



media release

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INSPIRATIONAL LEADERS SHARE THEIR KNOWLEDGE AT EKKA 2009

The RNA Future Directions Committee with the support of the Australian Government's Department of Agriculture, Fisheries and Forestry is excited to announce its inaugural "Learning to Lead" Seminar Series at this year's Ekka.

Tickets for these interactive seminars are \$10 each and will be limited to 100 per seminar. The seminars will run from Friday 7 August to Monday 10 August in Meeting Room 1, Level 1, b105 Showbag Pavilion, RNA Showgrounds and cover a diverse range of topics relevant to both urban and rural communities alike.

Chairman, RNA Future Directions Committee Bryce Camm said the *Learning to Lead* seminars would give people a greater understanding about some of the burning issues facing the future of Australia's rural sector, while enjoying the excitement of the Ekka.

"The seminars are a great opportunity for people of all ages to be inspired by some of Australia's leading presenters," Mr Camm said.

"We are proud to announce that some of the speakers joining us at the Ekka include the inspirational Sam Bailey, Queensland Rural Woman of the Year Barb Madden, along with "The Barefoot Investor" Scott Pape," he said.

The "Learning to Lead" seminars will cover topics like Goal Setting, Women in Business, Owning Our Future, Mining the Family Farm – Rural Land Use, Financing Your Future and Climate Variability – Adapting and Adjusting in the 21st Century.

GOAL SETTING WITH SAM BAILEY

Friday 7 August 10am

Sam is a farmer, pilot and quadriplegic who will share his stories of personal struggle and triumph as he overcame immense adversity. This session promises to make you laugh, cry, appreciate what you have and realise that nothing is impossible.

WOMEN IN BUSINESS WITH BARB MADDEN

Friday 7 August 1pm

This seminar is designed to promote and encourage young women to challenge predominantly male dominated rural sector industries. Queensland Rural Woman of the Year Barb Madden will demonstrate the achievements woman can make within their own business and the broader community.

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OWNING OUR FUTURE WITH BARBARA BISHOP

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Saturday 8 August 10am

Hosted by the renowned Barbara Bishop, this workshop is intended to showcase the leadership and communication skills required to succeed in Australia's future rural sector. This workshop will focus on applying these techniques to everyday situations, challenging the leader in us all to take on principal roles within future business, family, community and industry positions.

FUTURE DIRECTIONS COMMITTEE YOUNG FARMERS CHALLENGE

Saturday 8 August 12.30pm

The Nova stage will play host to the inaugural Young Farmers Challenge, whereby four teams of young agriculturalists will compete in a series of rural related competitions like milking cows, a motorbike obstacle course, first aid, bug checking and fencing.

FINANCING YOUR FUTURE – ‘BAREFOOT INVESTOR’ SCOTT PAGE

Monday 10 August 10am

Tagged the Jamie Oliver of the finance world bestselling author of the “The Barefoot Investor” Scott Pape will provide financial direction within the current challenging economic climate.

MINING THE FAMILY FARM – RURAL LAND USE

Monday 10 August 12pm

Mining and Agriculture, can they co-exist? This session will bring to the floor both sides of the heated debate in a “bare all” presentation. Speakers from the mining, farming and legal angles will analyse the current state of play and where this issue is headed. Food production verses the mining dollar, a debate not to be missed!

CLIMATE VARIABILITY – ADAPTING AND ADJUSTING IN THE 21ST CENTURY WITH DREW WAGNER AND DIANNE OUWERKLERK

Monday 10 August 12pm

A session designed to address the relevant issues of climate change and carbon trading in Australia. This session will deliver practical knowledge and show where related research of these issues is headed. Speakers include Agforce Environment Policy Director Drew Wagner and Dianne Ouwerklerk, leading scientist behind the Department of Primary Industries research into methane production reduction within ruminants.

For more information about the “Learning to Lead” seminars or to include them in your Ekka itinerary visit www.ekka.com.au now.

BOOKINGS: Contact the RNA on 07 3852 1831 or rnafunctions@ekka.com.au.

MEDIA ENQUIRIES: Ekka Media Unit – Andrea Sackson: 0414 672 318

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