Hort Innovation

Final Report

Mushroom Industry Conference

Project leader:

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Delivery partner:

Australian Mushroom Growers' Association

Project code:

MU21008

Project:

Mushroom Industry Conference (MU21008)

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Public summary

This project delivered a national mushroom industry conference which took place over three days, Wednesday 26 to Friday 28 October 2022 in Adelaide, South Australia. The conference delivered on the objective to improve the communication of information to mushroom growers regarding mushroom production, sustainability, health benefits, consumer marketing and more. Which aligns with Hort Innovations Strategic Industry Plan for Australian Mushrooms outcome 3: Extension and Capability – Building capability and innovative culture to support industry to use relevant investment outputs across the supply and demand initiatives to better manage risk and create positive change, with the ultimate outcome of contributing to building a stronger, more resilient Australian mushroom industry.

A total of 157 delegates attended, representing growers, suppliers, research and development agencies and hailing from nine countries (New Zealand, Ukraine, Netherlands, UK, Germany, Spain, Poland, Sri Lanka, Australia).

The three-day forum included three sponsored social events which provided valuable opportunities to showcase the research capability of the industry, build relationships based on a better understanding of the distinctive qualities and opportunities to be had, and learn and discover new ideas and practices.

Showcasing 20 speakers and taking place at the Crowne Hotel, the conference brought together the best minds and innovators, and an impressive line-up of national and international presenters delivering information and updates on issues crucial to the industry. The design of the conference program specifically enabled:

- Professional development and learning.
- Networking with speakers, sponsors/exhibitors and other delegates
- Farm visits for firsthand learning opportunities.

With the conference theme of Growing the Future Together, there was emphasis on working together to build the industry for the benefit of all.

The AMGA thanks all those who contributed to, and participated in, the 2022 AMGA Conference. The success of the conference would not have occurred without the support and commitment of the AMGA staff, AMGA Board, Hort Innovation, the speakers, sponsors, exhibitors, delegates, and the team from Crowne Plaza Hotel. Thank you to the event sponsors who through supporting the event enabled growers to access subsidised three-day event passes.

The conference was made possible through the active participation of the sponsors listed, and the speakers, as outlined in the program, and through the guidance and support of the organising committee: Leah Bramich (AMGA), Nick Femia (SA Mushrooms and AMGA Chair); Brian Backhouse (Costa Group); Geoff Martin (Dr Mush Advisory); Michael Callisto (Global Axis); Carmine Callisto (Global Axis).

This project was facilitated by Hort Innovation in partnership with the AMGA. It was funded by voluntary contributions from industry and sponsors.

Achievements

The conference was an essential ingredient in ensuring the Australian mushroom industry continues to grow and leverages potential for further growth from continued innovation and improvement. It achieved the objective of providing participants with the knowledge and momentum to seize opportunities, address challenges and a delivered an understanding and working knowledge of the industry's R&D and Marketing programs and the outcomes of this work. Below is an itemized list of achievements.

Table 1. Achievements

Achievement criteria	Delivery partner assessment: • Achieved • Partially achieved • Not achieved	Justification
Conference Committee formed	ACHIEVED	The conference organising committee (OC) comprised of South Australian growers and suppliers, worked in a voluntary capacity to plan the event. Allocated specific roles and responsibilities for decision making, they provided guidance and advice across various elements of the event including stakeholder engagement, programming and speakers, social events and budget. The committee also provided valuable feedback on the event to assist in decision-making and planning for the next AMGA Conference. The Association Specialists (TAS), specialised event and conference managers, where also engaged. See Appendix 1 for list.
M&E Plan accepted by Hort Innovation	ACHIEVED	M&E plan accepted by Hort innovation in July, 2022 with the project commencing as outlined. Refer Appendix 2
Speaker List confirmed and accepted by Hort Innovation	ACHIEVED	The OC assisted in identifying appropriate keynote and invited speakers which in turn informed the program. The speaker list was presented to Hort Innovation and confirmed and accepted by Hort Innovation in July 2022 via the Milestone Report - MS102. Refer Appendix 3
Event Plan accepted by Hort Innovation	ACHIEVED	The event plan was provided to Hort Innovation in July 2022 via the Milestone Report - MS102. It was subsequently accepted. Refer Appendix 4
Stakeholder engagement plan accepted by Hort Innovation	ACHIEVED	The stakeholder engagement plan was provided to Hort Innovation in July 2022 via the Milestone Report - MS102. It was subsequently accepted. Refer Appendix 5
MS190 - Final Report	ACHIEVED	The final report has been completed with the full report available in Appendix 6.

