



Do you want to be
an orchardist,
a business person
or both?

Attend the 2009 AFFCO training workshop
held in conjunction with the 2009 AFFCO Ball –
'Footy, Frocks & Fruit' at the MCG



Australian Fresh Fruit Company

Australia's leading fruit network

The 2009 AFFCO Training Workshop

The AFFCO Training Workshop will take delegates on a journey starting from the end product and going back to where it all began – on the orchard!

Over two days you will learn the importance of teamwork and technology and how that equates to profit. You will be forced to ask yourself the question “Am I an orchardist, business person or both?”

There is something for everyone at the AFFCO Training Workshop:

- Visit four leading orchards in Harcourt, Victoria
- AFL Football at Etihad Stadium (formerly Telstra Dome)
- See the launch of state of the art grader and packing shed technology
- Ideally suited for the AFFCO Young Member
- Use of technology in the orchard in challenging climatic conditions
- Inaugural AFFCO Women in Farming Forum
- Managing orchards with limited water
- How to present to the bank manager
- Lessons in business from a leading Australian entrepreneur
- Partners *'Dare to Shine'* Workshop
- 2009 AFFCO Ball at the MCG plus much, much more...

Bring the team and make a weekend of it in Melbourne and learn why
Teamwork + Technology = Profit!

For full program details and for more information
visit the AFFCO website at www.affco.com.au
or contact the AFFCO Office on 03 5420 7444



Friday 12 June 2009 - Day One

Bus tour from 9.30am until 6.00pm

Commencing at the packing shed, delegates will be provided with leading industry information on what the end consumer is looking for in a piece of fruit. They will tour a leading international Australian company and see first hand how teamwork and good business practice can lead to success in any business. Plus an opportunity for women to get together and workshop strategic opportunities and how they fit into the business. The day will finish with drinks and an early dinner followed by an optional trip to the football to see Carlton play St Kilda at Etihad Stadium (formerly Telstra Dome).

Highlights include:

- Launch of state of the art grader technology at Colour Vision Systems in Bacchus Marsh
- Expert advice on what consumers and buyers are looking for in a piece of fruit
- Tour of Nufarm head office and plant in Laverton
- Inspiration from Nufarm CEO Doug Rathbone
- AFFCO Women in Farming Forum
- AFL Football at Etihad Stadium (formerly Telstra Dome)



Saturday 13 June 2009 - Day Two

Bus tour from 7.00am until 4.00pm

Delegates will go back to the orchard and see the different techniques being used in Harcourt in Northern Victoria to get the best fruit possible in challenging climatic conditions. The all important question of making a profit from the orchard will be addressed with financial experts on hand to provide valued advice.

Highlights include:

- Tour to four orchards in Harcourt, Victoria
- Learning in the orchard instead of in the classroom
- Leading Australian growers share their knowledge on their success
- Learn what different techniques are being used to get the best fruit in challenging climatic conditions with specific focus on water management
- Financial experts provide advice regarding funding applications in tough times
- See how AFFCO Profit Planner™ orchard comparisons can work for you in a range of crops

Partner Workshop

9.00am until 1.00pm at the Hilton on the Park in Melbourne

It's not all about fruit! Partners and industry colleagues are invited to take part in the 'Dare to Shine' Workshop. Learn from an experienced stylist how to apply the same techniques used by makeover experts the world over to look amazing and then take part in a personalised shopping tour at DFO Melbourne .

2009 AFFCO Ball – 'Footy, Frocks & Fruit'

**6.00pm until 11.30pm at the Members'
Dining Room, Melbourne Cricket Ground**

Delegates are invited to attend the 2009 AFFCO Ball where it is all 'Footy Frocks & Fruit' at the MCG. The night will commence with a tour of the famous Melbourne icon and make its way up to the Members' Dining Room where you will be wine and dined.



AFFCO Ball tickets include a free tour of the MCG

Value Packages

Take advantage of the value packages and save up to \$30.00 per person, plus get one FREE ticket to the Etihad Stadium (previously Telstra Dome) to watch Carlton vs St Kilda. Book a package and stay at the Hilton on the Park in Melbourne, which is a five star hotel and enjoys views over the Fitzroy Gardens and the MCG, to receive conference rates from \$215 (deluxe room) per night.

