member
13	In the industry
14	Board Member
15	Board Member

Q1 Commentary and Analysis

There were no surprises in the responses from delegates. There is little, if anything, we would change in the comms plan for future conferences. Interestingly, when the Board rang around AOA members to find out why they weren't attending the conference, there wasn't one instance of a person saying that they didn't know the conference was on.

Q2: How would you rate conference communications?

Results

Answer Choices	No. of Responses	% of Responses
Excellent	22	48
Good	23	50
OK	1	2
Poor	0	0
Very Poor	0	0

Commentary and Analysis

A good positive response.

Q3 How could awareness be improved?

Results

	Responses
1	Bring the program out earlier
2	Maybe increase public advertising as well as within the olive community
3	Use of local/regional associations to redistribute info on their email lists
4	ABC interviews, locals by state chairs and national by Greg
5	More advanced information
6	Earlier Notice
7	Good Question
8	Via Liz and the website - excellent resources, very well organised
9	Reach out to councils who can then tell local groves.
10	More Direct Communication with a bit more about content
11	Advertise in other agriculture communication systems

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Commentary and Analysis

There was nothing in the responses that would influence to change the comms plan for the project. Apart from a finalised program, the earlier notice suggestions are more a reflection of when those delegates were impacted by the conference comms.

The target audience for the conference is for existing producers (levy payers) and the olive supply chain so suggestions for promoting awareness of the conference amongst the general public don't appear to be relevant.

Q4 How would you rate the registration and payment process?

Results

Answer Choices	No. of Responses	% of Responses
Excellent	14	33
Good	19	44
OK	10	23
Poor	0	0
Very Poor	0	0
Total	43	100

Commentary and Analysis

The 2019 satisfaction level with rego and payment has improved considerably compared to the Wagga conference. AOA invested considerable resources into improving clarity around the ticketing system and upgrading the payment and receipting system. There is still room for improvement in the registration process but we are getting closer to meeting delegate expectations. While a significant number of delegates continue to seek as much flexibility in their attendance options as possible, the ticketing system will still be perceived as complex and cumbersome by those delegates who just want a one size fits all registration at a single price.

Q5 Thinking about the programme and speakers, please score the topics and their overall relevance to you and your business.

Results

Presentation	Speaker	Very Good	Good	OK	Poor
Best You, Better Business	Edwards	57	32	11	
Benefits of Benchmarking	Bright	71	18	11	
IPDM Project Update	Spooner-Hart	33	56	11	
Remote Sensing	Schultz	24	58	18	
OliveCare	McFarlane	38	46	16	

Olive Wellness Institute	Dolphin	25	66	9	
Importance of Soil Carbon	Barton	87	10	3	
Climate Change	Allan	31	46	17	6
Frost Management	Falivene	21	59	17	3
Frost Impact on EVOO	Guillaume	33	43	24	
Outcomes of Food Service Project	O’Dea	41	56	3	
Olive Market by Numbers	Burgess	53	37	10	
Grove Door Marketing	Whyte	61	27	12	
Small Grower Business Model Alternatives	Parker	57	28	15	
Xylella Update	Elliot	62	36	2	
Cybersecurity	Makowski	70	25	5	
Presentation	Speaker	Very Good	Good	OK	Poor
Digital Marketing	Hamilton	74	19	7	
National Environment Centre Field Visit	Fenton	72	26	2	
Average		51	38	10	1

Commentary and Analysis

The technical program was extremely well received by delegates. Positive feedback to presentations averaged 89% in the evaluation sheets. This result was further supported by unsolicited comments from delegates about the high quality of the program in terms of strategic merit, presentation content, and quality of the presentations.

The objective of the technical program is to provide a smorgasbord of topics that are pertinent to a wide industry demographic; a few topics of critical strategic importance to sub-sections of the industry; and reports on HIA funded R&D projects. Overall “there is something for everyone” on the program. The evaluation of the 2019 conference indicates the objective was achieved.

