

Media Release

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Business Forum Celebrates 21st Anniversary of Murray Dairy

Murray Dairy is set to celebrate its anniversary of 21 years of operations with its Business Forum being held on Thursday 19 October at McIntosh Centre (Shepparton Showgrounds) at Shepparton.

The annual one-day conference, through its fitting theme of “Coming of Age”, recognises the change and maturing of business and operation needs of dairy farmers, through the two decades of challenges in changing climate, water availability and fluctuating commodity prices.

The challenges on farm, of such volatility, has led to a continuous evolution of management practices, through feeding systems, irrigation needs, technology in machinery and milking sheds, and above all, human resource management as these changes demand growing speciality on skills.

Rick Cross, Chairman of Murray Dairy said “Through the many challenges in the dairy industry in recent years, we are proud to have adapted and continue to adapt with the changes. We are sharpening our skills, increasingly relying on technical expertise within the service sector and have emerging management systems to suit. The program at this Forum will feature those adaptations and challenge our traditional thinking whilst we explore the opportunities for more potential for the region into the future”.

“We are pleased to have Mick Keogh as a Keynote Speaker, as Managing Director of the Australian Farm Institute, much of his experience has seen the evolution of farm careers with a new professionalism to be proud of, and not just for the on-farm enterprises, but also from the strongly allied service sector specialists, who work together for on-farm business success”.

Jenny Wilson, Regional Manager of Murray Dairy said “We look forward to highlighting the enormous contribution, which the dairy industry has made over this time to both regional and national economies, whilst recognising the significant adaptation the industry is experiencing. Front and centre of this are the people within, who are highly talented, progressive and proud to be at the forefront of a changing region and industry.

The 21st Anniversary provides a time of reflection to see how far the industry has come, and this will be shown at the forum through bringing out the best of farm management practices, managing farm enterprises and people skills in dairy in the modern era.

Guest Speakers will include Mandy Johnson, a high-achieving business woman and author, specialising in business and workplace innovations, Nathan Scott has a passion for profitability and productivity of livestock enterprises, and enjoys the challenges of turning potential into performance.

Peter Davidson, was one of the hero rescuers in the disastrous Sydney-Hobart Race of 1998 in which Peter was lowered into enormous seas to rescue eight survivors from a sinking yacht. His stories as a paramedic provide an amazing sense of performance under pressure, managing risk and fear, and the power of persistence.

Peter will be speaking at the Business Forum Dinner as part of the 21st year celebration, which will also feature industry personalities that have and continue to bring so much to Murray Dairy and the industry in the region.

This event is open to all dairy farmers and service providers. Enquiries can be made through Murray Dairy on (03) 5833 5312 with more details and bookings available through the Murray Dairy Website of www.murraydairy.com.au and go to the Business Forum tab.



CAPTION FOR PHOTO

Peter Davidson, paramedic and a rescue hero of the 1998 Sydney-Hobart Yacht Race, will be speaking at the Murray Dairy Business Forum Celebration Dinner.

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