

## **Media Release – 6 October 2016**

### Media Release - Murray Dairy Business Forum



A diverse list of speakers for the Murray Dairy Business Forum will mark the 20<sup>th</sup> year of the organization with a broad display of research projects, farm profiles and a look into the future for feed and dairy management options, at Barooga Golf Club, on Thursday 20<sup>th</sup> October.

Kevin Sheedy will provide insights from the challenges he has faced in football, community and life, with his vast experience in over five decades and playing coaching AFL football.

His recent venture as inaugural coach of the Greater Western Sydney team, was a huge challenge of introducing the game of AFL into culture and community set on the game of the rugby league.

This challenge of managing change threw in many challenges, but Kevin's focus on dealing with these issues has seen the club advance in only five years to become a powerful team in AFL, reaching the preliminary finals this year.

The challenges of the dairy industry in the last 20 years have seen farmers also cope through making many changes and advances through a range of extreme seasonal conditions, dairy deregulation, the cycle of commodity prices and other hurdles to be met great resilience.

Projects for presentation at the Forum will feature a look into flexible forages of the future, some farmer profiles on successful transition of ownership and management, as well as lessons learnt in research from around other dairying regions around Australia.

Key members of the Accelerating Change Project, as Partner Farms and the Performance Innovation Team farm members, will be presenting their findings from this project which is into its second year.

This year's Forum introduces an array of Exhibitors and service centre displaying the services on offer within the Murray Dairy Region.

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The Celebration Dinner in the evening will be a chance to acknowledge the 20<sup>th</sup> year of Murray Dairy, as the projects and personalities of the past are celebrated.

For enquiries on bookings and registrations contact Murray Dairy on ph 5833 5312, or at the website on [www.murraydairy.com.au](http://www.murraydairy.com.au)

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