Outputs

Upon writing this report, the Mushroom Industry Conference for 2022 had been successfully delivered In October with an attendance of over 150 delegates; the largest attendance yet at a mushroom industry conference.

Table 2. Output summary

Output	Listed in M&E Plan: • Yes • No	Description	Evidence and data
Three-day national mushroom industry conference	Yes	• Day 1 – Farm Tour • Day 2 – International Speakers • Day 3 – Hort Innovation and Mushroom Fund investment updates	Event held Wednesday 26 to Friday 28 October 2022, Adelaide, South Australia. The 44th conference program included farm tours, international guest speakers, Australian research providers, an exhibition, and two networking events. The Honourable Minister for Small and Family Business, Minister for Consumer and Business Affairs and Minister for Arts, The Honourable Andrea Michaels MP, opened the conference on 26 October 2022. 157 people attended daily conference sessions on Thursday and Friday 27-28 October covering growth in its broadest sense, current industry issues, new ideas, trends and success stories. Session chairs replaced the role of an MC.
Conference website	No	Contains event information, speakers list, sponsor information, links to accommodation and links to Event-air ticket platform as well as event image gallery.	www.amgaconference.com.au EDMs, LinkedIn posts, AMGA Journal, hard copy invitations MushroomLink comms and other social posts directed delegates to the website.
Farm & Compost Yard Tour	Yes	Farm and Compost Yard Tour events delivered on Wednesday 26th October.	Over 150 delegates visited two of South Australia's state-of-the-art facilities, Pure Compost in Port Wakefield and SA Mushrooms in Virginia providing an educational and networking opportunity. The lunch was sponsored by the Commonwealth Bank.
International Guest Speaker Presentation and Hort Innovation & Mushroom Fund R&D Updates	Yes	OC consulted, letter of invitation, speaker's kits and run sheets sent. AV facilities used to deliver	Showcasing 20 speakers, the conference brought together the best minds and innovators, and an impressive line-up of national and international presenters delivering information and updates on issues crucial to the industry. Program included presentations on: • development of more efficient harvesting systems, including advances in robotic picking, • issues surrounding the sustainability of European Casing

		presentations.	and possible adjuncts to this vital commodity • insights into improved marketing efforts to stimulate increased demand, and how Hort Innovation's industry engagement approach will improve levy spend outcomes • selected RD&E providers presented their research efforts to improve productivity and safeguard the industry.
Exhibition Day 2 & 3	Yes	Exhibition packages developed: Supporter: $2,000 – Unlimited; Bronze: $3,500 – Four; Silver: $5,000 – Five; Gold: $10,000 – One; Platinum: $20,000 – One; Diamond: $85,000 – One. Exhibition (open Thursday 27th & Friday 28th) - platform for sponsors to meet with owners, managers and key farm personnel.	Sponsors: • Event Partner - Hort Innovation (logo on all event collateral and five Hort Innovation staff attended). • Platinum Sponsor - Sylvan • Gold Sponsors - Costa Group and Commonwealth Bank • Silver Sponsors - Christiaens Group, Alpen Enterprises, Legro Australia, GTL Europe, Global Axis Import Solutions, Amycel Spawn, Redox, Argo Projects • Bronze - Dynamic Electrical Systems Australia, Hoving Holland, Harte Peat, Kekkila BVB, Growtime • Supporters – Vierribi, Dr Mush Advisory, Ronic International, Alpie Exhibition space provided 21 key industry suppliers one-on-one access to decision-makers, and profile their organisations, products, and equipment to the mushroom industry. Exhibitors pack developed and distributed with floor plans, emergency contact details and other key information. Delegates provided satchels containing sponsor/exhibitor collateral.
Networking/Social Functions	Yes	COC consulted and approved: • Venue contracts • Sponsorship contracts • Theming, food/ beverage and event elements	COSTA networking dinner (at 2KW)- opportunity for people to make new and re-establish old connections - 156 attendees connected prior to the start of the official conference program. Sylvan Gala Garden Gallery Dinner - 165 guests taken on a guided tour of the art gallery, dined under a clear marquee with elegantly decorated long tables as a jazz band entertained providing a formal event to acknowledge all attendees and importance of the conference. Additional farewell canapes and drinks event provided at conference close Friday 28th for delegates.