AFFCO Package

- Full attendance on Day 1 and Day 2 of Training Workshop (including transport and lunch)
- Attendance at football match at Etihad Stadium on Friday 12 June 2009
- One ticket to attend 2009 AFFCO Ball 'Footy, Frocks & Fruit' on Saturday 13 June 2009

AFFCO Partners Package

- Dare to Shine Workshop on Saturday 13 June 2009 followed by personalised shopping tour at DFO Melbourne
- One ticket to attend 2009 AFFCO Ball 'Footy, Frocks & Fruit' on Saturday 13 June 2009

Accommodation/Airfares

A conference rate has been secured at the Hilton on the Park in Melbourne and all delegates are encouraged to take advantage of this offer as this will be the main meeting point for the Workshop. A limited number of alternative accommodation has been reserved in close proximity to the MCG. To secure these offers, accommodation must be booked through Flight Centre Business Travel Moonee Ponds.

Flight Centre Business Travel can help you with all your travel needs including airfares and accommodation. Please contact Robyn at Flight Centre on 1300 556 843 or via email robyn.dredge@flightcentre.com.au or visit the AFFCO website for further information at www.affco.com.au

Confirmations and Payment

All registrations received up to and including 5 June 2009 will be confirmed in writing. Confirmation will only be forwarded on receipt of full payment.

Cancellations and Substitutes

Cancellations received in writing by fax, email or postmarked on or before 5 June 2009 will be accepted and registration fees refunded minus a 20% administration fee. After this date no refunds can be given but substitute delegates are welcome with advice of changed details by fax or email. No refunds are available if you register and do not attend.

Our Sponsors

Founding Sponsors



Project Partners



Know-how for Horticulture™

Supporting Sponsors



Registration

Contact Information

Contact Person _____

Company _____

Address _____

City _____ Postcode _____ State _____

Telephone _____ Facsimile _____

Email _____

How did you find out about this workshop? _____

AFFCO Membership

Are you an AFFCO member? Yes No

Would you like more information on the benefits of being an AFFCO member? Yes No

Delegate Names (Please include all ball attendees. Attach additional sheet if insufficient space.)

Delegate 1 _____ Delegate 4 _____

Delegate 2 _____ Delegate 5 _____

Delegate 3 _____ Delegate 6 _____

Special Dietary Requirements

Disclaimer

The event organisers cannot be held responsible for the accuracy or applicability of information presented at workshops. Those attending must make their own commercial decisions regarding information presented at the workshops. The organisers cannot guarantee that all topics or speakers will be presented and have the right to provide suitable replacements.



Value Packages

	AFFCO Members*	Number of delegates	AFFCO Non Members*	Number of delegates	Sub Total
AFFCO Package	\$264	<input type="checkbox"/>	\$285	<input type="checkbox"/>	\$ _____
AFFCO Partners Package	\$155	<input type="checkbox"/>	\$155	<input type="checkbox"/>	\$ _____

Individual Events

	AFFCO Members*	Number of delegates	AFFCO Non Members*	Number of delegates	Sub Total
Day 1 of Training Workshop – 12 June 2009	\$100	<input type="checkbox"/>	\$125	<input type="checkbox"/>	\$ _____
Day 2 of Training Workshop – 13 June 2009	\$100	<input type="checkbox"/>	\$125	<input type="checkbox"/>	\$ _____
Day 1 & 2 of Training Workshop	\$165	<input type="checkbox"/>	\$175	<input type="checkbox"/>	\$ _____
'Dare to Shine Partner Workshop' – 13 June 2009	\$66	<input type="checkbox"/>	\$66	<input type="checkbox"/>	\$ _____
2009 AFFCO Ball – per person	\$120	<input type="checkbox"/>	\$120	<input type="checkbox"/>	\$ _____
2009 AFFCO Ball Table of 10	\$1,100	<input type="checkbox"/>	\$1,200	<input type="checkbox"/>	\$ _____

Total Amount Payable

* All prices include GST

\$ _____

Payment Details

Method of Payment Cheque Credit Card

Cheques to be made payable to Australian Fresh Fruit Company Pty Ltd

Credit card type Visa Mastercard

Credit Card Number: ____/____/____/____ Expiry Date: ____/____

Card Holder's Name _____ Amount \$ _____

Signature _____ Date _____

Booking Information

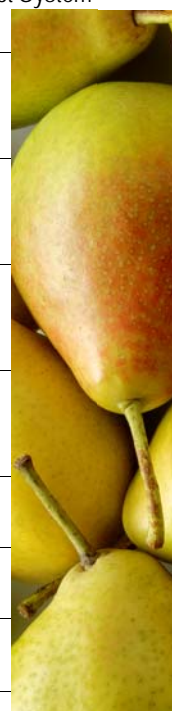
Please fill out this registration form and post to:
 Australian Fresh Fruit Company Pty Ltd, PO Box 363, Gisborne VIC 3437,
 or fax to 03 54207447. Registrations close Friday 5 June 2009.

