



# Newsletter

February 2008

Farm Writers' Association of NSW Inc  
GPO Box 1108 Sydney NSW 2001  
Website: [www.nswfarmwriters.org](http://www.nswfarmwriters.org)

## Max Ould on leadership in agribusiness

We look forward to seeing you at our February seminar, when Max Ould, the Chairman of Goodman Fielder will discuss leadership in the agribusiness sector and prospects for the sector in the medium term.

Max was the winner of the 2007 Rabobank Leadership Award for outstanding achievement in Australasian agribusiness. Conferring the award, Rabobank Australia & New Zealand CEO Bruce Dick described Max as "one of the most outstandingly successful food industry CEOs over the long haul in this country".

"The food and agribusiness sector has been very fortunate indeed that an individual with Max's skills and leadership qualities has chosen to devote three decades in serving its interests. His contribution to the companies he has led and the wider sector has been great and far-reaching," said Mr. Dick.

Join us to hear this outstanding leader's views on leadership in the industry.

Max will also address the rise in food prices in Australia in recent months.

With the ACCC currently conducting an enquiry into the pricing practices of

the national grocery retailers, Max's opinions on concentration of market power in Australia's food and grocery retailing sector will be keenly sought.

Max is currently a director of Pacific Brands Limited, Foster's Group Limited and The Australian Gas Light Company. He has considerable experience in the Australian food industry, including previous roles as Managing Director of the East Asiatic Company/Plumrose, Chief Executive Officer of Peters Foods and Managing Director of National Foods Limited from 1996 to 2003.

Goodman Fielder has headquarters in Melbourne and Sydney and employs over 7000 people in Australasia and the Pacific Islands. The company has almost 60 manufacturing plants in Australia, New Zealand, Papua New Guinea, Fiji and New Caledonia.

Goodman Fielder brands include Meadow Lea, Praise, White Wings, Pampas, Mighty Soft, Helga's, Wonder White, Vogel's (under licence), Meadow Fresh and Irvines.

With Goodman Fielder being touted as one of a Melbourne Cup field of potential bidders for Dairy Farmers, Max's views on the future of the dairy industry will be watched closely.



*Max Ould, Chairman Goodman Fielder*

Join our corporate members of the month to hear Max Ould on Friday, February 29.

To get your book of 6 (\$360) or 12 (\$720) vouchers contact [Richard.Hincks@rabobank.com](mailto:Richard.Hincks@rabobank.com)

**Please note booking deadlines have been brought forward to 5pm on the Monday before Friday events due to a change in policy at the Menzies Hotel. Full details over.**

**To book your place for lunch go to our website:**  
[www.nswfarmwriters.org/BOOKINGS.htm](http://www.nswfarmwriters.org/BOOKINGS.htm)

**Register early and online for the Friday, February 29 lunch to hear Max Ould, Chairman of Goodman Fielder.**

- Venue:** The Menzies Hotel, 14 Carrington St, Sydney
- When:** **Friday, February 29 2008 at 12.00 pm for 12.30 pm**
- Cost:** \$60 per head, or voucher, for members. \$70 per head for all non-members
- Register:** **BEFORE 5:00pm on Monday February 25 2008**  
online: [www.nswfarmwriters.org](http://www.nswfarmwriters.org), email: [bookings@nswfarmwriters.org](mailto:bookings@nswfarmwriters.org)
- Reminder:** If bookings are not cancelled by the deadline, the person making the booking will be invoiced. We will do our best to accommodate late bookings and cancellations – please phone Stuart Hutton (02) 9338 2626

## Lucy Skuthorp Alltech Award Winner 2007 Recognised



Rural Press Canberra bureau chief, Lucy Skuthorp, was presented with a plaque at the Farm Writers' December lunch to recognize her selection as the 2007 Alltech Young Leader in Rural Journalism in NSW and the ACT.

Alltech's marketing coordinator in Australia and New Zealand, Emma May, was on hand to present the award. Congratulating Lucy on her win, Emma noted that it was "the second year in a row! This consistency is a tribute to your talents in the industry."

Emma May said "the award embodies Alltech's belief that rural journalists play an essential role in communicating the ideas that will inspire progress and ensure the sustainability and success of agricultural industries."

"Alltech aims to identify future leaders in the field of rural journalism and enable the best of them to attend the IFAJ congress so that they can meet and work alongside the world's top agricultural journalists," she said.

In 2007, Perth-based journalist Paul Hooper won the national award and travelled to Japan to attend the first ever IFAJ congress held in Asia.

### 2008 Alltech Award Now Open: Closes March 31

Farm Writers' Association and Alltech are looking for young journalists with leadership ambitions for the 2008 contest. The winner will represent NSW and compete for the national award – a trip to Europe to attend the 2008 IFAJ Congress.

The national award covers airfares and registration costs for the IFAJ congress up to the value of \$5,000.

The 2008 State winner will be the entrant who best illustrates leadership potential and a genuine commitment to rural journalism. To qualify, entrants must be financial members of Farm Writers' Association of NSW, 32 years of age or under as at 31 December 2007, and actively working in the media in Australia, covering rural or agricultural issues.

The 2008 congress will be held jointly by Austria and Slovenia in early September 2008.

### Entries for the 2008 award close on March 31.

Details are available on the Farm Writers' website at <http://www.nswfarmwriters.org.htm>.

## Booking and Cancellation Changes

The Farm Writers' Association Committee thanks you for your membership and patronage over the past year – we hope you have enjoyed the events you've attended.

Please note that due to conditions imposed by the Menzies Hotel, the Farm Writers' policy on bookings and cancellations for seminars is changing.

Bookings will now close 5pm on the Monday prior to a Friday event. We take this opportunity to remind members of our cancellation and late booking policies and regret that in the circumstances we will have to enforce them more rigorously.

As usual, we will do our best to accommodate late bookings and cancellations but, the Association reserves the right to charge an administration fee of \$5 for bookings made after the booking deadline and to pass on any charges incurred if cancellations are not received before the booking deadline.

### Please assist us by observing the new deadline.

Also, we will continue to assist with reservations of corporate tables but please note that the organisation requesting a corporate table must book and pay for all seats, or exclusive tables can't be guaranteed.

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## More Awards Coming Up

### *One for the scribes...*

The Australian Star Prize for Rural Writing is sponsored by John Deere and offers a cash prize of \$1,000. The award is organised by the ACAJ to recognize excellence in print journalism in the rural sector. The national winner represents Australia in the IFAJ Star Prize for Rural Writing, sponsored by John Deere and announced at the annual IFAJ Congress.

### *One for the snappers...*

The Australian Star Prize for Rural Photography is organised by the ACAJ to recognize excellence in rural photography. The top three entries will be entered in the IFAJ Star Prize for Agricultural Photography, sponsored by DeLaval and announced during the annual IFAJ Congress.

### *Details soon.*

*For more information about the IFAJ awards go to [www.ifaj.org](http://www.ifaj.org)*

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### February 2008

Farm Writers' Association of NSW Inc

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