Outcomes

Table 3. Outcome summary

Outcome as listed in M&E Plan	Progress to achieving outcome	Evidence and data	Progress: • On track • Off track
Increased Awareness of Hort Innovation R&D Investments, programs by the Australian Mushroom industry, and greater understanding of the levy system and Hort Innovation membership	Hort Innovation recognized as the event partner and presented at the conference increasing industry's awareness of Hort Innovation's R&D investments, programs and understanding of levy system Speakers: Brett Fifield, CEO, Hort marketing team , R&D programs presented.	Post event survey highlighted 60% of respondents said they have increased awareness of Hort Innovation's R&D investments and related programs. Slightly less than the KPI of 75%	On track
Knowledge transfer to the mushroom industry value chain on research findings, best practice, emerging risks and opportunities	Speaker program (Appendix 3), field and social events delivered: - Professional development and learning. - Networking with speakers, sponsors/exhibitors and other delegates - Farm visits - firsthand learning opportunities.	Over 90% of respondents said they learnt about research findings, best practice, emerging trends from the speakers. Around 90% of respondents said that they are now more likely to adopt some of the research and development key learnings on their farm. Exceeded the KPI of 75%	On track
Change in participants attitude and aspirations towards adopting R&D outcomes on farm to contribute to building a stronger, resilient Australian mushroom industry.	Speaker program had a mix of industry and research and education topics – refer to appendix 3	Around 95% of respondents felt conference encouraged sharing of knowledge and information of technical developments amongst mushroom industry. Around 90% of respondents more likely to adopt some of the research and development key learnings on their farm. Exceeded the KPI of 20%	On track
Enhanced communication and knowledge/ information sharing on technical developments in mushroom industry, from Australian and international organisations.	Speaker program, Exhibition, Farm Tours and Networking events provided various opportunities for engagement, communication and knowledge sharing – refer to appendix 3	Industry well represented, attendees denoting: 13% Speakers, 48% Owners and Growers, 23% Suppliers, 3% Consultants, 13% Other Around 95% of respondents felt conference encouraged sharing of knowledge and information of technical developments amongst and with the mushroom industry. Exceeded the KPI of 75%	On track
Relevant to the needs of intended	Speaker program, Exhibition, Farm Tours and Networking	Delegates rated the conference well:	On track

beneficiaries	events provided various learning, engagement, communication, and knowledge sharing opportunities.	• 100% of respondents rated Farm Tours as relevant, educational and beneficial. • Over 95% of respondents rated Costa Networking event beneficial. • 100% of respondents rated international Speaker Program relevant, educational and beneficial. • Over 95% of respondents rated Sylvan Garden Gala dinner beneficial. • Over 90% of respondents rated domestic Speaker Program relevant, educational and beneficial. Exceeded the KPI of 75%	
Intended beneficiaries engagement in the conference.	Speaker program, Exhibition, Farm Tours and Networking events provided various learning, engagement, communication, and knowledge sharing opportunities	Industry representation: • 13% Speakers • 48% Owners and Growers • 23% Suppliers • 3% Consultants • 13% Other 100% of respondents rated international Speaker Program relevant, educational and beneficial. Over 90% of respondents rated domestic Speaker Program relevant, educational and beneficial. 100% of respondents rated Farm Tours as relevant, educational and beneficial. Over 95% of respondents rated Sylvan Garden Gala dinner beneficial. Over 95% of respondents rated Costa Networking event beneficial. Around 95% of respondents felt conference encouraged sharing of knowledge and information of technical developments amongst and with the mushroom industry. Exceeded the KPI of 75%	On track

Intellectual property

No project IP or commercialisation to report

Issues and risks

COVID-19 was monitored as a potential risk to the conference. Venue cancelation policies and timelines were taken into consideration and a risk management plan was developed. The risk plan was enacted due to the unfortunate cancellation of two speakers due to emergencies on the Sunday prior to the conference.

