

# Conference Program

## Pre-Conference Welcome

Monday 28<sup>th</sup> August 2006

Time	Event	Details
1700–1800	Registration	Tarcoola Ballroom (Level 4)
1800–2000	Welcoming Reception	Tarcoola Ballroom (Level 4) <i>Sponsored by Lynch Group</i>
	<b>Brian Shannon</b> President FAQI QLD	Introduction & Welcome
	<b>Simon Leonard</b> Highsun Express QLD	Conference Welcome Highsun Express

## Day 1 of Conference

Tuesday 29<sup>th</sup> August 2006

Time	Event	Details
0800–0830	Registration	Tatiara Ballroom – Coffee and Juice (Level 2)
0830–0845	Opening Address	Tatiara Ballroom (Level 2)
	<b>PLENARY SESSION 1</b>	<b>FLOWER INDUSTRY TRENDS – Tatiara Ballroom (Level 2)</b>
0845–0925 <b>Key Note</b>	<b>Professor Michael Reid</b> UC Davis University, California USA	The US flower industry – trends and challenges
0925–1005	<b>Colin Campbell</b> Gardening Australia’s popular green thumb	Garden Trends: <i>Friend or Foe</i>
1005–1030	<b>Mr Milton Alejo</b> Sakata Seeds Columbia	The flower industries in Columbia and Ecuador
<b>1030–1100</b>	<b>Morning Tea</b>	<b>Trade Exhibition Area – Tarcoola Ballroom (Level 4)</b> <i>Sponsored by Tesselaar Flowers</i>
	<b>PLENARY SESSION 2</b>	<b>MARKETING, PROMOTION AND CONSUMER TRENDS – Tatiara Ballroom (Level 2)</b>
1105–1145 <b>Key Note</b>	<b>Ms Veronica Richardson</b> Flowers & Plants Association, Flower Market, London UK	The “Why wait” campaign? How we increased flower purchasing in the UK
1145–1205	<b>Mr Greg Lamont</b> Lynch Group NSW	How do we solve quality issues in the Australian flower market?
1205–1230	<b>Clare Hamilton–Bate</b> Freshcare NSW	Lessons from Freshcare
<b>1230–1330</b>	<b>Lunch</b>	<b>Trade Exhibition Area – Tarcoola Ballroom (Level 4)</b> <i>Sponsored by Horticulture Australia Limited</i>

Time	Event	Details
	<b>PLENARY SESSION 3</b>	<b>MANAGING YOUR BUSINESS – Tatiara Ballroom (Level 2)</b>
1335–1405	<b>Mr Gerry Parlevliet</b> Innovative Plant Products Department of Agriculture and Food WA	Strategies for effective business management
1405–1425	<b>Ms Sarah Benjamin</b> Simply Roses VIC	Essential e–marketing tips to help grow your business
1425–1500	<b>Mr John McDonald</b> Nursery & Garden Industry QLD	Benefits of implementing a Farm Management System
<b>1500–1530</b>	<b>Afternoon Tea</b>	<b>Trade Exhibition area – Tarcoola Ballroom (Level 4)</b>
	<b>PLENARY SESSION 4</b>	<b>EXCITING NEW VARIETIES &amp; PRODUCTION SYSTEMS – Tatiara Ballroom (Level 2)</b>
1535–1555	<b>Mr Marcel van Vemde</b> Florist De Kwakel BV The Netherlands	New developments in Gerbera production
1555–1615	<b>Mr Villy Christiansen</b> Director Global Flowers, Denmark	Understanding Lisianthus – problem solving, new varieties and market trends
1615–1635	<b>Mr Chris Prescott</b> Grandiflora VIC	New developments in Rose production (covering Visions of a Breeder, New Varieties, New Young Plants and PBR considerations)
1635–1655	<b>Mr Paul Roberts-Thomson</b> Van Diemen Quality Bulbs TAS	Update on the Australian Bulb Industry
<b>1715</b>	<b>Wrap up</b>	<b>Close of Day 1</b>
	<b>Day 1 Break</b>	
1730–1900	Networking	Cash Bar in Trade Exhibition Area – Tarcoola Ballroom (Level 4)

## Day 1 Evening

Tuesday 29<sup>th</sup> August 2006

Time	Event	Details
1900–1930	Pre-Dinner Drinks	Tatiara Reception Area
1930–Late	Gala Dinner	Tatiara Ballroom <i>Sponsored by Pine Valley (Qld) Pty Ltd</i>
	Welcome	<b>Pine Valley Qld Pty Ltd</b>
	Floral Demonstration	<b>Courtney Raven</b>
	After Dinner Speaker	<b>John Anderson – The Contiki Story</b> <i>Sponsored by Luala Holdings Pty Ltd</i>

### Registration Desk Hours:

The Conference Registration Desk will be located on Level 2 and will be open the following hours:

Monday 28th August	5.00pm - 6.00pm	(Located on Level 4)
Tuesday 29th August	7.30am - 12.30pm	(Located on Level 2)
Wednesday 30th August	7.30am - 12.30pm	(Located on Level 2)
Thursday 31st August	7.00am	(Located on Level 2)

### Cancellations & Refunds:

Cancellations must be advised in writing to the Conference Manager. Cancellations received before Friday 11th August will receive a refund of registration fees, less an administrative charge of AUD\$100.00. Cancellations after this date will not be refundable; however, can be transferred to another name.