Q6 How Do You Rate the Conference Venue?

Results

Venue Item	Very Good	Good	OK	Poor
Plenary Room Set-up	58	40	2	
Audio Visuals	53	38	7	2
Food	42	44	13	

Commentary and Analysis

Conference venue was well received by over 90% of delegates. The effort put into sourcing and liaising with local service providers to cater to our event needs paid dividends. The quality of services and the enthusiasm to exceed expectations shown by managers and staff at all venues was testimony to the Board’s decision to run conference in regional areas where feasible.

Q7 How Would You Rate the Value for Money of the 2019 Conference?

Results

Value for Money	Very Good	Good	OK	Poor
	35	43	22	

Commentary and Analysis

Almost 80% of delegates believed the conference was good or very good value for money. At a time when the industry was severely impacted by drought and cashflow significantly restricted in the production and service sectors of the industry, the positive evaluation was very pleasing.

The concerning factor, however, is that the costs of running the conference and consequently the registration fee is significantly subsidized by income from sponsors and exhibitors, and the olive fund levy. Over one in five delegates indicated the value proposition was just OK so the keeping delegate registration costs affordable will be essential if the trend to increasing delegate numbers is to continue.

Conversely, the importance of external funding is critical, so it is imperative that a value proposition to maintain the support of sponsors and exhibitors is maintained. It is clear that HIA funding is also vital, particularly to help support the inclusion of HIA R&D reports on the program, and the other industry development activities that occur during networking throughout the conference.

Q8 Will you make changes to your practices from things you experienced at the conference?

Results

On-farm Adoption Rates	Yes	Maybe	No
	89%	7%	4%

Commentary and Analysis

Conferences are seen as a key tool in the extension/technology transfer model but are only part of the process resulting in adoption of information/technology at the farm. 89% of delegates indicated they would change some practice on their farm from something they experienced at the conference. Anecdotally many delegates said they will be adopting things they learnt from other growers, not just experts or service providers participating in the conference.

The conference and surrounding industry events have been designed to incorporate activities that encourage delegates to share their own experiences. The program provides

networking times and events specifically tailored to fostering discussion amongst peers and an ambience/ culture that such behaviour is the norm.

While adoption of information and technology on farm is only part of the industry development process, the high uptake rates reported for the 2019 olive industry conference demonstrate the value of this platform for effective extension. Many other aspects of the conference supported the continuing development of the Australian olive industry so the invest of olive levy funds was more than justified.

Appendix 4 – Conference Video Assets on OliveBiz Website

1. Screenshots of 2019 Conference Video Page on OliveBiz Website

OliveBiz Events Publications Projects R&D Reports Classifieds My account R&D Insights

2019 National Conference & Trade Exhibition Presentation Videos & PowerPoints

Nov 18, 2019

The Australian Olive Association thanks the generous support and contributions of sponsors, exhibitors, Horticulture Innovation Australia and Destination NSW for making the 2019 National Olive Conference and Trade Exhibition a success. Click on the links below for...

2019 Conference presentations now available online

Dec 10, 2019 | Grove Innovation News

The 2019 National Conference & Trade Exhibition in Albury, NSW was a great event, providing three information-packed days of interactive learning, networking and industry discussion. There was a lot to take in, so it's great news that information from the events...

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Presentations Day 1

Rob Edwards, Best You, Better Business – Strategies to Increase Effectiveness

Presentation slides

Video

Rob Edwards has a degree, written a book, worked with lots of companies, developed projects for cardiac patients, young offenders, remote communities and women's groups, founded a charity, and has a few kids. **BUT** the point of Rob's session is that it is not about him. **It's all about YOU** and the wellbeing of you and your team.

