

## 11<sup>th</sup> Australian Cotton Conference

### Comments:

It was good to see there was no special "light" programme for women! Yes, we are an integral part of the main industry no matter what our role! Though not fully involved in the industry these days I enjoyed the sessions I attended and the opportunity to meet and talk with people who have varying commitments within the industry.

It seems there is still a problem with women wanting to set up their own enclave - as in the special meeting held on one occasion. Speakers at this were excellent but why was everyone not privileged to hear them? Reason given for the women's meeting was that there were women who do not feel comfortable in taking part in some of the industry structures because of lack of confidence, know how etc. However, this is not peculiar to women. There are many men who feel inadequate for similar reasons and some who enjoy the confidence but lack the expertise to fill roles well. How many meetings have we attended that were poorly conducted to the frustration of all present? Might I suggest that a future conference hold a workshop on meeting procedures, public speaking and confidence in handling people and public affairs. As the older people move out of the industry, the young, be they male or female, need encouragement to participate and to develop skills enabling them to do so as efficiently as possible. Perhaps you see this as a something to be achieved in local situations rather than at conference?

I believe emphasis should be placed on "*men and women in our industry*". Many contributing sections make up the industry and all people within these sections should be publicly encouraged to contribute their talents to the whole. Men and women should complement one another. Segregated sections require additional organisation, a division of talent and they are excluding.

Another thought is that to date the conference has not recognised human relationships - men and women working together be it in the work scene or managing their private lives. A Landcare group here invited a Social Councillor to speak at a weeds forum. The fifty men in attendance would have kept her there all day if there had not been a time limit. Food for thought?

Some of the attendees felt Brisbane is too disjointed for the conference. Accommodation is scattered and there is no defined casual meeting place. Conviviality over a glass of ale or a hot coffee can be many things - including exchanging ideas, friendship renewals and/or the making of new ones. Because of the nature of the exhibition centre, there is no place for this conviviality. (Jupiter's satisfied the need) Is it possible to set up a Bar come Coffee Lounge at the Conference Centre to satisfy those who like to lean/sit and ruminate?

Good wishes. I hope these comments are useful.

Sincerely



Sandra O'Brien

PS : Speaking of women! I felt Bobby Brazil's expose was one of the best at the Conference!

**Survey Results from  
The 11<sup>th</sup> Australian Cotton Conference  
August 13<sup>th</sup> – 15<sup>th</sup> 2002**

**1 Which of the following categories best describes you?**

1 Researchers 17

**2 Where would you prefer the conference to be held?**

Brisbane 12

Gold Coast 2

Either 1

Vary from year to year 1

No reply 1

**3 How often do you think the conference should be held?**

Every two years (as currently held) 16

Yearly 1

**Comment**

There is a need for a more technically based forum (like the Beltwide) perhaps alternating with more industry-based conference.

**4 If the conference was held annually, would you attend?**

Yes 9

**Comment**

1 Only if more research papers presented

2 Yes, but only every second year.

3 Only if the cotton CRC has research reviews every year. Maybe these need to be combined with a rejigged cotton conference on an annual basis.

No 4

Not sure 1 comment timing important

No Reply 3

**5 Overall how would you rate this years speakers performance?**

(5 = excellent/1 = poor)

5 = 3

4 = 12

3 = 1

No Rating 1

1 Good talks, although I have heard many of them before

2 Prefer more presentations that cover specific research results, compared to overview results.

3 Good range. Speakers need to know who their audience is.

4 Mostly excellent, but there are still some who need to talk to the slide presentation.

5 Overall generally very good. Nice to see some different speakers getting a chance to speak.

## Trade Exhibition

a) Overall, how would you rate the Trade Exhibition?

5 = 2

4 = 9

3 = 4

2 = 1

No Rating 1

a) Time given to delegates to see Trade Exhibition?

5 = 5

4 = 8

2 = 4

b) Quality of information given by Trade Exhibitor?

5 = 3

4 = 9

3 = 3

2 = 2

c) Details given to you by the Trade Exhibitor?

4 = 11

3 = 2

2 = 3

No Rating 1

d) Trade Exhibition space?

5 = 8

4 = 7

3 = 2

**Were there any companies not represented at the Trade Exhibition that you would like to have seen.**

*Please specify*

No comments

## Other comments

1 This is dependent on the floor price of stalls. Perhaps companies not represented found it too expensive, or not worth the investment to pay the price to have the stall.

2 Too costly

3 The number of smaller firms seemed to be fewer than in 2000.

## Catering

a) Overall catering (Food and Beverage)

5 = 5

4 = 11

No Rating 1

*b) Morning and afternoon teas*

5 = 4  
4 = 11  
3 = 1  
No Rating 1

*c) Lunches*

5 = 11  
4 = 4  
3 = 1  
No Rating 1

**Comments**

- 1 Much better than last time
- 2 Tables with milk for tea and coffee hard to find
- 3 Enjoyed having the tables, as the previous meeting meant juggling, plate, utensils and drink.
- 4 Hot coffee would help, otherwise great.
- 5 First lunch very poor vegetarian options.
- 6 Need more refreshments available between breaks. Bottles of mineral water was available in 2000

**Conference Dinner**

*a) Overall, how did you rate the conference dinner?*

5 = 1  
4 = 2  
3 = 1  
1 = 2  
No Rating/did not attend 10

*b) Ticketing for the dinner?*

4 = 3  
3 = 3  
2 = 1  
No Rating/did not attend 9

*c) Seating arrangements*

4 = 4  
3 = 2  
1 = 1  
No Rating/did not attend 9

**Comments**

- 1 Too expensive
- 2 Did not attend too costly (\$90)

- 3 The evening was spoilt by the staff removing the tea/coffee facilities, before any of our table was served. Also the table centres which include atmosphere of the evening were removed too early. Made us feel we should leave by 10.30.
- 4 I loved the band - they were great, and the comedian was also pretty good. It seems a lot of money don't you think?
- 5 Was not worth the money

**What kind of entertainment would you like in the future.**

- 1 More of the same would be great
- 2 Perhaps a tour of places in Brisbane
- 3 Strippers (M&F) from Narrabri Retirement village
- 4 I enjoyed the entertainment
- 5 If it were of the same standard of 2002 it would be fine
- 6 Allow people to talk. The music was too loud for this
- 7 Something which uplifts and increases intelligence. Classical orchestra would be a million times better.

**Conference Registration**

a) *Did you receive confirmation of your registration in a timely manner?*

5	=	10
4	=	2
3	=	2
1	=	1 did not receive confirmation
No Rating		2

b) *When you arrived at the conference, did you find the registration desk staff helpful?*

5	=	11
4	=	4
2	=	1
No Rating		1

c) *Was the pre conference information adequate?*

5	=	5
4	=	10
2	=	1
No Rating		1

d) *Service of OzAccom Registration Staff*

5	=	6
4	=	9
3	=	2

**Conference Registration**

a) *Did you book your accommodation through OzAccom?*

Yes	7
No	9

b) *Was your standard of accommodation satisfactory*

Booked through OzAccom 5=2, 4=2, 3=3.

Other bookings N/A

c) *Did you book your Air travel through OzWings?*

No 16

d) *Did you receive confirmation of your Accommodation and travel in a timely manner?*

5 = 5

4 = 4

No Rating 7

e) *Were OzAccom staff helpful?*

5 = 3

4 = 4

3 = 1

No Rating 9

f) *OzAccom Conference and Event Management overall performance?*

5 = 3

4 = 7

3 = 2

No Rating 5

**How would you rate the following?**

a) *The overall theme?*

5 = 7

4 = 6

3 = 2

2 = 1

No Rating 1

b) *Speaker's relevance's within the industry?*

5 = 4

4 = 6

3 = 3

2 = 3

No Rating 1

c) *Audio visual facilities?*

5 = 8

4 = 7

No Rating 2

d) *The organisation of the conference?*

5 = 10

4 = 5

2 = 1

No Rating 1

e) *Value for money?*

5	=	3
4	=	8
3	=	4
2	=	1
No Rating		1

f) *Registration process through OzAccom Conference Services?*

5	=	5
4	=	6
3	=	4
No Rating		2

g) *Suitability of Venue*

5	=	6
4	=	7
3	=	3
No Rating		1

h) *Format of the plenary?*

5	=	5
4	=	9
3	=	1
2	=	1
No Rating		1

**What topics or issues would you like to see addressed in future conference programs?**

1 More input from people outside the industry who may have relevant knowledge and experience?

2 As a researcher I would like to have a more technical component either alternating years or as an additional day.

3 Spray application – Aerial perspective. Nutrition. Again a broad range of issues.

4 Some more reference to application issues. The whitefly program was excellent.

5 I would like to simply see a theme picked, and then choose people to talk on it. Only 2 people (the last 2) spoke on this topic.

6 We need to keep up with industry issues – what they may be.

7 More on beneficial insects.

8 A bit more detail. Too many talks were overviews and some a bit repetitive.

9 We should not try to cover every issue, every conference. This one had a good balance.

**Which speakers would you like to see again? Do you have any suggestions for speakers?**

1 It's nice to have different speakers each year.

2 For some, talk to the audience and not the screen presentation.

3 Colour selection for slides was very poor on occasions (slides unreadable)

4 Those who will have new results by next meeting eg new projects.

5 Like to hear more from “actual” researchers such as Tom Lei rather than the project “supervisors”, also from younger post-graduate students, researcher, more grower talks as well.

6 Thanks – that we had a weeds talk and a herbicide – tolerant cotton one. It would be great to have a whole lot of other speakers up that sometimes don’t get a chance next time?

7 A variety of speakers, similar to those chosen, is fine.

8 Steve Raine, Sarah Hood, Bill Gordon.

9 We need to ensure opportunities for new faces, and new players, but also draw on experience but also draw on experienced presenters.

**What was the most valuable aspect of the conference?**

1 Wide range of topics

2 Interaction with the broad cotton community.

3 The broad but important topics. Water management

4 Trade sessions was a terrific opportunity for us to “sell” our information to the industry.

5 Communication between farmers and researchers/ IDO’s/ extension officers/ consultants etc.

6 Networking being able to catch up with, and meet people in an informal setting.

7 Networking and interesting presentations.

8 Meeting people in the industry, understanding the whole industry – not just growing cotton.

9 Broad coverage of issues.

10 Speakers presentations and audience participation.

11 “Big picture” networking.

12 Social interaction, proceedings.

13 The growers were great, NRM focus.

**How did you hear about this event?**

1 This is my 3<sup>rd</sup> conference

2 ACGRA invitations

3 Through colleagues who have attended previously.

4 Mailing list and word of mouth.

5 Mail and through the Australian Cotton Grower.

6 Through other researchers.

7 Everywhere via the industry.

8 I was invited to speak

9 CRC, CRDC

10 Flyer

**Any other comments?**

1 Enjoyed the conference. Thank you very much Jamie Nicholls

2 Do what ever it takes to get more growers to this conference.

3 Thanks David –and congratulations to your team on a job well done!! (Stephen Johnson.)

4 Appeared to be less growers this year, why is this? Is it becoming too costly to attend? eg registration, travel and accommodation.

