

Agri Industry Summit 2015

supporting New Zealand's heartland

Thursday 23rd & Friday 24th July
Novotel Hotel, Rotorua



Principal sponsor



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Agri-Industry Summit

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CCH Learning is proud to announce an exciting new conference for Accountants, Lawyers, Farm Advisors and executives in New Zealand's agri-industry sector.

The Agri-Industry Summit will feature a diverse range of presentations from thought leaders, practitioners and advisors from a wide spectrum of primary industry and related organisations.

The themes of functional governance, value creation, investment opportunities, succession planning and health & safety will be addressed over the two day programme.

The conference will offer delegates varied and informative discussions around some of the key issues, challenges and growth opportunities for New Zealand's Agri Industry.

And if you think that all sounds a bit cerebral, there will be time for some fun as well!

Gala Dinner

Join us at the optional gala networking dinner at the beautifully refurbished Skyline Restaurant and hear from guest speaker Mal Law, who earlier this year completed 50 marathons in 50 days!

Partner Programme

To keep the fun going further, we have negotiated discounts and special offers at a number of attractions in and around Rotorua which can be enjoyed during the conference or over the following weekend.

Full details of the partner programme can be found on the conference website www.agriconference.co.nz

So bring yourself, your team, and the family for the weekend, and help make the inaugural CCH Learning Agri-Industry Summit an event not to be missed.

Hotel Accommodation

Special rates are available for conference delegates. Please book directly with the hotels and mention you are a conference delegate.

Novotel and Ibis

Contact reservations on 0800 77 66 77 or email h1874-re01@accor.com and Quote CCH Conference.

Programme Day One

8.45 **Opening from the Chair:** Charles Rau, Partner, BDO Gisbourne

The Primary Growth Partnership – investing in the future of our primary industries

The Primary Growth Partnership (PGP) is driving the future success of our primary industries through industry-led programmes between government and industry. It's providing an essential springboard to enable New Zealand to stay at the forefront of primary sector innovation by enabling the development of new, world-first technologies and boosting our reputation and image as a producer of trusted, high quality products. To date, Government and industry have committed to co-invest \$720 million over time into 20 PGP programmes (2 completed, 16 current, and 2 pending) involving the red meat, dairy, horticulture, viticulture, forestry and seafood industries. In this presentation Michael Jamieson, Director of the PGP at the Ministry for Primary Industries, will talk through what the PGP aims to achieve, what it's already achieving and its potential to help ensure the future sustainability and prosperity of our primary industries.

Michael Jamieson, Director Primary, Growth Partnership, MPI

Growth and investment in agriculture

Rising incomes lead to a demand for high quality food. Agriculture provides NZ with a significant opportunity, but it will require investment, applied technology, skills and sustainable land and water use. In this session, Ross will use the 2015 ANZ Privately Owned Business Barometer and other ANZ research to highlight the response to these opportunities and challenges.

Ross Verry, General Manager Agri, ANZ

10.20 **Morning Tea**

Farm Investment case studies – and what they say about the future

MyFarm has a 25 year track record of dairy farm investment achieving an average realised return to investors of >20% p.a. and un-realised return of 11% p.a. What has distinguished the best farm investments from the worst? Is it timing, management, productivity growth or a combination of all three? And are the returns achieved over the past 25 years likely to be repeated over the next 25? Andrew Watters delves into the past at the same time looking at the future for farm investment in New Zealand.

Andrew Watters, Executive Director, MyFarm

Governance: Making it Real – Making it Pay

Governance is bandied about as being necessary in farming business, adding value, managing risk, something we don't do well. But what does it take to understand governance's role, make governance happen and actually improve business performance through governance?

Justine Kidd has over 20 years' experience consulting, developing and advising to dairy farm businesses in New Zealand. She has developed a proven approach to governance in the family owned business, large or small, that does and will deliver real business results.

This session will focus on the opportunity for governance, how governance can show up in your business, large or small; family, owner/operator or corporate structures and what it takes to lead your business with effective governance practices that create real value.

Justine Kidd, Principal Consultant, JMK Consulting

Maori Agri-Business

Maori land trusts and Incorporations involved in agri-enterprise sit across a range of different land types and asset bases. The unique nature of Maori land creates a range of challenges to increase productivity, and hopefully cash flow, while maintaining the whenua or land base. In this session Tamarapa will discuss:

- the Maori asset base and the Maori agri-business profile
- fundamentals of doing business with land trusts and Incorporations
- what does good Maori agri-business look like and
- where future Maori agri-business gains might be achieved.