Recommendations

Through the conference key information and learnings were delivered to a large cross section of people. The added practical component (field days and trade show/exhibition) also enhanced the achievement of this objective. Key learnings obtained via delegate feedback in the survey included:

- Farm Tours – expand and add more time at the growing facility
- Program -
    - add presentations on more futuristic high-tech opportunities
    - provide a mix of research and industry information across both days
    - look at breakout sessions for more targeted topics for smaller interest groups
- Networking Events - add a grower of the year award to the last dinner

The AMGA conference fulfills a need within the industry, and it is recommended that this event continues bi-annually. Key implementation ideas for 2024 include:

- Including masterclasses to cater for specific industry segment information needs and professional development.
- Continuing to offer farm tours and key social events for networking and celebration of the industry.
- Holding the 2024 event in a location where there is the option to attend farm tours.
- Including an awards ceremony to honour specific industry achievement at the final conference dinner.
- Marketing efforts for the 2022 conference included developing assets that can be used for future promotions, and it is recommended these assets are utilised for pre-promotion of the 2024 conference as well as other AMGA marketing efforts. This included gallery of images and promotional 2minute+ video.

The 2022 AMGA Conference provided a key mechanism for the industry to come to together, learn, network, make new contacts and re-establish old connections. Future AMGA conferences provide the vehicle to continue this momentum to grow knowledge, celebrate the achievements of the industry and as a collective industry, grow the future, together.

Other information

No additional information to report

Appendices

Appendix 1 – Conference Committee

Appendix 2 – Monitoring and Evaluation Plan

Appendix 3 – Speakers program

Appendix 4 – Event Plan (Critical Path)