5 Should change presentations to include more from actual researchers and have concurrent sessions. The organisers should attend Dave Murray's farm systems workshop to see how to plan an informative meeting. In general The ACGRA talks are too general (i.e. overviews) – need more substance.

6 Missing allocated Poster Session there were many high quality posters on display but no chance to discuss them with the Authors. Next conference this should be included as in other conferences.

**Survey Results From  
The 11<sup>th</sup> Australian Cotton Conference August 2002  
August 13<sup>th</sup> – 15<sup>th</sup> 2002**

**Which of the Following Categories best describes you?**

1) Industry. 33

**2) Where would you prefer the conference to be held?**

Brisbane 12  
Gold Coast 17  
Others 4

**Comments**

1 The Gold coast venue was more family friendly – feel this has been lost in Brisbane

2 Haven't had the experience other than Brisbane, but have heard that Jupiters. (Gold Coast) is excellent as accommodation more contained and not as spread out therefore easier to see more people.

3 We are equidistance from both, either is ok.

**3 How often do you think the conference should be held?**

Every Two Years (as currently held) 31  
Yearly 2

**Comment**

Even push it to three days

**4 If the conference was held annually, would you attend?**

Yes 14

**Comments**

1 Depending on relevance of agenda to my work and me

2 Yes but probably miss the occasional one

No 18

**Comments**

1 Not all our staff

2 We need the Moree Trade show in the alternate years

Either 1

**5 Overall, how would you rate this year's speakers program?**

(5 = Excellent/1 = Poor)

5 = 3

4 = 21

3 = 5

2 = 1

No Rating 3 but 1 with comments

**Comments**

1 Overall the speaker's quality good, quantity was good

2 Wildly varying quality of speakers: some very well prepared and presented and others too detailed and technical.

3 Quality was high but fewer sessions. Defeats the purpose of the conference.

4 Good subject sequence.

5 Some speakers tried to say too much, and therefore did not give the audience the opportunity to grasp the facts they were trying to convey.

6 Speakers, in the section in my field very good.

8 Some comments that speakers weren't up to last conference standards. It is a hard mix to keep it interesting and relevant without being "over the top" technical so I think it was a good mix.

9 Very well presented. Timing is important.

10 The scope tended to centre on the Murray Darling basin and IPM. Although these are important issues there are other issues of importance eg vegetation management, irrigation efficiency, soil health.

11 The screen was too small for those at the back of the venue.

12 Most pretty good. Some financial/benchmarking speakers very basic and tended to state the obvious, eg top 20% of fields have the highest yield and the lowest costs.

### **Trade Exhibition**

*a) Overall, how would you rate the Trade Exhibition?*

5	=	4
4	=	10
3	=	17
2	=	1
No Rating		1

*b) Time give to delegates to see Trade Exhibition?*

5	=	3
4	=	15
3	=	11
2	=	3
No Rating		1

*c) Quality of information given by the Trade Exhibition?*

5	=	5
4	=	13
3	=	13
2	=	1
No Rating		1

*d) Details given to you by the Trade Exhibitors?*

5	=	3
4	=	14
3	=	12
No Rating		3

*e) Trade Exhibition Space?*

5	=	17
4	=	14
3	=	1
No Rating		1

**6 Were there any companies not represented at the Trade exhibition that you would like to have seen?**

*Please specify*

- 1 Yes ourselves, but I believe the stands were too expensive.
- 2 Wakefield Inspection Services.
- 3 Textile Development, Manufacturer.
- 4 AAAA and groundrig association – spray technology.
- 5 Total Ag, Primac, McGregor Gourlay
- 6 Some of the chemical companies weren't there.
- 7 A BMP stand.
- 8 Compare last year and at Moree Trade Show
- 9 A firm to purchase farm safety and OH&S material- and first aid kits, ear plugs. Ag health unit for colinesterase – Company in attendance didn't have any tests/information aforementioned on the above and hadn't even heard of Moree !! Not good at cotton conference.
- 10 Not personally however comment from some exhibitors did suggest machinery was lacking
- 11 Yes but we see these all in a more interactive way at the Cotton Trade show.

**Other Comments**

- 1 Excellent Bayer stand, no wonder they have lasted so well!!!
- 2 More general industry or associated
- 3 Delegate pricing too high
- 4 It is a poor business and shows a lack of support for the industry that they are not present.
- 5 Many companies complained that it was too expensive for them to exhibit.

**Catering**

*a) Overall, catering (food and Beverage)*

5	=	15
4	=	9
3	=	6
2	=	2
No Rating		1

*b) Morning and Afternoon Teas*

5	=	10
4	=	13
3	=	8
No Rating		2

*c) Lunches*

5	=	16
4	=	9
3	=	5
2	=	1
No Rating		2

**Comments**

- 1 Serving spoons with noodles??
- 2 Too much food
- 3 Tuesday evening function, need more beer stalls or people delivering beer, focus seems to be on champagne
- 4 Major improvement on 2000.
- 5 Coffee can be a little too cold.
- 6 Good, healthy food, and lots of fruit.
- 7 Too Much
- 8 Coffee not hot enough.
- 9 Liked the coffee table idea and Internet café.

**Conference Dinner**

a) Overall, how would you rate the conference dinner?

- 5 = 9  
4 = 10  
3 = 2  
Did not attend 11

b) Ticketing for the conference dinner

- 5 = 6  
4 = 11  
3 = 5  
Did not attend 11

c) Seating arrangements

- 5 = 5  
4 = 12  
3 = 5  
Did not attend 11

**Comments**

- 1 For that many people, a job well done.
- 2 It's a bit same old, same old, needs a new look, format. Felt it was the same dinner as two years ago.
- 3 The dinner was well organised. The food and entertainment were well done.
- 4 Excellent – except for very loud music, and could not talk with other people at the table.
- 5 Excellent Band.
- 6 Couldn't necessarily see the dancers, but everything else excellent.
- 7 Too early to comment – Sure dinner will be good if other food and function are a reliable gauge.

**What kind of Entertainment would you like in the future?**

- 1 Same format
- 2 Entertainment was well done, just enough to be enjoyed, but not too long.
- 3 Same as this year.
- 4 Very similar to last night. I thought it was excellent.
- 5 Comedian and good band is good mix.

- 6 Guest speakers – fake ie people pretending to be who they are not.
- 7 Comedian and good band
- 8 Jazz band, riverboat theme
- 9 Same again
- 10 This was great.

**Conference Registration**

a) *Did you receive confirmation of your registration in a timely manner?*

5 = 13

4 = 16

3 = 2

No Rating 2

b) *When you arrived at the conference, did you find the registration desk staff helpful?*

5 = 12

4 = 16

3 = 2

2 = 1

No Rating 2

c) *Was the pre-conference information adequate?*

5 = 8

4 = 18

3 = 4

2 = 1

No Rating 2

d) *Service of OzAccom Registration Staff?*

5 = 8

4 = 18

3 = 2

2 = 2

1 = 1

No Rating 2

**Conference Accommodation and Travel:**

a) *Did you book your accommodation through OzAccom?*

Yes 18

No 11

N/A 2

No Rating 2

b) *Was your standard of accommodation satisfactory?*

5 = 9

4 = 12

3 = 2

No Rating 10

c) *Did you book your Air Travel through OzWings?*

Yes	Nil
No	24
N/A	9

d) *Did you receive your confirmation of your accommodation and travel in a timely manner?*

5 =	6
4 =	8
3 =	3
2 =	2
No Rating	14

e) *Were the OzAccom staff helpful?*

5 =	5
4 =	11
3 =	2
2 =	1
No Rating	14

f) *OzAccom Conference and Event Management overall performance?*

5 =	5
4 =	14
2 =	1
No Rating	13

**How would you rate the following?**

a) *The overall theme*

5 =	5
4 =	17
3 =	6
2 =	1
1 =	1
No Rating	3

b) *Speakers relevance within the industry*

5 =	9
4 =	18
3 =	3
2 =	2
No Rating	1

c) *Audio visual facilities*

5 =	21
4 =	5
3 =	3
2 =	3
No Rating	1

*d) The organisation of the conference?*

5 = 15

4 = 13

3 = 3

No Rating 1

*d) Value for money?*

5 = 7

4 = 11

3 = 10

2 = 2

No Rating 1

*e) Registration process through OzAccom Conference Services?*

5 = 8

4 = 16

3 = 4

3 = 2

No Rating 3

*f) Suitability of Venue?*

5 = 14

4 = 8

3 = 10

No Rating 1

*g) Format of the plenary?*

5 = 10

4 = 13

3 = 8

No Rating 2

**What topics or issues would you like to see addressed in future conferences programs?**

1 Soil Nutrition, interaction in soil health. Review of oils, additives, snake oils, etc in spray mixtures. Water use efficiency achievements.

2 New aspects, environmentally, insects, industry. Efficiency of water used, beneficial insects and their life cycle.

3 No fertiliser info when fertiliser usage is changing rapidly.

4 More detail/discussion/speakers on biological prospects in cotton. BMP needs a work out at this session.

5 More info on new machinery and growing techniques.

6 Perhaps more focus on agronomic issues – feel this is why a lot of people who normally attend did not go.

7 Researchers using the conference presentation as an opportunity to present issues to a broad range of growers/consultants.

8 The level of interest in rural/urban gap presentation indicated a genuine industry need for more social research/community issues.

9 Not much at the fibre end of the equation.

- 10 CPAS, spray application technologies
- 11 Would like some speakers on the topics of cotton plant physiology.
- 12 Use of Gypsum in sodic soils.
- 13 Covered pretty well.
- 14 More on cotton's public awareness program to counteract the detractors in the community.
- 15 Soil and plant nutrition, IPM, beneficials eg parasites.
- 16 Biotechnology, Industry Matters, Production.

**Which speakers would you like to see again? Do you have any other suggestions for speakers?**

- 1 More practical presentations from growers/consultants, not necessarily "industry leaders" on related issues.
- 2 Terry Townsend
- 3 Beattie and Anderson
- 4 Felt the time keeping for speakers was good
- 5 More growers and researchers.
- 6 Ask again in twelve months – moving target.
- 7 Have commercial aspects. Speak about it or combine with researchers.
- 8 All did a good job. Mike Horan as new Premier!.
- 9 Bobby Brazil, Terry Townsend or other international perspective, demand enhancement – a green perspective, maybe WWF – outside point of view.
- 10 Robert Collins. Most did a good job.
- 11 New speakers as much as possible.
- 12 Brooke Lewis – Cotton Australia An interesting topic.
- 13 International Spinners, and Heather Ball.
- 14 Dave Murray, Ian McPherson, Julie Boddington. Other speakers Jim O'Connor, Mark Wade (QDPI)
- 15 More practical presentations from grower/consultants, not necessarily "industry leaders" on relevant issues
- 16 Glenn Fresser! – speakers to fit the theme are important – your selection was excellent.