Tamarapa Lloyd, Associate Director, Maori Sector, EYTahi Limited

12.35 **Networking Lunch**

Agility, science and story-telling: three elements needed to develop a premium path for New Zealand food products

In this presentation Anna will deliver a compelling case for the 'premiuisation' of New Zealand food products and what that entails. As part of this case she will incorporate learnings from her career as a scientist, her work in fast-moving Asian markets and her role as Managing Director of AbacusBio, a Dunedin based agri-tech company.

Anna Campbell, Managing Director, AbacusBio

Making safety an everyday activity

New Zealand has a poor workplace safety record and the Government is determined to remedy this. The pending legislative change will clarify what is required in all workplaces and WorkSafe New Zealand has been set up as the Crown Agency charged with bringing about the necessary change in workplace practices. Agriculture, and specifically pastoral farming, has one of the highest injury rates in New Zealand and this has a significant effect on both employment and production. This session provides an overview of the WorkSafe led Safer Farms programme that is utilising a mixture of engagement, education and enforcement to change the safety culture on farms. Research shows a need to move farmers from a 'compliance' approach to safety to one of everyday risk management, and participating in this session offers an opportunity to contribute to how this is done.

Al McCone, Agriculture Programme Manager, WorkSafe NZ

2.50 **Afternoon Tea**

Special Purpose Financial Reporting – Chart of Accounts and Formatting update

The Special Purpose Financial Statements are now required for all business owners. Marilyn Davies has chaired a sub-committee of the Chartered Accountant's ANZ Rural Advisory Committee to review the SME Agriculture Entity Special Purpose Financial Reports. The principle purpose of the review was to provide a practical viewpoint for rural practitioners and others and in particular to provide new thinking and to provide examples of what the committee consider as best practice. This included involving bankers to provide their views of the most practical and useful formats for their purposes. In this session, Marilyn will present a summary of the changes recommended, practical steps for applying these changes to client's Chart of Accounts and the reasons for recommended formatting changes.

Marilyn Davies, Chair, CAANZ Rural Advisory Committee

Creating Value From Proven Science

Colin Armer owner of Armer Farms and major Shareholder of Dairy Holdings with his wife Dale will discuss how he was able to build one of New Zealanders largest corporate farming operations from a single farm in the 1980's.

The session will focus on how he has been able to build a large scale operation whilst maintaining the core principles on which the business was founded.

Colin Armer, Director/Shareholder, Armer Group

4.45 **Close of Day**

6.00 **Bus transfer to Skyline for Gala Networking Dinner**

Programme Day Two

8.45 Opening remarks from the Chair

Moving to the Centre: the Future of the New Zealand Food Industry

Many New Zealanders still think that New Zealand is only a commodity food exporter. The platforms that will drive future export growth are already evident in the economy. Over the last ten years New Zealand exports of processed foods have grown at around 15% per annum and now make up around 4% of all goods and services exports. In this session, Andrew McCallum, Principal Policy Advisor, Sector Development, MBIE will present on the changing structure of the New Zealand food and beverage industry. Using insights from the reports in the Food and Beverage Information Project www.foodandbeverage.govt.nz and the New Zealand Sectors Report Series, Andrew will cover a range of topics including innovation, the changing profile of our food and beverage exports, opportunities for growth in East and Southeast Asia and a section on opportunities in the retail dairy market in South East Asia.

Andrew McCallum, Principal Advisor, Sector Policy Team, Ministry of Business, Innovation and Employment

Don't bet the farm

Succession planning for New Zealand farming families is a critical yet difficult task against a background of complex family dynamics, potential relationship property and inheritance challenges and self-dealing trustees. Given those difficulties, and the fact that owners are likely focused on the day-to-day operations of running a farm, succession planning is often neglected until it is too late. Recent case law has thrown light on the many risks that may arise when dealing with succession planning for your farm. From a wife claiming an interest in part of her husband's family farm which had been held by a trust, to the challenge of a farmer's will for failing to account for his moral obligations under the Family Protection Act, this presentation will take a practical approach in identifying common risks that arise in succession planning, and advising on how to mitigate them.

Juliet Moses, Partner and Sally Morris, Senior Associate, TGT Legal

10.25 Morning Tea

Talent Matters - Gender diversity as an agri performance driver

Founder of the Agri-Women's Development Trust (AWDT), and a sheep and beef farmer Lindy Nelson is a visionary leader and persuasive communicator who is inspiring and successfully leading women in New Zealand agriculture to grow businesses, communities and the industry. She is leading a change in how New Zealand agricultural women see themselves and how they can contribute through a different lens - not only as critical farming partners in their own businesses but also as leaders within their communities and industry.

Her message - improve capability to drive performance by harnessing the untapped 50% of the sector talent. She was named by Primary Magazine one of the top ten women. She was the 2013 Next Business Woman of the Year.