Appendix 5 – Stakeholder Engagement Plan

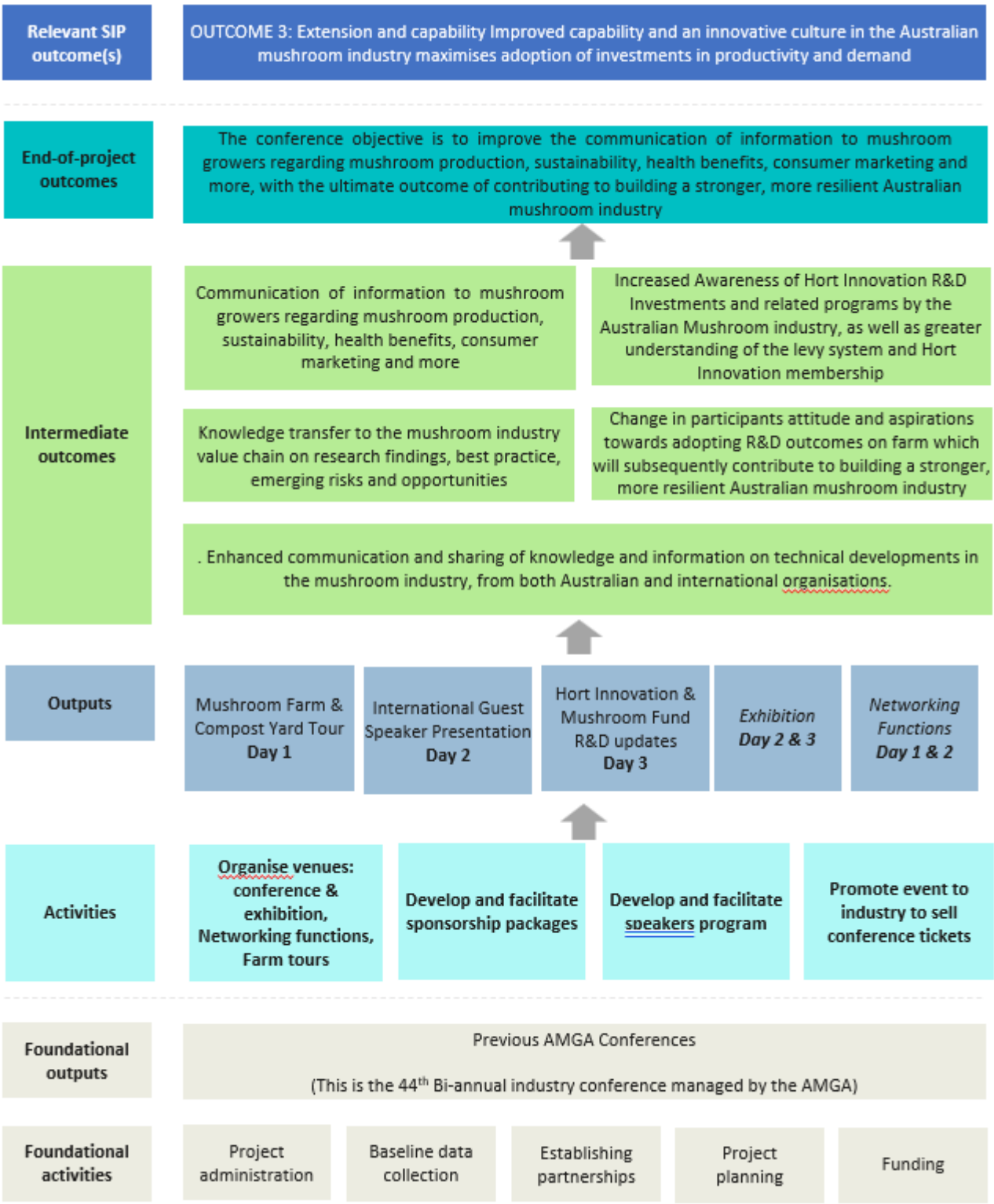
Appendix 6 – Final Report

Appendix 1 – Mushroom Industry Conference Organising Committee

Name	Company	Conference Committee Position
Nick Femia	SA Mushrooms & AMGA Director	Conference Committee Chair
Leah Bramich	AMGA Relationship and General Manager	Event Manager Sponsorship sub-committee
Dr Geoff Martin	Dr Mush Advisory - AMGA Chair	Speaker subcommittee
Carmine Callisto	Global Axis Import Solutions	Sponsorship sub-committee
Michael Callisto	Global Axis Import Solutions	Speaker sub-committee
Brian Backhouse	Costa Mushrooms	Exhibition coordinator
Jacqueleen Brown	AMGA Marketing and Communications Manager	Event Manager
Lynne Greenaway	The Association Specialists (Subcontractor)	Event Coordinator

Appendix 2 – Monitoring and Evaluation Plan

1. Program Logic



2. Project M&E Scope

Table 1: Project key evaluation questions

Key evaluation questions	Project-specific questions
Effectiveness	
1. To what extent has the project achieved its expected outcomes?	Has the conference increased the Australian mushroom industry's awareness of Hort Innovation's R&D investments and related programs, as well as greater understanding of the levy system and Hort Innovation Membership? **RESPONSE: Yes, the Hort innovation team presented at the conference. Post event survey highlighted 60% of respondents said they have increased awareness of Hort Innovation's R&D investments and related programs.**
	Was there knowledge transfer for the mushroom industry value chain on research findings, best practice, emerging risks and opportunities? **RESPONSE: Yes, over 90% of respondents said that they learnt about research findings, best practice, emerging trends from the speakers.**
	Has there been a change in participants attitude and aspirations towards adopting R&D outcomes on farm? **RESPONSE: Yes, around 90% of respondents said that they are now more likely to adopt some of the research and development key learnings on their farm.**
	Has communication and sharing of knowledge and information of technical developments been enhanced among all sectors of the mushroom industry? **RESPONSE: Yes, around 95% of respondents felt that the conference has encouraged sharing of knowledge and information of technical developments amongst and with the mushroom industry.**
Relevance	
2. How relevant was the project to the needs of intended beneficiaries?	To what extent has the conference met the needs of industry levy payers? **RESPONSE: The conference rated well amongst delegates with survey results highlighting:** • **100% of respondents rated the Farm Tours as relevant, educational and beneficial.** • **Over 95% of respondents rated the Costa Networking event beneficial.** • **100% of respondents rated the international Speaker Program relevant, educational and beneficial.** • **Over 95% of respondents rated the Sylvan Garden Gala dinner beneficial.** • **Over 90% of respondents rated the domestic Speaker Program relevant, educational and beneficial.**
Process appropriateness	
3. How well have intended beneficiaries been engaged in the project?	Did the conference attract over 50% of key stakeholder representatives from the Australian mushroom industry? **RESPONSE: Yes, industry representation at the conference was made up as follows:** • **13% Speakers**