**What was the most valuable aspect of the conference?**

- 1 Good balance of speakers and subjects
- 2 What growers/industry need for the future.
- 3 Networking x 4
- 4 General concepts and systems of sound subjects was good.
- 5 The whole package.
- 6 Water Use Efficiency segment.
- 7 Opportunity to network
- 8 Although quiet compared to previous years, still a valuable conference presentations. Presentations on water policy excellent.
- 9 Sessions
- 10 Meeting up with colleagues.
- 11 Probably meeting with people actively involved in the industry.
- 12 Contact with consultants. Industry interaction and face to face contact with growers.
- 13 Networking meeting people in the industry.
- 14 Professional interaction.

15 Meet people I have not met before and putting faces and voices to names, learning new information.

**How did you hear about the event?**

- 1 Previous attendance x 3
- 2 Via Industry x 4
- 3 Cotton Grower Magazine x 2
- 4 Mail x 2
- 5 Networking, CCA, CSD website. Cotton Grower Magazine, word of mouth.
- 6 Industry newsletters, from the organisers.
- 7 A little bird told me!!
- 8 Have been to every conference.

**Any other Comments**

- 1 Definite preference for keeping the conference in Brisbane.
- 2 Keep up the good work
- 3 Feel that the conference has changed since going to Brisbane. Less grower attendance definitely a lot of growers saw the Gold Coast as a good short holiday opportunity for their family.
- 4 David and Judy did a great job as usual – well done!
- 5 Perhaps each talk/session could be 20mins rather than 15. Overall a great conference that was entertaining and informative
- 6 \$270, for ½ day (Tuesday) and a few drinks too expensive
- 7 Well done Judy and David again.
- 8 A long walk between rooms.
- 9 Well done !
- 10 David and Judy, please do another conference, your professionalism and warm friendly manner is an asset we don't want to loose.

**Survey Results from  
The 11<sup>th</sup> Australian Cotton Conference  
August 13<sup>th</sup> – 15<sup>th</sup> 2002**

**Category**

*Others*            14 Replies  
Finance Industry  
Agronomist For One Grower  
Reseller Agronomist  
Cotton Shipper/Merchant  
Cotton Selling Agent in Bangladesh  
Extension x 2  
Student Studying Diploma DAC  
Trainer/Consultant (ChemCert)  
Journalist  
Education  
Consultant to Industry  
Consultant x 2

**2 Where would you prefer the conference to be held?**

Brisbane	10
Gold Coast	2
Either	1
No Rating	1

**3 How often do you think the conference should be held?**

Every Two years (as currently held) 12

**Comment**

Alternate, with Trade Show.

Yearly	2
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**4 If the conference was held annually, would you attend?**

Yes	5
No	8

**Comment**

Someone from our paper may attend.

**5 Overall, how would you rate this year's speakers program?**

(5=excellent/1=Poor)

5	=	3
4	=	6
3	=	4
2	=	1

**Comments**

1 Program, would like a choice – 2<sup>nd</sup> strand program very important. (Consultant)

2 Interesting and informative, a lot of important information was covered, however some speakers slightly repetitive, and some very long (Student)

3 Some speakers were fantastic (eg Bobbie Brazil) but most were monotone – which doesn't make it easy to get involved. I found they only briefly touched on their topics, and some steered away from the topic altogether. (Journalist)

4 A lot of repetition. (Education)

5 Industry appears to have lost its urge to push for big changes – I guess drought is a serious constraint (Consultant to Industry)

6 Soil Health Excellent Morning (Trainer)

7 Comprehensive program with good balance, ie of researchers, extension, grower experience, application and policy. Grower presentations were excellent – puts everything in perspective in the real world of production. (Extension)

8 Water team excellent, farming systems excellent, extension very good (Extension Officer)

9 Excellent. (Cotton Shipper/Merchant)

10 Suited a lot more people and easier to listen to because they weren't technical, is good but not too much. (Agronomist)

### **Trade Exhibition**

a) *Overall how would you rate the Trade Exhibition?*

5 = 3

4 = 8

3 = 2

2 = 1

b) *Time given to delegates to see trade Exhibition?*

5 = 6

4 = 5

3 = 1

2 = 2

c) *Quality of information given by trade Exhibitors?*

5 = 5

4 = 8

3 = 1

d) *Details given to you by the Trade Exhibitors?*

5 = 3

4 = 9

3 = 2

c) *Trade Exhibition Space?*

5 = 9

4 = 2

3 = 3

**Were there any companies not represented at the Trade Exhibition that you would like to have seen?**

1) DPI, NSW Ag selling scientific, Agrilink, Soil Health, EPA, and 4A's (Consultant)

2) I like to meet cotton merchants and traders (Selling Agent from Bangladesh)

3 Worked very well with great open space for meals and discussion (Extension)

4 Toyota, Nissan, Holden, Ford! (Cotton Shipper Merchant)

- 5 No, but more speakers who are growers that gave their p.o.v and what they have done. (Journalist)
- 6 Training and Accreditation providers. (Trainer Consultant)
- 7 The Trade area seemed very, very empty this year compared to usual. But I'm not sure who needed to be there (Agronomist 1 grower)

### Catering

a) *Overall catering (Food and Beverage)*

5 = 9  
 4 = 4  
 3 = 1

b) *Morning and afternoon teas*

5 = 7  
 4 = 5  
 3 = 2

c) *Lunches*

5 = 8  
 4 = 5  
 1 = 1

### Comments

- 1 Maybe some sandwiches, I only found one lunch that was enough for me. I found the food to be cold (if it was a warm meal), tasteless and definitely not worth \$35.00. Disappointed with food. (Journalist)
- 2 Heaps better than last time (Reseller Agronomist)
- 3 A great variety of food choices, presentation was spectacular. (Student)
- 4 Excellent. (Shipper/Merchant)

### Conference Dinner

a) *Overall, how would you rate the conference Dinner?*

5 = 6  
 4 = 2

Not applicable 6

b) *Ticketing for the conference?*

5 = 4  
 4 = 2  
 2 = 1  
 1 = 1

Not applicable 6

c) *Seating Arrangements?*

5 = 4  
 4 = 2  
 3 = 1  
 2 = 1

Not applicable 6

### Comments

- 1 A bit difficult to organise tables because you have to have every ones little white ticket before you secure a table – a bit fiddly I think (Agronomist 1 grower)
- 2 Entertainment, very good. (Consultant)
- 3 It was excellent – the band was very good. (Trainer Consultant)
- 4 Great. (Consultant to Industry)
- 5 Too dear. (Reseller Agronomist)

### What kind of entertainment would you like in the future?

- 1 The same (similar) this was a much better band than usual. (Consultant)
- 2 Same as this conference. (Trainer Consultant)
- 3 Like this year. (Cotton selling Agent from Bangladesh)
- 4 Comedian, dancing and show. (Consultant to Industry)
- 5 The entertainment was fantastic, especially dancers and comedian. (Journalist)
- 6 The comedian and band were excellent. Reseller Agronomist)

### Conference Registration

a) *Did you receive confirmation of your registration in a timely manner?*

5 = 8  
4 = 5  
1 = 1

b) *When you arrived at the conference, did you find the registration desk staff helpful?*

5 = 9  
4 = 3  
3 = 2

c) *Was the pre- conference information adequate?*

5 = 7  
4 = 4  
3 = 2  
2 = 1

d) *Service of OzAccom Registration Staff?*

5 = 8  
4 = 2  
3 = 1  
2 = 1  
1 = 1  
No Rating 1

### Conference Accommodation and Travel?

a) *Did you book your accommodation through OzAccom?*

Yes 7  
No 6  
Yes and No 1

b) *Was the standard of your accommodation satisfactory?*

5 = 5 (Booked through OzAccom)  
4 = 3 Ditto  
1 = 1 Ditto

c) *Did you book your Air Travel through OzWings?*

No 14

d) *Did you receive Confirmation of your accommodation and Travel in a timely manner?*

5 = 4  
4 = 1  
3 = 2  
No Rating 7

e) *Were the OzAccom staff helpful?*

5 = 5  
4 = 2  
3 = 1  
2 = 1  
No Rating 5

f) *OzAccom Conference and Event Management overall performance?*

5 = 5  
4 = 1  
3 = 2  
2 = 1  
No Rating 5

**How would you rate the following?**

a) *The overall theme?*

5 = 7  
4 = 4  
3 = 3

b) *Speaker's relevance within the Industry?*

5 = 5  
4 = 6  
3 = 3

c) *Audio Visual facilities?*

5 = 8  
4 = 3  
3 = 3

d) *The Organisation of the conference?*

5 = 7  
4 = 6  
3 = 1

e) *Value for Money?*

5 = 2  
4 = 8  
3 = 3  
1 = 1

f) *Registration process through OzAccom Conference Services?*

5 = 7  
4 = 7

g) *Suitability of Venue?*

5 = 8  
4 = 5  
1 = 1

h) *Format for the plenary?*

5 = 5  
4 = 5  
3 = 1  
1 = 1

Question Mark 1

**What topics or issues would you like to see addressed in future conference program?**

1 Not Trade (Consultant)

2 Cotton and the environment – an Audit. New chemistry and its management. (Trainer Consultant)

3 More emphasis on IPM, more grower talks. Reduce seminar time, more social time, in particular afternoon. (Consultant)

4 Main interest was water, which has been adequately covered. (Finance Industry)

5 A couple of news flash talks i.e. this year – water reform and Cubbie Station, etc where they are at. (Agronomist 1 Grower)

6 More environmental and water issues. (Reseller Agronomist)

7 Topics on cotton trading as this is related to cotton growing. (Cotton selling agent from Bangladesh)

8 How/where will Australian industry be in 3-4 years based on trends/rising competitors/ market requirements. (Consultant to Industry)

9 Fibre qualities, Fashion trends and cotton end use products and cotton demand. (Cotton Shipper/merchant)

**Which speakers would you like to see again? Do you have any other suggestions for speakers?**

1 Bobbie Brazil. (Journalist)

2 Presentation from the ACSA Chairman. Cotton's economic importance to Australia – where the wealth is? (Cotton Shipper Merchant)

- 3 Overheads that are readable! (Finance Industry)
- 4 Sarah Hood, Jeff Bidstrup. (Extension Officer)
- 5 Drs, S. Allen, J. Kockman, extension reps, ginner's case studies. (Trainer Consultant)
- 6 H. Ball, J Yankey, S. Allen, S. Hood, S. Yeates, Hendra O. Husodo, C. Hauxwell, Paul de Barro. (Consultant)

**What was the most valuable aspect of the conference?**

- 1 Mixing with everyone. (Consultant)
- 2 The networking against the backdrop of the conference proceedings. (Trainer Consultant)
- 3 Comprehensive program which addressed key issues and provide many opportunities for industry networking. (Extension)
- 4 Meeting with industry people. (Extension Officer)
- 5 Industry information. (Finance Industry)
- 6 The talks of course. (Agronomist 1 Grower)(Consultant to the Industry)
- 7 Developing networks within the industry, catching up with friends from other areas. (Education)
- 8 Networking ( Consultant to the Industry)
- 9 Knowledge and dissemination (Cotton Shipper/Merchant)
- 10 The dinner was a nice way to end 3-day event, décor entertainment/food/arrangements absolutely wonderful. (Journalist)