Jeremy Bright, The Benefits Of Benchmarking – The Macadamia Experience

Presentation slides

Video

The macadamia industry benchmarking has been running now for 10 years. It represents over 50% of the industry by area and production. Apart from measuring and comparing yield and quality across industry, by farm size, tree age, region etc, it also acts as an excellent resource for industry projects. Benchmarking assisted industry in identifying research projects such as brown centres. It identifies regional issues and is a good system for identifying consistently top performing growers. This has led to information relating to 'what the good growers do'. It also looks at costs of production which is highly valuable to management of the crop. Done right, benchmarking could assist the olive industry too.

Dr Brenda Kranz, Horticulture Innovation Presentation

Presentation slides

Video

R&D Investments for the Olive Industry.

Dr Robert Spooner-Hart, IPDM Project – The Next Phase

Presentation slides

Video

This presentation provides an update on the Olive IPDM project that aims to develop and provide industry with appropriate integrated pest management extension services focussed on sustainable (including organic) management of the 3 major olive pests/diseases namely Black Scale, Olive Lace Bug and Anthracnose as well as a broader range of pests and diseases.

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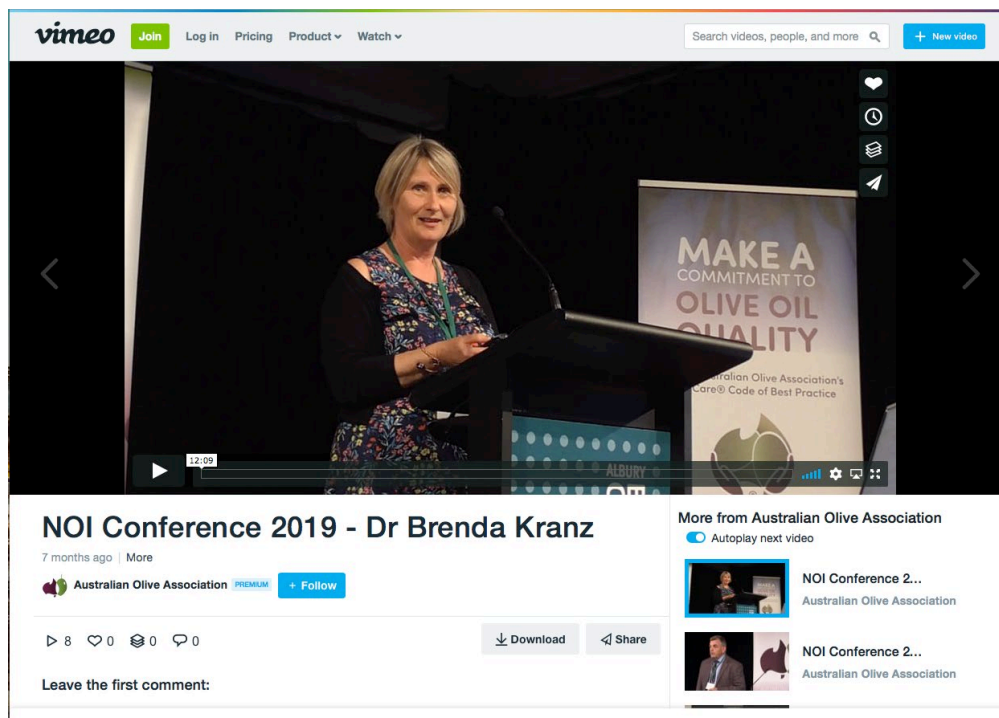
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2. Conference Video Views on OliveBiz Website from Dec 2019 to Jun 2020

Video Views on Olive Biz Website Dec19 -

Speaker	Video Views
Rob Edwards	11
Jeremy Bright	5
Robert Spooner-Hart	7
Alex Schultz	7
Peter McFarlane	5
Abby Dolphin	10
John Barton	17
Gary Allan	5
Steven Falivene	10
Claudia Guillaume	7
David O'Dea	4
Andrew Burgess	17
Rob Whyte	10
Stephen Parker	16
Craig Elliot	2
Glenn Makowski	3
Lauren Hamilton	6
Rob Fenton TAFE Field Trip	9
Total	151