Do you want to be
an orchardist,
a business person or *both?*



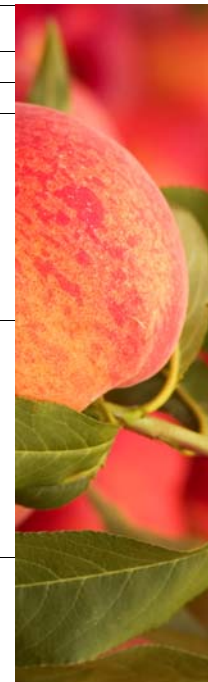
Friday 12 June 2009

8.15 am	Bus departs Hilton on the Park, East Melbourne
9.00 am	Bus collects participants at Melbourne airport
10.00 am	<p>Arrive Bacchus Marsh:</p> <p>Successful Marketing Case Studies:</p> <ul style="list-style-type: none"> • John Baker – Introduction and case study on increasing home consumption through education and value-adding and how this can be applied to the fruit industry • One of Melbourne's leading fruit retailers shares the reasons for success • Mark Baker – Going for Gold (How Zespri Gold kiwifruit has grown in the Australian market and what fruit growers can learn from this) <p>Tour of pack house to view the launch of the latest Colour Vision Systems grader</p> <ul style="list-style-type: none"> • See the latest in grading technology by Colour Vision Systems in action! Integra Grader - grades all round fruit plus the new NRI Internal Defect System
1.00 pm – 1.30 pm	<p>LUNCH Travel to Nufarm at Laverton</p>
1.30 pm	<p>Welcome –Overview of Nufarm Speaker: Lochy McKinnon, Australian,NZ Manager</p>
1.45 pm	<p>Tour of Nufarm plant Outcome: Successful management of people and cultures</p>
2.45 pm	<p>Facilitated workshop – Lessons on leadership and management Speaker: Doug Rathbone (CEO of Nufarm)</p>
4.00 pm – 5.30 pm	<p>Early dinner and drinks hosted by Nufarm</p>
6.30 pm – 10.30 pm	<p>Option 1 - Football - Carlton vs St Kilda at Telstra Dome (optional) – Free to participants who purchase a full AFFCO package</p>
7.00 pm – 8.30 pm	<p>Option 2 - AFFCO Women in Farming Forum – including supper Facilitated by Kim Jessup, Horticultural business and project management advisor</p>



**See Carlton take on St Kilda at Etihad Stadium on Friday 12 June 2009
 — book an AFFCO Workshop Package and come for FREE!**

Saturday 13 June 2009	
7.00 am	Bus departs Hilton on the Park, East Melbourne
7.30 am	Bus collects any participants from Melbourne airport
9.00 am	Harcourt Orchard #1 – Chaplin Orchard Topics: <ul style="list-style-type: none"> • New plantings – apples (varieties, rootstocks, plant densities) • Pruning – differences between apple and pears; what works best • Mulching – cost comparison and benefits • Succession Planning – ignore it at your peril
10.15 am	Harcourt Orchard #2 – Montague Orchard Topics: <ul style="list-style-type: none"> • Nutrition – getting the balance right • OH &S – Evolvement, culture and procedures • Netting – costs and benefits • Irrigation – producing more marketable fruit with the least water • Tree structures – options for maximizing marketable fruit
11.30 am	Harcourt Orchard #3 – McLean Orchard Topics: <ul style="list-style-type: none"> • Packhouse and coolstore tour • Marketing by the smaller producer • AFFCO Profit Planner modeling and comparisons • How to access additional funds from lending institutions when times are tough - banking requirements for financing, what they are looking for and how to get it.
1.15 pm	Harcourt Orchard #4 – Organic cherry orchard <ul style="list-style-type: none"> • Organic growing - how it has been achieved and the lessons • Andrew Gartrell – Introduction and case study of valued adding on the orchard – hear how Andrew has marketed and sold his popular cherry juice and then sample his superb cherry cocktails at the AFFCO Ball!
5.30 – 6.30 pm	Happy hour drinks at The Hilton on the Park
6.30 pm	2009 AFFCO BALL – Footy Frocks & Fruit



It's not ALL about fruit!!!!
Ask your partners to come to the Partners workshop for a great way for the girls to SPEND a Saturday morning in Melbourne!

Saturday 13 June 2009 - Partners Workshop	
9.00 am – 1.00	Dare to Shine Workshop at Hilton on the Park in Melbourne <ul style="list-style-type: none"> • Come along and experience a fun filled and practical seminar jam packed with invaluable information for women of all ages • Learn how to apply the same techniques used by makeover experts the world over to look amazing • Join Carolyn in a personalised shopping tour of DFO (Direct Factory Outlet) Melbourne (Swanston Street). • Carolyn will help you choose the right clothes and accessories to suite your body shape and colours so that you can feel great and save money!