**How did you hear about this event?**

- 1 Through Cotton Australia in my area. (Journalist)
- 2 Registration brochures (Cotton Shipper Merchant)
- 3 Industry advice. (Consultant to Industry)
- 4 Have been before. (Agronomist 1 Grower)
- 5 Industry information. (Finance Industry)
- 6 Work. (Extension officer)
- 7 Through Industry and brochure. (Extension)
- 8 Through College Co-ordinators. (Student)
- 9 Cotton Grower Magazine. (Consultant)
- 10 Attended Conferences before. (Trainer Consultant)

**Any other comments?**

- 1 The program booklet was excellent and should be continued in that format.(Trainer Consultant)
- 2 It's more expensive than Surfers – family cannot be involved easily. - It's more serious and not so relaxed. Conference bag best so far. (Consultant)
- 3 Thank you very much. (Student)
- 4 The announcement of industry awards at the opening followed by responses at the dinner worked very well – it provided time for recipients to be acknowledged and provide well-constructed response. (Extension)
- 5 Love having the conference at the Gold Coast, but wish they had a great hall like at the BCEC. Heaps better sitting up high and looking down on speakers than flat looking up at them. If you can follow me.(Agronomist 1 Grower)
- 6 The conference is too dear. It is supposed to be for growers but it would have been lucky if there were 20% growers. You have priced it out of peoples reach,

especially in a drought year. Also tickets for 1 or 2 events way over priced. It is going to end up for the industry and the well off. (Reseller Agronomist)

7 2-½, days too long. 2, days plenty. (Education)

8 Well done. Ewan Colquhoun (Consultant to Industry)

9 Excellent organisation. Will attendance be as high or greater in 2004? (Cotton Shipper Merchant)

10 Conference dinner theme under the water, a bit ironic for drought stricken areas, but beautiful all the same. Just the speeches – they have to be made simple enough for everyone to understand. The topics are important, but they need to be displayed in a less boring manner. I think this is a big ask though worth looking into. (Journalist)

[mail.ix.net.au](mailto:mail.ix.net.au)

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**From:** "Terry Townsend" <terry@icac.org>  
**To:** <swallow@ix.net.au>  
**Sent:** Friday, 20 September 2002 12:15 AM  
**Subject:** Conference Comments

Dear David,

Thank you for your letter regarding the conference in Brisbane. As mentioned earlier, Norma and I enjoyed the meeting a great deal.

Regarding comments on how the conference could be improved, as I mentioned earlier, there may be specialists from other countries with expertise in particular subject matter areas that would interest Australian producers. One example that comes to mind is expertise in water use in Israel. Speakers from other countries may require reimbursement for travel expenses, and I assume there is a limited budget. Therefore, there would need to be a longer planning horizon for international speakers to find appropriate persons who would not need support and would be willing to come to Australia because of the prestige associated with participation. We could help with the identification of potential speakers if you have an interest.

One of the things that impresses me about production technology is how interrelated each component is with other components. Technology is not modular, whereby farmers can just bolt on a new tool to the tractor and continue doing other things in their farming system the same way; each new development requires changes in other aspects of the farming system as well. Therefore, I was wondering if you might organize future conferences as a series of workshops on a whole-farm basis. Each workshop would be organized around a technology concept and would be designed to show how each new idea would fit into the whole farming system.

Regarding suggestions for attracting more growers and families, an organized recreation program for children would encourage more people to think of the conference as a vacation built around a couple of days spent at the conference. You might ask Cotton Australia to set up their education center from the Cotton Store in Sydney in the trade booth area and let kids play with the computer simulations of growing cotton.

Thanks again,  
Terry

**mail.ix.net.au**

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**From:** "Yankey, Joe" <yankeyj@zuk.com>  
**To:** "David Swallow (E-mail)" <swallow@ix.net.au>  
**Cc:** "Rowland Rangeley (E-mail)" <rowland.rangeley@peterlaw.com.au>  
**Sent:** Thursday, 19 September 2002 11:20 PM  
**Subject:** Australian Cotton Conference

David,

I would again like to thank you for the opportunity for making a presentation at the Australian Cotton Conference. I normally speak at a number of conferences throughout the year and I would like to let the ACGRA Committee know that your conference was one of the most professional and well organized events that I have ever attended. The organization and attitude of all the people was of the highest caliber. I do have a suggestion on the content of the program that I would like the committee to consider. I realize that these conferences are an ideal place for researchers to present the work they have accomplished over the last 2 years. Adding some relevant issues from the industry would help to balance the program so that the growers can have a wider choice of subjects to attend. I realize that this is difficult to do within your time constraints but I believe it would add significant interest to growers and ginners. Thank you so much for the invitation and I hope that I will have the pleasure and opportunity to attend future conferences.

Regards, Joe Yankey

mail.ix.net.au

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**From:** "Heather Ball" <heather@southernbiological.com>  
**To:** "David Swallow" <swallow@ix.net.au>  
**Sent:** Tuesday, 1 October 2002 6:40 PM

Dear David,

Late last week in the mail I received the two videos from the Cotton Conference that I thought had gone into the "Brisbane-black-hole". Thankyou so much for that.

I'd also like to acknowledge your recent letter of thanks. The words were very kind. As I recall you asked for feed-back from a presenters perspective. My immediate reaction to this was that everything is done very smoothly, with very clear written instructions and in a time frame that accommodates most situations. Please take this on-board as a compliment.

I've been thinking about what additional improvements I could suggest and my mind travelled to David Montgomery. You may wonder why! David was the chair for the session that I spoke in and I recall him collecting information about each presenter just prior to the session. I travel with a short overview that can be read, but I know there was a designer who gave him almost her life history which he summarised very smartly. He did a great job, and I'm sure he was very comfortable about it all, but it's occurred to me that there are probably other chairs who do not deal with the last minute organisation well.....this maybe an area that you could add to your instruction list for presenters. You could request that they supply a document that becomes the basis for their personal introduction. Give guidelines just like you do for the papers.....number of words etc, ask that they include phone numbers, emails etc. If you request that this document accompany the papers you could then forward it to the Chairpersons thereby allowing them to prepare and contact the speakers if they need to.

It's my only thought.....

Everything travelled very well for me, so thankyou!

Heather Ball  
Director, Southern Biological  
Nunawading, Australia

BLANK SURVEY FORM FOR REFERENCE TO QUESTIONS

## EXHIBITION EVALUATION FORM

Many changes to our 2002 exhibition were effected based on your comment from previous years. How did these changes work? Do you have any ideas, which may improve future events?

Please assist the organising committee by completing this form and fax or mail to the address below. Your feedback on the following aspects of the event will enable improvement of future Australian Cotton Conference events to your advantage. Your contribution is most appreciated.

Company Name \_\_\_\_\_  
(optional)

Rating: 5 = Excellent 4 = Good 3 = Average 2 = Fair 1 = Poor N/A = Not Applicable

PLEASE TICK THE BOX WHICH APPLIES	N/A	5	4	3	2	1
STAND DESIGN						
SIZE OF STAND						
VENUE/EXHIBITION AREA						
OPENING HOURS / DAYS						
EVENTS HELD WITHIN EXHIBITION AREA						
WORTHWHILE INVESTMENT						
OPPORTUNITIES TO MEET DELEGATES						

YOUR FURTHER COMMENTS ARE WELCOMED:

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You may return your reply to Jackie via fax on 07 55649428  
Or by mail to PO Box 6903 Gold Coast MC QLD 9726  
Thank you for your assistance

**EVALUATION FORM RESPONSES**  
**11<sup>TH</sup> AUSTRALIAN COTTON CONFERENCE – 2002**

17 companies responded from 47 participating = 36% response rate (above average)  
Note: Not all areas were answered by all participants

		%
<b>STAND DESIGN</b>	Excellent	17.6
	Good	47
	Average	23.5
<b>SIZE OF STAND</b>	Excellent	17.6
	Good	53
	Average	17.6
	Poor	5.8
<b>VENUE</b>	Excellent	29.4
	Good	47
	Average	11.7
	Fair	5.8
<b>OPENING HOURS</b>	Excellent	29.4
	Good	41.2
	Average	17.6
	Poor	11.7
<b>EVENTS</b>	Excellent	23.5
	Good	41.2
	Average	17.6
	Fair	11.7
	Poor	5.8
<b>INVESTMENT</b>	Excellent	11.7
	Good	41.2
	Average	23.5
	Fair	17.6
<b>MEET DELEGATES</b>	Excellent	29.4
	Good	41.2
	Average	5.8
	Fair	11.7
	Poor	11.7

Additional comment from survey participants:

Need more growers attending to make investment worthwhile.  
Agenda for day one gave delegates no reason to attend trade area.  
All cocktail parties should be in trade area

**Dow AgroSciences**

We heard from growers many times that they would like to move back to the Gold Coast.  
It really doesn't make any difference to Namoi Cotton but the conference is only of value to us when plenty of growers attend, so perhaps this is worth considering  
No doubt the Gold Coast is more family friendly

**Namoi Cotton**

Staff very helpful, especially when a mistake was noticed in company name in stand banner

**Cotton Grower Services**

Maybe a service for outgoing mail  
More announcements in exhibition area re: what's starting or happening next.  
Exhibition Area closer to registration desk or a phone that could be places in the are to all the desk direct

**Bruce Gunning & Associates**

The (exhibitor) package would be more beneficial if it included a basic "table and chair set".  
Separate from what can be hired additionally

**Sentek Pty Ltd**

Arrangements for meals and seating much better this year, plenty of room and area to eat etc.

**Cotton Seed Distributors, Wee Waa**

May I suggest a smaller, more personal venue. Because exhibitor numbers were down, the display area seemed very hollow and vacant. (I guess it's hard to know numbers prior to venue bookings)

**Queensland Cotton**

Whole machines in exhibition area would look really good.

**Excel Agriculture**

Organisation and management were great.  
Bayer's stand over-shadowed everyone as did their loud music on Day 2  
Potential to move back to Jupiters?  
Smaller and more personal environment

**Syngenta**

With the turn-out this year - being smaller perhaps venue like Jupiters is better suited to smaller number of exhibitors and easier to get around with everyone located in same/one central area

**Monsanto**

Was surprised that not all happy hour/drinks etc were in the trade display area. Why? We seem to pay a lot of money to support but are allocated less time with delegates. Will review strongly attendance at next conference.

**BASF Australia**

Need to attract more GROWERS! - possibly Gold Coast Jupiters Casino is more "attractive" to growers? Overall - well organised event.

**Sumitomo Chemical Aust P/L**

Jackie Gomi was particularly helpful and professional  
Providing seating at tables discouraged delegates to circulate during the meal breaks - Better to stand at high tables to eat (no chairs)

**Regional Financial Services**

The organised events on the Bayer display at happy hour on the Wednesday afternoon made sure they (delegates) didn't get to see any other displays. It should be organised that companies who attend are there to present products and services to the industry and not by drawing people in with Circus rides such as Bucking Bulls and horse rides. There was one company who attended and was speaking about having a stripper on display, I am still not sure what benefit this would play in producing cotton.

As a company director we are there to present our product and services to the industry, which we invest a lot of money into. Looking forward to hearing your comments.