**Day 2 of Conference** **Wednesday 30<sup>th</sup> August 2006**

Time	Event	Details
0800–0830	Registration	Tatiara Ballroom – Coffee and Juice (Tatiara Reception Area Level 2)
	<b>PLENARY SESSION 5</b>	<b>WATER &amp; IRRIGATION – Tatiara Ballroom (Level 2)</b>
0835–0900	<b>Dr John Cole</b> Environmental Protection Agency, QLD	How will society view sustainable agriculture in the future?
0900–0945	<b>Mr Graeme Smith</b> Graeme Smith Consulting VIC	Understanding irrigation in protected cropping and soilless culture Recycling and reuse of water
<b>0945–1015</b>	<b>Morning Tea</b>	<b>Tarcoola Ballroom (Level 4) Sponsored by Tesselaar Flowers</b>
	<b>PLENARY SESSION 6</b>	<b>TECHNOLOGY – Tatiara Ballroom (Level 2)</b>
1020–1040	<b>Mr Steve Moffatt</b> Moffatts Flowers New Zealand	Maximising Production Efficiency in the Greenhouse
1040–1105	<b>Mr Geoff Connellan</b> Melbourne University VIC	Improved crop environments using greenhouse technology
1105–1125	<b>Mr Erik Koning</b> (Bercomex) The Netherlands	Automation in the cut flower industry – Where could we end up in the future?
	<b>PLENARY SESSION 7</b>	<b>NEW INNOVATIONS IN PEST and DISEASE MANAGEMENT – Tatiara Ballroom (Level 2)</b>
1130–1150	<b>Dr Stephen Goodwin</b> NSW Dept. of Primary Industries	Integrated Pest management – keys to success
1150–1210	<b>Mr Gary Leeson</b> Organic Crop Protectants NSW	How ‘green’ are my flowers?
1210–1230	<b>Ms Marilyn Steiner</b> NSW Dept. of Primary Industries	Side Effects of Pesticides on Plants, Media and Plastics
<b>1240–1340</b>	<b>Lunch</b>	<b>Trade Exhibition Area – Tarcoola Ballroom (Level 4)</b> <b>Sponsored by Greenhouse Constructions Australia Pty Ltd</b>

**Workshop Sessions (Level 2)** **Wednesday 30<sup>th</sup> August 2006**

Time	Workshop 1	Workshop 2	Workshop 3	Workshop 4
	New Varieties	Effective Pest & Disease Management	Overseas Trends	Production Systems
1345–1420	<b>Mr Villy Christiansen</b> <b>Ms Ayumi Suzuki</b> <b>Mr Dai Harada</b>	<b>Mr Len Tesoriero</b> <b>Dr Stephen Goodwin</b> <b>Ms Marilyn Steiner</b>	<b>Ms Veronica Richardson</b> <b>Professor Michael Reid</b> <b>Mr Marcel van Vemde</b> <b>Mr Milton Alejo</b>	<b>Mr Chris Prescott</b> <b>Mr Graeme Smith</b> <b>Mr Steve Moffatt</b>
1420–1455	Session Repeated	Session Repeated	Session Repeated	Session Repeated

**Day 2 of Conference (continued)** **Wednesday 30<sup>th</sup> August 2006**

Time	Event	Details
<b>1500–1530</b>	<b>Afternoon Tea</b>	<b>Trade Exhibition Area – Tarcoola Ballroom (Level 4)</b>
	<b>PLENARY SESSION 8</b>	<b>PLANT QUALITY – GETTING IT RIGHT PRE &amp; POST HARVEST</b>
1535–1555	<b>Mr Len Tesoriero</b> NSW Dept. of Primary Industries	<i>Phytophthora ramorum</i> – Portrait of a Killer
1555–1625	<b>Professor Michael Reid</b> UC Davis University California USA	New developments in post harvest treatments – critical areas for growers to focus on.
1625–1645	<b>Professor Daryl Joyce</b> University of Queensland Gatton	Postharvest issues for Australian traditional flower growers
1645–1705	<b>Mr Alan McLean</b> Grower Technology Limited – New Zealand	How growers make the transition from soil to soilless culture
1705	Summary	The Australian Flower Industry – Where to now?
<b>1730</b>	<b>Conference Proceedings Close</b>	

**Day 3 Farm Tours** **Thursday 31<sup>st</sup> August 2006**

Time	Event	Details
0730	Registration	<b>Bottled Water sponsored by Bank West</b>
0745–0900	Coach Transfer	Surfers Paradise to Brisbane
<b>0900–1015</b>	<b>Morning Tea</b>	<b>Sirromet Winery, Mount Cotton</b>
1015–1030	Coach Transfer	To Gladland Flowers
1030–1130	Farm Tour	<b>Gladland Flowers</b> Boundary Road, Victoria Point
1130–1145	Coach Transfer	<b>Department of Primary Industries and Fisheries</b> – Australian Centre for Lifestyle Horticulture, Cleveland DPI&F, 26-40 Delancey Street, Cleveland
<b>1200–1300</b>	<b>Greeting</b>  <b>Welcome &amp; Lunch</b>	<b>Department of Primary Industries and Fisheries</b> – Australian Centre for Lifestyle Horticulture, Cleveland <b>Highsun Express</b> in conjunction with <b>Propagation Australia</b> , will be hosting the participants of “Flowers 2006” to a luncheon at the centre.
1300–1600	Trials	On offer will be 800m <sup>2</sup> of extensive trial displays of well over 400 cut flower species and colour varieties. Guests will be provided with detailed product information and will have ample opportunity to stroll through the show and receive first-hand guidance from the specialists of both companies.
1600–1715	Coach Transfer	Return to Surfers Paradise
<b>1730</b>	<b>Day 3 Conference Close</b>	