Lindy Nelson, Executive Director, Agri-Women's Development Trust

Farm Syndication - a place in our rural future

This session will look at the What, When, Who, How and Where of Farm Syndication and its growing place in our rural economy.

Brett Gould, Director, Logan Gold Walsh

Panel discussion: Coping with Potential Disaster

A panel discussion lead by Trudi Ballantyne looking at the experiences of people closely involved with the PSA incursion in Kiwifruit.

In late 2010 PSA was discovered on a Te Puke kiwifruit orchard. It quickly spread to surrounding orchards creating much fear and uncertainty for many growers and others associated with the industry. There was an immediate loss in value of orchards which meant many growers no longer met bank covenants. Trudi will talk to people that were closely involved from the beginning of this crisis to see how they and the industry coped then and how, five years later, things have improved. We will discuss lessons learned from these experiences and how these lessons can be applied to other agri-industries within New Zealand.

Trudi Ballantyne (chair)

12.45 Networking Lunch

Tax Problems and other challenges caused by business structures

Unfortunately, there is not a one size fits all approach that can be taken to establishing a business structure. This session will discuss the trade-off between the commercial objectives of choosing a business structure and the desire to achieve tax efficiency and therefore maximise value to all stakeholders. We will discuss the various structural options available, the reasons why we might use that structure and whether there are any overseas influences we can learn from.

Tony Marshall, Principal, Tax Advisory, Crowe Horwath

Rural Mental Health and the Elephant in the Room

Katie Milne, Health & Safety spokesperson, Federated Farmers

2.55 Afternoon Tea

Rural Land Law - its not just Conveyancing in the Country

This session will canvas fish hooks encountered in rural property transactions, and highlight the importance of a collaborative approach – or partnering – by lawyers, accountants, bankers, and farm advisors to facilitate optimum outcomes for our clients.

Mark is a partner at Tavendale and Partners in Christchurch, a specialist agri-business and commercial law firm. He advises a vast array of commercial and individual clients across the primary industries. He has negotiated and acted on the sale and purchase of large and complex farming operations, guided many families through their succession planning, and counseled on New Zealand's overseas investment laws. He also owns, with his family, one of New Zealand's largest blackcurrant farms.

Mark Tavendale, Partner, Tavendale & Partners

Foreign investment – understanding the OIO consent process

Foreign investment in New Zealand's agricultural sector is a hot topic with significant public, political and media interest.

In this session, Catherine Reid, Special Counsel at Gibson Sheat, will discuss New Zealand's overseas investment legislative framework, including legal developments following the sale of the Crafar Farms. The session will include the role of the Overseas Investment Office (OIO), the criteria for consent and OIO consent process. Catherine will also provide practical tips for preparing an application under the Overseas Investment Act 2005.

Catherine has specialist knowledge in this area having spent the last four years as a senior solicitor at the OIO where she assessed and advised Ministers on consent applications.

Catherine Reid, Special Counsel, Gibson Sheat

4.45 Conference closes

Gala Networking Dinner

Join us at the beautifully refurbished Skyline Restaurant for an enjoyable evening networking with your peers and agri-industry leaders and hear from inspirational speaker Mal Law.

The evening will commence with complimentary bus transfers from the Novotel to the Skyline Restaurant including a glass of bubbles in the Gondola as we rise up Mt Ngongotaha enjoying the beautiful views over the Rotorua Lakes region.



Gala Dinner Speaker - Mal Law

Malcolm (Mal) Law is an 'ordinary' man who has achieved some extraordinary things.

In 2008 he quit his successful market research career and went for a long walk – a walk that was to change his life when a crazy idea popped into his brain. That idea was to become the first person ever to run NZ's 7 mainland 'Great Walks' in just 7 days. Many people said this was impossible, but Mal proved them wrong. Not only did he succeed in this unprecedented feat of endurance, but in so doing he raised \$85,000 for Leukaemia & Blood Cancer NZ.

Since then he has run thousands of kilometres on challenging trails, pulling off more 'firsts' and raising another \$700,000 for charity. His latest adventure – running 50 mountain marathons over 50 peaks in just 50 days – made national headlines and raised \$470,000 for the Mental Health Foundation, a cause for which made is a prominent advocate.

Mal puts these successes down to his determination and ability to plan, stay focused, train hard and keep motivated, rather than any outstanding natural athletic ability.

In 2012 he received a New Zealander of the Year 'Local Hero Award' and in 2013 Penguin published his first book 'One Step Beyond' to rave reviews. His feats defy his 50-something years and along the way he has acquired much wisdom and no shortage of endorphin-fuelled tales. He speaks of all this with an energy and enthusiasm that never fails to inspire an audience, be they runners or not.

His greatest conviction is that "Ordinary people CAN achieve extraordinary things. We are all capable of so much more than we ever think we are".