**Glen McDonald Ultimate Fertilisers**

## ACGRA Conference Survey – Growers and Consultants October 2002

Number received 75

### 1) How many conferences have you attended?

None	1	2	3	4	5	6	7	8	9	10	11
9	3	6	11	10	8	8	4	6	5	3	2

### 2) Did you attend the 11<sup>th</sup> Australian Cotton Conference held in Brisbane, 2002?

Yes 50                      No 25

#### Comments:-

Brisbane is boring.

Most enjoyable and well run.

Good program and well run.

Brisbane good, but venue means the conference is not as tight knit.

Presentations were excellent. Limited opportunity to meet growers and industry people.

Brisbane is expensive.

Lacked new content and presentations lacked detail. Most interesting segment was on water use efficiency. Very poor trade display compared to previous conference.

Excellent and informative program.

Noticeably lower trade display attendance.

I've changed my approach to the conference. To me, it's more to network and see the people all in one place to follow up over the last 2 years. I should be aware of new research beforehand.

Very well done, number of attendees seemed slightly disappointing, but understandable for economic reasons.

Very supplier based would be a lot better with more expertise on actual cotton growing and agronomy – a lot of fun was had by all.

Thought it was worthwhile.

However, felt that the conference has gone away from research issues.

Very good.

Always valuable.

Good balance between researchers, growers as speakers.

Did not attend because of other commitments, but did babysit so that other family could attend.

Quite happy with the whole conference.

Found it very worthwhile.

Having no water this year, I felt pretty flat about the whole thing, it's the first conference I've missed in 10 years. Brisbane does not excite me as a conference venue.

Due to lack of suitable labour available in our area, the ground work preparation is usually falling behind. Find it hard to get employees wanting to move from NSW or even Southern Queensland. Then when they do, they find that \$28 per hour contracting jobs are available from time to time in the coal. (David Hutchinson)  
Catering left a lot to be desired.

It was good. Some of the speakers ran short of time and their talks were cut short.

All very good. Meeting growers and researchers. Brush up on research.

Would like it moved back to the Gold Coast.

Nothing particularly new this time, trade show smaller and so less informative.

All worthwhile.

Why not take the 'top brass' to the regions where all the work is done and help the local economies there.

All conferences have been excellent.

Attended one at Jupiters and it was great.

Good – well organised and run.

### 3) If you did not attend the latest conference, could you give a reason?

Distance	Timing	Cost	Relevance to your enterprise
3	9	10	3

#### Comments:-

Busy elsewhere, Brisbane is boring.

Because of seasonal conditions, I am in cash conservation mode.

Cost – scaling back on cotton.

The growers pay the same amount as the other industry people which means that after the growers pay the research levy, they get hit twice.

Dry weather – had to water wheat.

Unplanned work and financial commitments.

Not enough research presented, or too much sideline stuff included.

Distance, time, and cost – mainly lack of spare time.

Unable to find an employee to work full time so as to enable me to get away for the conference.

This would be about the first one we have not attended since we started growing cotton, the big reason is made up of four letters – COST!

Cost pressures to reduce budget

Last minute family illness.

Usually too busy irrigating.

**4) What would encourage you to attend the next conference in 2004?**

a) Location?	Brisbane	Yes	38
	The Gold Coast	Yes	53
	Elsewhere		8

**Comments:-**

Lightning Ridge.

Toowoomba.

Cairns x 2 – when industry is buoyant.

What about Sydney as an alternative? x 4

Prefer the Gold Coast

Anywhere as long as the venue has the facilities to cope with the numbers of people and the presentations they bring – Brisbane is fine.

Happy to go wherever.

The Gold Coast was more family orientated – I think this is a good thing. Brisbane is very fragmented.

Where the family can holiday.

Rotate – people want to take families – i.e. beach.

Would prefer Brisbane for convenience, but accept that it is better to have accommodation at venue.

Hamilton Island.

Goondiwindi, Emerald, St. George, or Dalby.

The Gold Coast venue is better but it is not a deciding factor.

North Coast.

<b>b) Timing of conference?</b>	July	August	Other
	7	51	2 - June

**Comments:-**

Timing is perfect.

Good x 5

The present timing is fine

Late August.

Early August is preferred i.e. before August 10<sup>th</sup>.

Do not hold conference at the same time as EKKA.

Generally good.

Will always be affected by seasonal factors. When practical for research release.

July would suit Central Queensland growers better.

Early August – no later than where it currently is.

Not attending if in Brisbane next time.

July / August.

### c) Program content?

#### Comments:-

Good x 6

No change needed. The current wide range of topics is excellent.

Similar to August 2002.

More research needed – lacked a little this year.

Really need to focus on research that has been completed or is close to completion - I was disappointed to hear “but results aren’t in yet so cannot say good/bad”, etc. If it is a session on what research is being undertaken – fine – but make it quick so more time can be given to those researchers / topics that do have results for discussion.

More technical.

More workshop sessions, smaller groups, to allow decent question and answer time, concurrent sessions, technical speakers.

More on actual cotton growing, and less touchy feely stuff.

More agronomic issues, e.g. herbicides, insecticides, weed control, water use efficiency, rotations. More importantly – production issues or mechanisms that are “outside the square”.

More research, less bullshit.

Keep relevant as in the past x 2

More time on research.

Two strands so you have a choice on the program.

Prefer to pick and choose what speakers to listen to, but difficult to come and go without disturbing the room.

Greater number of smaller lectures would be better – to be able to pick and choose from (numerous sessions running simultaneously)

Research presentations.

Less politics and environmental issues (boring)

Research papers good. Need to link to production indications.

Fundamentally important issues, research, policy explanation.

More women’s activities.

I am probably a bit tired of the same old topics, but agree that it is hard to make it more interesting. At my time at Cotton Australia (CA), I and others felt that a joint ACGRA / CA conference would allow certainly the CA team to have a chance to be more involved in the “political” side of a lot of these issues e.g. salinity – the research is fine and we all understand this issue needs a big research effort, but we need to marry the political side into the debate so the researchers and industry can understand the problems CA is having, arguing with Governments on tree clearing and water reform. Landscape management is the new catchcry i.e. combining all areas in the landscape water veg and salinity. I think a session with CA head staff / board could be useful to explore this issue. (Charlie Wilson)

Water, environment, community issues.

From previous conferences, I trust I will find content good, so I don’t look too hard.

The current program does appear to be adequate in coverage.

How about a few grower case studies? The science is good but they can be boring at times. Let’s listen to a couple of grower perspectives.

More grower participation. Guest speakers from overseas.

Industry related.

Perhaps it has got too big.

Perhaps more interactive format rather than all presentations.

Some farmers are moving to more biological methods (not organic) – some detailed update on any successes?

Same mix.

**5) Should the conference have more:-**

a) Commercial company involvement?	Yes	5	No	33	As is 7 Maybe 5 At ACGRA discretion 1
b) Speakers on research?	Yes	32	No	7	As is 15 Relevance 1
c) Industry speakers?	Yes	25	No	12	As is 11 Maybe 6
d) International speakers?	Yes	18	No	12	As is 9 Relevance 4 Maybe 6
e) Growers as speakers?	Yes	28	No	12	As is 12 Limited 2 Maybe 4 Relevance 1
f) Papers on community issues?	Yes	19	No	19	As is 9 Maybe 5 Rare 1 Minimal 1

**Other suggestions and comments:-**

One of the reasons I suggested the Gold Coast again was that most participants could be accommodated on-site or very close by, thus enabling delegates more opportunities for networking, etc. In Brisbane, everyone is more scattered, leading to a less convivial atmosphere.

As I am a grower, more grower speakers – yes! Growers seem to have on hand experience which is good to gain knowledge from.

Speaker mix was balanced and good. Size and number of trade displays seemed a bit low.

More growers as speakers if they have conducted research that will be of benefit to the industry.

The conference is a great place to “network” but it also needs to deliver the products of research to the growers, consultants, and other industry bodies that ACGRA has funded. I was extremely disappointed with the content of this year’s conference as far as the speakers go. However, the content of information contained in the proceedings is exceptionally valuable. I am aware that some people did not attend the conference because they saw the agenda and said to themselves ““I’ve already heard that person speak on that subject”. I think this comment was a bit unfair because I did learn from the speakers at the conference – but maybe not as much as I was expecting to.

Limit international speakers to one or two.

One to two speakers for both international and growers.

International speakers – only if relevant, not just for show. Currently good number of growers as speakers, hands on and feet on the ground.

Speakers need to include more relevant details in their talks. Overviews are not very stimulating.

Give the growers a discount.

Keep up the good work.

It would be great to go back to the Gold Coast.

Industry speakers – sometimes we have heard it all before. Grower speakers – only if they want to. Community issues – only if necessary. Something organised for partners. Maybe a presentation, say a 2 year report by Cotton Australia on what has happened. We have so many Committees in the cotton industry – the conference is an opportunity for these committees to present a report to the industry? (Lehmann)

Speakers on research – only if new. Grower speakers – great stuff this year.

International speakers – dependant on relevance or potential benefits. More debate format rather than panel may get a few more ideas flowing. Far too diverse an industry for one group of people to know it all. A few people higher up in the industry are too set in their ways – a need to promote the innovative side of the industry more i.e. Robert Collins’ talk was a breath of fresh air – his ability to think outside the square sets him apart from most.

I would rather the conference to be held at a location where alcohol and partying is not close at hand – that is why I prefer Brisbane to a casino at the Gold Coast.  
(Prue Horn, Monsanto)

Commercial company involvement – only on relevant topics – much like the Beltwide Conference in the US. Although there were commercial speakers in this conference i.e. Fisher Wicks et al. Think we need to get back to a more research focus. Conference is becoming more trade show focussed, I believe, rather than research focussed. (David Moore)

The conference dinner being the last conference item was for the better. Need for registration discount for wife attending or another person from the same organisation. Costs are becoming prohibitive to send more than one person from each organisation. Less presentations that are really reports. To me, this isn't the place for reports but for findings whether they be good or bad news. Some split sessions for a greater choice. (Rogate Farms)

The industry technology offered and information has improved to a point that they can replace the conference, losing relevance in that sense.

Commercial company involvement – re applying the research. Release updated versions of "Irrigated Cotton Production Guide" or "Australian Cotton Production Guide", with their notes on recent research and its implications. Focus on machinery solutions or technology solutions to applying research findings.

I would like to be able to visit the commercial exhibits without the cost of full conference admission.

Gold Coast conferences had a much better feel of "community" and "family".

Innovation – look at our industry, growers that have innovative ideas.

Commercial company involvement – knowing what is available on the market is important and relevant to growing cotton. Speakers on research – there are enough speakers on research, which we found interesting, but sometimes lacked the prior knowledge to fully understand. Industry speakers – especially marketing. International speakers – with new ideas and trends. Grower speakers – these speakers were relevant and passed on knowledge at grass roots level. Community issues – always important. I found the conference very interesting as a first time cotton grower. The idea is to have a variety of speakers, aimed at different levels of expertise in the audience. I think this was done very well.

Change of agenda this year in half day on day 1 and conference dinner after the conference was a good move.

Keynote speaker to provide an "inspiration factor", e.g. Norman Schwarzkopf, Malcolm Fraser, Roger Fletcher.

Speakers on research – must be careful not to have too much hypothetical, we don't take too much notice of modelled outcomes only. Growers as speakers – can learn a lot of small things from these but there are enough. Obviously I believe the mix is good, perhaps take note of which topics have inadequate question time and extend in future, the questions are often the most important and relevant part of the conference and on some topics, time is far too short, others more than adequate.

Speakers on research – it s a research conference, and content should be predominantly research based. Industry speakers – not too much. International speakers – if they have interesting leading edge research or information. Growers as speakers – only if there talk is on the cutting edge. Papers on community issues – not what I would go there for, maybe a good time to play golf. Please take it back to the Gold Coast, Brisbane lacks the atmosphere and the growers' interaction (Tony Thompson)

A video on the conference proceedings useful, particularly some of the segments.

Commercial company involvement – too much service industry there as it is. Speakers on research – yes, field trials etc – like Sarah Hood RWUE program. International speakers – the only interest an international speaker can have to a group of Australian growers is on subsidies. The Americans won't change their position so why do we entertain market analysts from the States? If they have conducted research with our CSIRO, then by all means, but otherwise don't waste your money on their airfare. Growers as speakers – get more growers involved. At the end of the day, the most benefit from the conference is gained from networking amongst growers and talking about similar problems / challenges IN THE FIELD. Papers on community issues – if pertinent, e.g. salinity, WAMP etc.

Papers on community issues – yes – water issues.

Lower COST - I have already spoken to Mr. David Swallow after the last conference (10<sup>th</sup>) about this issue. We are a family farming partnership, consisting of our sons Brett, Peter and myself. We love going to the conference, but object to the fact that we have to all pay for a conference book each, worth about \$50, when one book per farming family is enough. What does one do with 3 conference books? I asked Mr. Swallow about reducing the price for "family members". Things on the land are tough. Prices for cotton were low this last year. Every dollar spent must be examined, and it was with great disappointment, that I found no reduction for a family farming partnership in this last conference. Maybe I was wrong, but I could not see any change in the pricing situation. This left us with one decision to make .. who should go? We could not afford all to go, as with accommodation, fuel, and the price of the conference for three was way over the budget. Should the younger member go, or Peter and myself? We have trials on our properties with the DPI re cotton each year. This year we had trials with the DPI, funded by CRDC. We spend time, energy, and money with these trials, because we are interested in the cotton industry and trialling different methods and varieties. We decided to buy the conference book to catch up with the latest research, and stay at home. We have no problems with the conference

program – all fantastic. I must admit that I enjoyed the conference down at the Gold Coast. Peter enjoys it in Brisbane. His reasons are that there is more room for displays, and not so crowded. My reasons are that we looked on the conference as our annual holiday, and spent a couple more days at the coast. I also liked the atmosphere, and did not mind the crowded situation. We have learnt a lot from previous conferences. It was there we heard about the trials of IPM and that started a wonderful experiment with our cropping, one that we are very committed to now. We have always enjoyed the cotton conference. I like to attend all the sessions as well, because I feel as a partner, I want to know what is the latest research and information regarding our industry. We can then discuss these ideas afterwards. I am not really interested in the “ladies activities”. In fact I would seriously suggest these “ladies activities” be dropped as a cost saving venture. If one is not interested in the conference program, that is fine. One should be prepared, therefore, to make one’s own amusements outside the conference timetable, and meet up with delegates later in the day. But the cost for family farming partnerships to attend these sessions must be addressed. Otherwise, these partnerships will be excluded, much to the detriment of the next conference being a success. (Preema Partnership, Marg Enkelmann).

Could you please find another company, not Ozacom, to organise the conference. In 2000, we were not happy with accommodation. In 2002, we cancelled in writing by fax. Their office claims they did not receive the fax. Quay West rang the next day regards our booking. In the fax, I requested Ozacom to cancel all our reservations. (Seery)

Definitely more grower speakers.

Commercial company involvement – yes, but not as speakers. Industry speakers – yes, but not pushing commercial banner. Not too many papers on community issues. Keep up the good work.

Commercial company involvement – too much already, we question the value of the commercial displays. Speakers on research – relevance and presentation is important. Industry speakers – more discussion in this area is needed. International speakers – relevance and presentation is important. Growers as speakers – as long as it is relevant, and they are good presenters. Papers on community issues – yes, we need community support, so it is important, and we need to maintain viable communities. Need to look at cotton’s long term place as a fibre, ways to ensure its continued demand. Need to investigate further processing techniques. Perhaps less speakers and more 2 way discussion or even some multiple options available involving varied topics and more discussion. The venue needs to provide opportunity for more spontaneous interaction around the clock. There seemed to be a lack of growers present at the last conference. (Grainger)

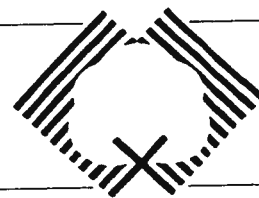
To encourage partners, the cost of the conference should be more realistic – partners wishing to attend parts of the conference should not have to pay full costs as was the case this year.

Papers on community issues – this is very important.

Can't please everyone – I would look for presentation. 1) Reviews of particular areas e.g. water efficiency by a leader in that field. 2) Any exciting new research but only if highly relevant. 3) Practical applications of research etc. by growers / consultants. 4) Research speakers must have practical focus – how does this work on farm?  
P.S. add in supporting paper as presently done.

**AUSTRALIAN COTTON GROWERS  
RESEARCH ASSOCIATION INC.**

ABN 73 892 893 307



**12<sup>th</sup> Australian Cotton Conference - August 2004**

**Options on Dates held at December 2002**

**Brisbane Convention & Exhibition Centre**

**Monday August 23<sup>rd</sup> to Thursday August 26<sup>th</sup> 2004**

*Note:- World Entomology Conference at BCEC  
- Sunday August 15<sup>th</sup> to Saturday August 21<sup>st</sup> 2004*

*- Mosquito Conference at BCEC  
- Sunday August 22<sup>nd</sup> to Friday August 27<sup>th</sup> 2004*

**Gold Coast Convention & Exhibition Centre**

**Monday August 9<sup>th</sup> to Thursday August 12<sup>th</sup> 2004**

*These dates have verbally been confirmed with the GCCEC following a meeting between Glenn and Audrey Fresser and Adrienne Readings / Tracey Waye (GCCEC) on Friday November 29<sup>th</sup> 2002 at Broadbeach.*

*5 other conferences are booked at the new Centre prior to the Australian Cotton Conference.*

**avid Swallow  
ecretary,**

Wiare Circuit,

ANGE.

SW 2800

Telephone: (02) 6361 2322

(02) 6361 0000

**Allan Williams  
Executive Officer,**

"Kia-Ora"

NARRABRI

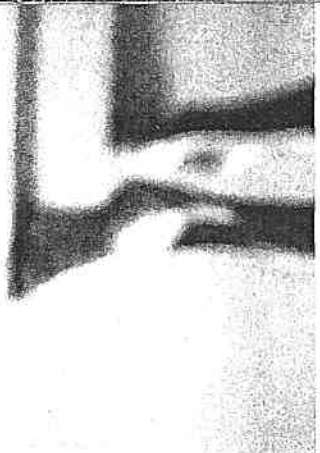
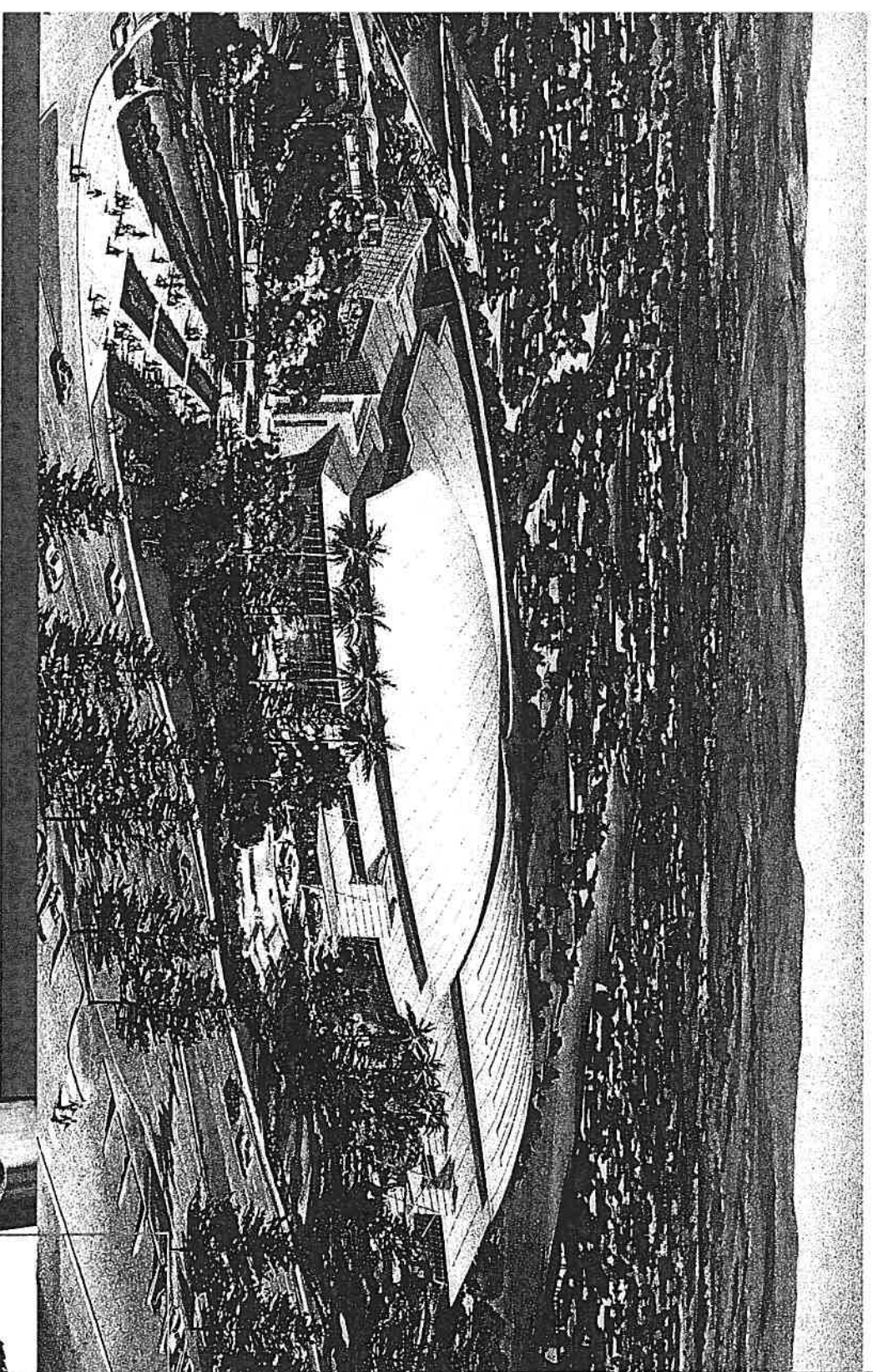
NSW 2390

Telephone: (02) 6793 5301

Fax: (02) 6793 5302



Gold Coast  
Convention  
+  
Exhibition  
Centre



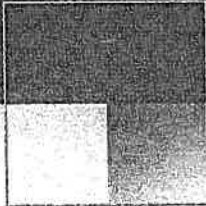
# Welcome to Australia's resort capital

Population	405,000		
Ethnicity	Multicultural		
Language	English		
Time zones	<b>(based on Australian Eastern Standard Time)</b> Tokyo + 1 hour Los Angeles + 18 hours London + 10 hours New York + 15 hours		
Climate	<b>Season Start</b>	<b>Max</b>	<b>Min</b>
Summer	Dec	28°C (82°F)	19°C (66°F)
Autumn	Mar	27°C (81°F)	19°C (66°F)
Winter	June	21°C (70°F)	11°C (52°F)
Spring	Sept	23°C (73°F)	12°C (54°F)

Famous for "sun, surf and sand" this cosmopolitan city, Australia's largest regionally, is set along a sweeping 70-kilometre pristine coastline. To its west is the Hinterland, a magical world of sub-tropical rainforests, mountain villages and vineyards. To its north drift ancient sand islands formed thousands of years ago.

The Gold Coast as a destination presents you with boundless opportunities. Its duality as a city in a resort setting provides an enormous variety of options for convention, exhibition and meeting itineraries, rarely found in one location.

It is a favourite national and international tourist destination with over 30 international hotels and resorts. It is home to the glamorous Conrad Jupiters Magic Millions premier horse sales and race, Honda Indy 300 (Champ cars), Australia's premier marathon and one of the world's largest individual sporting events, the Australian Surf Life Saving Titles.



The Gold Coast is a spectacular and inspirational location and its beauty is matched by its diversity.



The Gold Coast is reflective of what Australians are passionate about, "the great outdoors", sports, a relaxed lifestyle, the beach and an idyllic subtropical climate. It seems Mother Nature is as much your host as we are.

This is a place to stimulate mind, body and soul, to inspire your delegates and open their minds. It's no wonder the Gold Coast is the second most popular convention destination in Australia and the preferred destination for delegates accompanied by their partners.

## solution for you

The Gold Coast Convention and Exhibition Centre (GCCEC) will exude a tropical resort atmosphere. Its contemporary architecture will feature extensive use of glass and native landscaping enhanced by surrounding mangrove boardwalks and floating piers. It will be custom built to provide you with solutions for conventions and meetings of 10 to 6,500 people. It will also serve as an exceptional entertainment and sports venue.

A pursuit of excellence will underpin the management of the GCCEC. Operated by a committed and professional team, it will challenge and exceed expectations in its delivery of service and quality.

The GCCEC will set a new benchmark for conferencing and meeting in Australia and have the measure of any destination venue in the world.

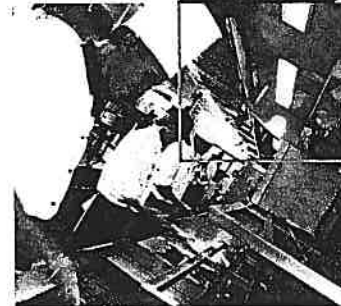
## unique advantage

Its association with Conrad Jupiters, the adjacent hotel and casino complex, affords the GCCEC a unique advantage. Directly linked by a covered walkway, Conrad Jupiters can accommodate up to 450 rooms for a single event. This position is further strengthened by the presence of other world-class resorts on the Gold Coast such as the Sheraton Mirage, Marriott and Palazzo Versace.

The combination of the distinctive precinct of GCCEC and these world class organisations makes this the perfect destination to stage a national or international meeting, convention or incentive.

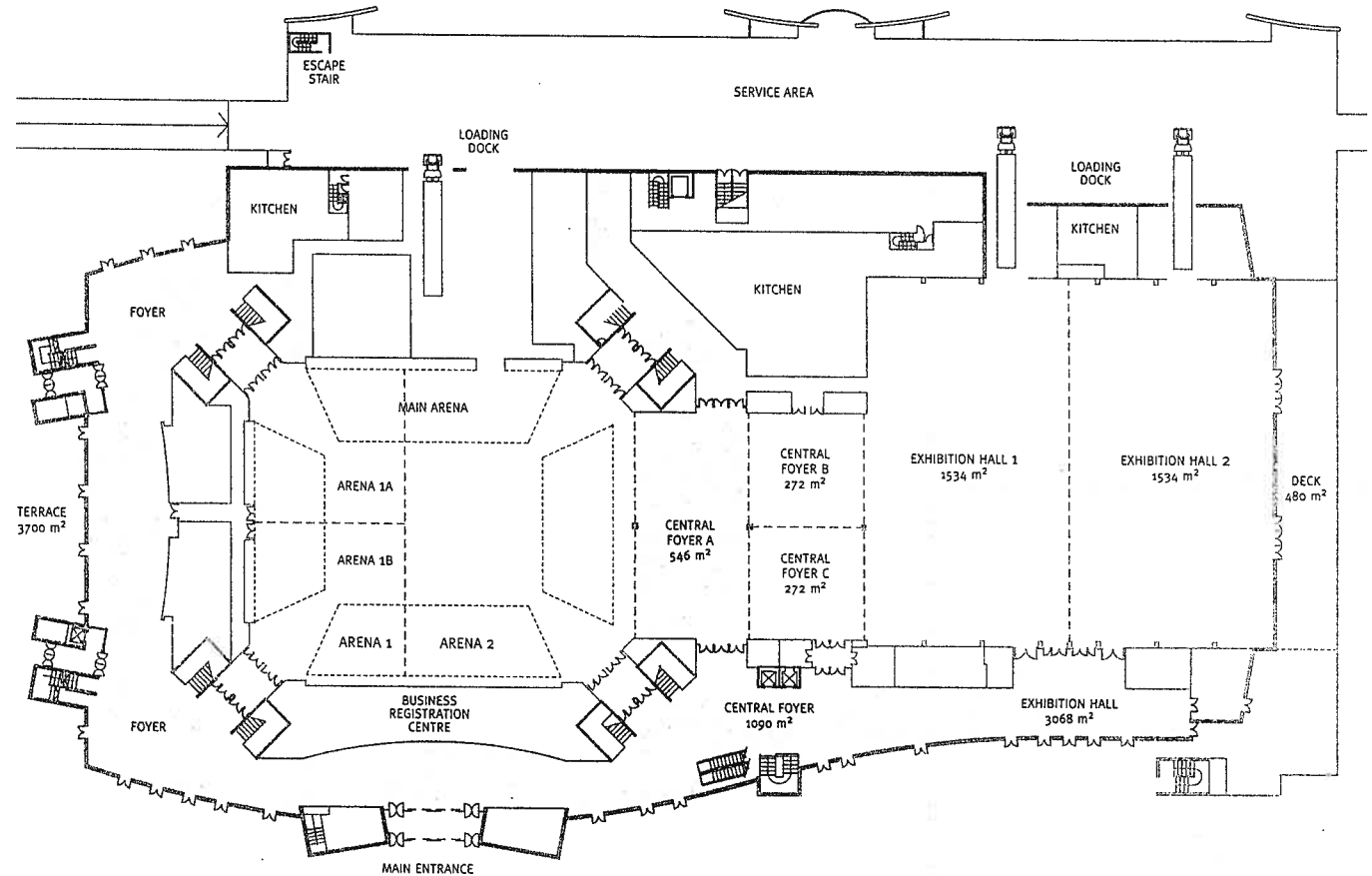


The next generation of  
Convention and Exhibition  
Centres has arrived.  
Smart. Flexible. Advanced.



# Summary of features

- Opening mid 2004, project value \$118 million
- Convention facility for 10 to 6,500 delegates
- Conventions and banquets for over 2,000 people
- Tiered seating for up to 6,500 for entertainment, sports events and large functions
- 3,000 square metre exhibition hall plus a further 500 square metre external exhibition space. Divisible into two separate halls, or expandable using the Arena and external plaza to achieve 7,000 square metres for large consumer shows
- Exhibition space for over 450 booths
- A range of breakout rooms



Ground Floor Plan

conventions meetings, consumer shows

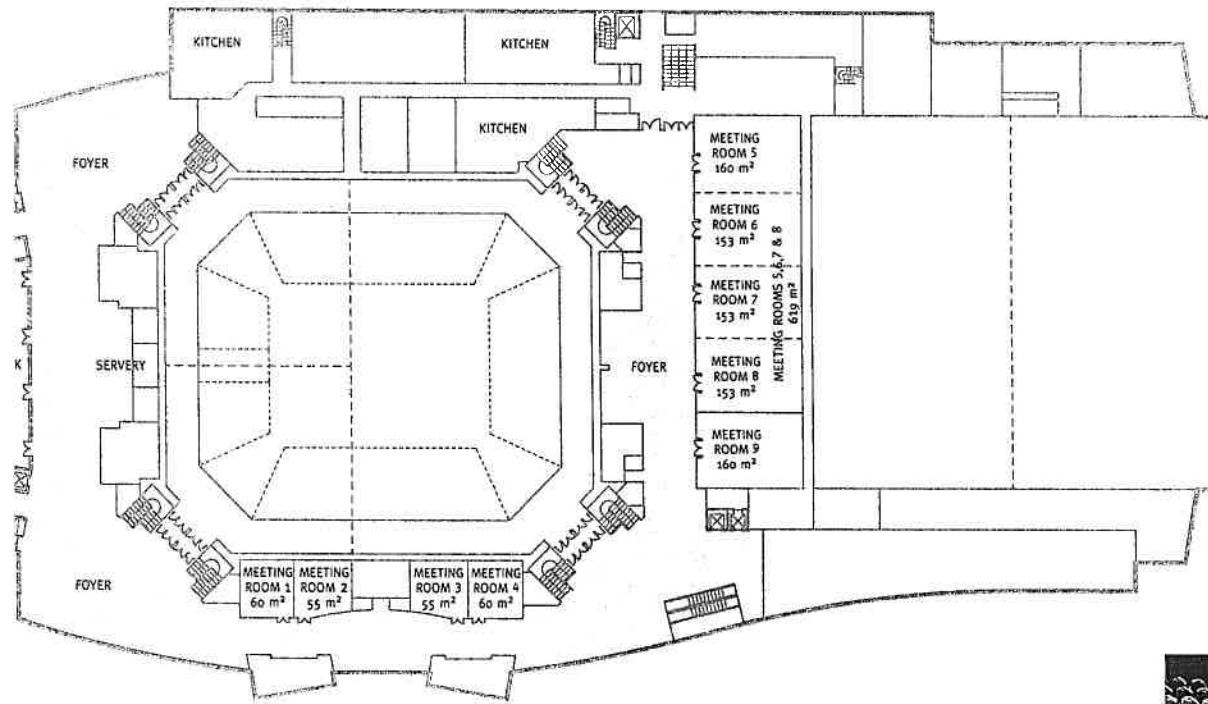


## You'll be well catered for

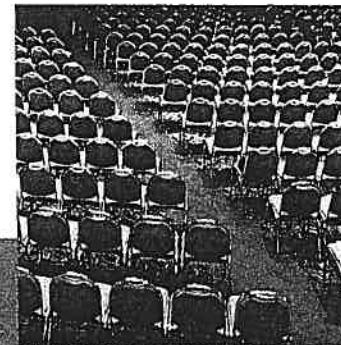
Excellence in food and beverage is fundamental to the success of any convention or meeting. Whether you are planning menus for 10 or 2,000 people, the international chefs will delight with fresh innovative cuisine for all occasions, from coffee breaks to silver service events. Special dietary needs, tailor-made or international menus are easily accommodated.

## Location

- Adjacent to two major hotels and numerous serviced apartments
- Linked by a covered walkway to Conrad Jupiters hotel and casino complex
- Direct access to a major arterial road system, public transport
- 20 minutes drive from the Gold Coast domestic airport and one hour from Brisbane's international airport
- Three kilometres from Surfers Paradise
- 500 metres from the beach
- Within walking distance of two major shopping centres
- Minutes away from over 60 restaurants



of 1 Mezzanine Floor Plan



## Technical excellence

As the next generation of convention and exhibition centres, it goes without saying that the GCCEC will offer the most advanced level of sound, video and lighting technology. Seamless delivery of technical services will be enhanced by stimulating and creative production, to ensure your event is as stunning in reality as you dreamt it could be.

trade shows, sports events, entertainment exhibitions



# The one-stop shop

We are dedicated to ensuring your convention or meeting is a complete success, so we will work hand in hand with you to meet your objectives. The full resources of the GCCEC team will be at your disposal.

If you need to engage an outside supplier we can make a recommendation or assist in locating the right one. We provide free advice, assistance and a direct link to the best the Gold Coast region has to offer.

# Very accommodating

Few destinations have such a multitude of accommodation choices. Add dimension to your convention or meeting with accommodation ranging from Conrad Jupiters award winning hotel-casino complex, to world class luxury resorts (Sheraton Mirage, Palazzo Versace, Marriott), five to three star hotels, apartments, island resorts (Couran Cove), mountain resorts (Binna Burra, O'Reilly's) and golf resorts (Royal Pines, Sanctuary Cove).

We can offer advice on all your requirements:

- Entertainment
- Full event production
- Coach transfers
- Accommodation
- Translation services
- Theme parties
- Itinerary information and suggestions
- Pre and post touring
- Exhibition shell schemes
- Social programs
- Marketing support via the Gold Coast Tourism Bureau
- Pillow gifts
- Floral decorations

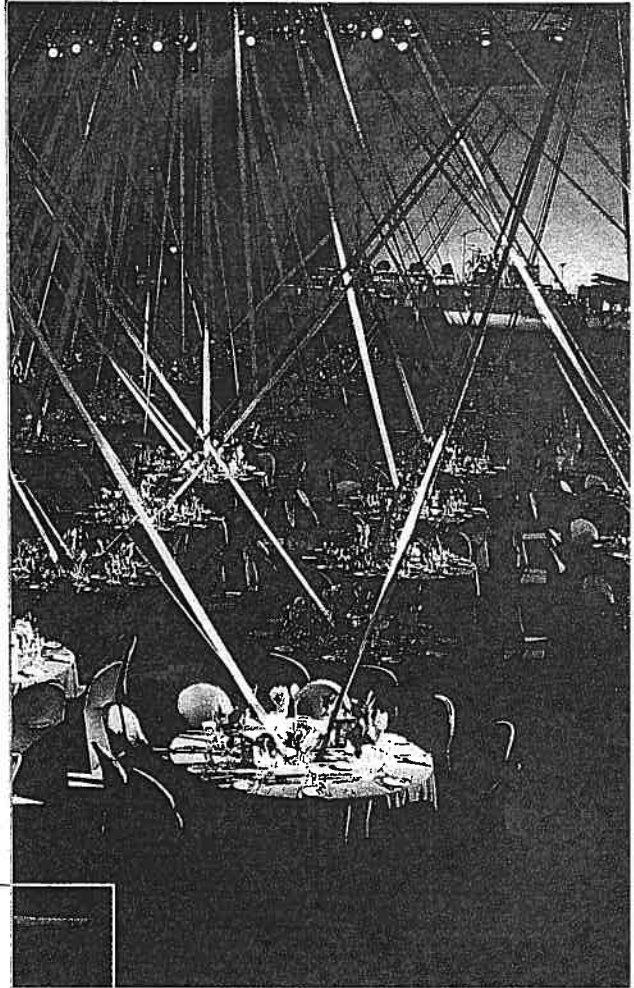
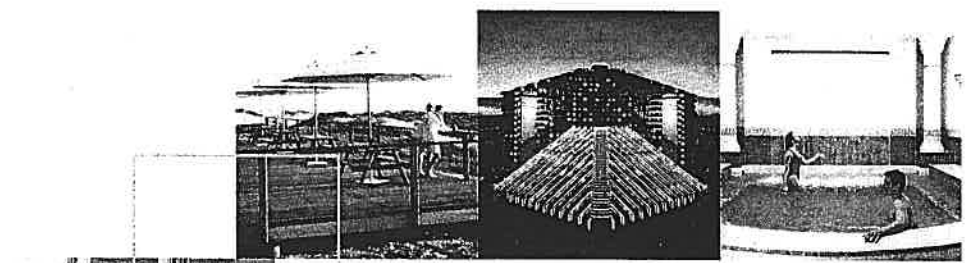


Image courtesy of DDFSA - Event Solutions



Sheraton Mirage, Couran Cove Island Resort, Conrad Jupiters and Pinesclan Resort and Spa



# Leisure and entertainment, Gold Coast style

The Gold Coast offers an incredible choice of entertainment and leisure activities for social and partners' programs.

Australia's theme park capital, the Gold Coast has more thrills and spills than imaginable with Dreamworld, Sea World, Warner Bros. Movie World, Wet 'n' Wild all within a 20 minute drive.

It also boasts an exceptional range of watersports (whale watching, surfing, fishing), relaxation activities (day spas, nature walks), extreme sports (skydiving, mountain biking) and cultural tours (Aboriginal Dreamtime), to name just a few.

# Pre and post touring

Having Australia's highest rate of accompanying partner participation means pre and post tours on the Gold Coast are extremely popular. The list of options is endless for enjoying the 300 days of sunshine experienced each year.

From South Stradbroke Island in the north to the New South Wales border in the south, the Gold Coast offers an eclectic array of intimate communities.

Not that you will want to leave the Gold Coast but there are other exotic and interesting locations throughout Queensland and Australia that are well worth taking some time out to see. Discover Tropical North Queensland where "rainforest meets the reef", Sydney, Australia's most international city, or Brisbane, Queensland's subtropical capital just 50 minutes away.



## Gold Coast Convention

## Exhibition Centre

Please contact me, I am interested in obtaining further information.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Association \_\_\_\_\_

Address \_\_\_\_\_

Country \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

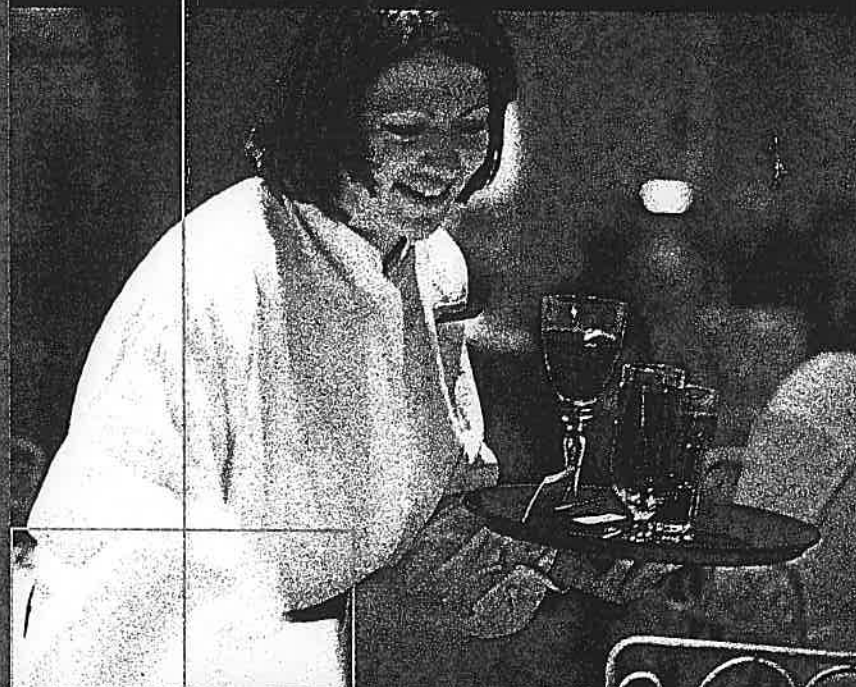
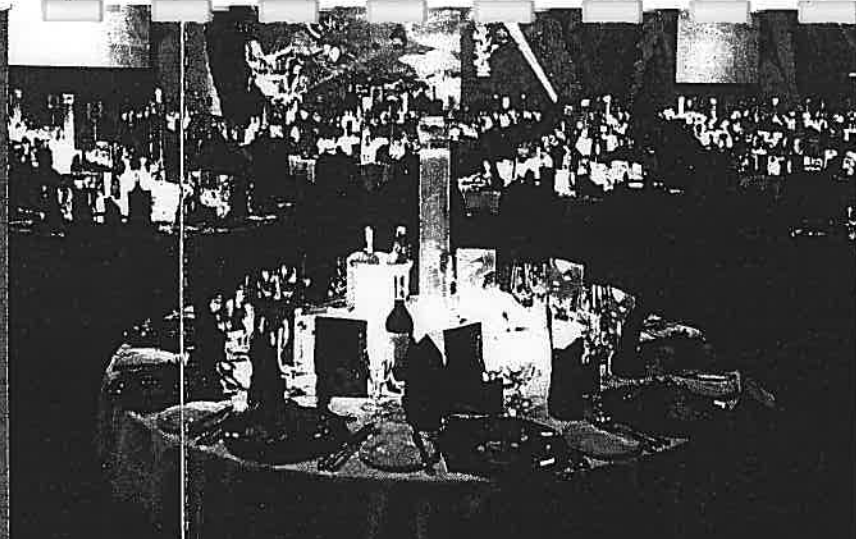
Facsimile \_\_\_\_\_

Email \_\_\_\_\_



Gold Coast Convention and Exhibition Centre Sales Team  
c/- Conrad Jupiters Sales Department  
Broadbeach Island, Broadbeach, Gold Coast  
Queensland, Australia 4218  
Phone: 07 5592 8661  
Toll Free: 1800 074 145  
Fax: 07 5592 8332  
Email: [conrad\\_sales@conrad.com.au](mailto:conrad_sales@conrad.com.au)





Gold Coast  
Convention  
+  
Exhibition  
Centre

## Opening mid 2004

For further information, please contact

Gold Coast Convention and  
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c/- Conrad Jupiters Sales Department  
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Broadbeach Gold Coast  
Queensland Australia 4218  
Phone: 07 5592 8661  
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Email: conrad\_sales@conrad.com.au

For further destinational information see  
[www.goldcoasttourism.com.au](http://www.goldcoasttourism.com.au)