Key evaluation questions	Project-specific questions
	• **48% Owners and Growers** • **23% Suppliers** • **3% Consultants** • **13% Other**
	Did the conference attendees find the speaker program relevant, educational and beneficial? • **100% of respondents rated the international Speaker Program relevant, educational and beneficial.** • **Over 90% of respondents rated the domestic Speaker Program relevant, educational and beneficial.**
	Did the conference attendees find the farm tours relevant, educational and beneficial? • **100% of respondents rated the Farm Tours as relevant, educational and beneficial.**
	Did the conference attendees find the networking functions beneficial? • **Over 95% of respondents rated the Sylvan Garden Gala dinner beneficial.** • **Over 95% of respondents rated the Costa Networking event beneficial.**
	Did the conference attendees find the exhibition relevant, educational and beneficial? **RESPONSE: Yes, around 95% of respondents felt that the conference has encouraged sharing of knowledge and information of technical developments amongst and with the mushroom industry.**

3. Performance expectations, data collection and analysis

Table 2: Project monitoring plan Table 2: Project monitoring plan

Logic level	What to monitor	Performance expectation (KPIs) and/or monitoring questions	Data collection – method (e.g. survey) and source (e.g. growers)	Timing of, and responsibility for, data collection
Foundational activities	Project Administration	Have the project coordinators been appointed?	Appointment of event coordinators – The Association Specialists (TAS)	MS102 – AMGA
	Baseline Data collection	AMGA Member base, non-member levy payer Database	AMGA CRM	MS102 – AMGA
	Establishing Partnerships	Completion of the stakeholder engagement plan	Consultation with conference organizing committee	MS102 – AMGA
	Project Planning	Has the following been executed? *Accounts setup *Budget *Critical Path *Stakeholder engagement plan *M&E plan	AMGA worked with TAS to ensure accounts, budget, critical path and COC meetings occurred and actions implemented. AMGA developed and executed Stakeholder and M&E plans	MS102 – AMGA
	Funding	Hort Innovation contract Sponsorships	Contract Stakeholder engagement and sponsorship proposal distributed and taken up by various industry organisations.	MS102 – AMGA
Activities and outputs	Organise venues: Conference & Exhibition, networking functions, farm tours	Have the venues been secured	COC consulted & Venue contracts signed	MS102 – AMGA
	Develop and facilitate sponsorship packages	Have sponsorship packages been purchased?	COC consulted & Sponsorship contracts signed	MS102 – AMGA
	Develop and facilitate speakers program	Has the speakers program been finalized?	COC consulted, letter of invitation, speakers kits sent	MS102 – AMGA
	Promote event to industry to sell conference tickets	Has the conference website been built, and communications	www.amgaconference.com.au EDMs, LinkedIn posts, AMGA Journal, hard copy invitations MushroomLink comms project	MS102 – AMGA

		strategy deployed?	A communications strategy included the distribution of over 10 separate eDMs and LinkedIn posts as well as key articles in two AMGA Journals.	
Intermediate outcomes	Communication of information to mushroom growers regarding mushroom production, sustainability, health benefits, consumer marketing	75% of surveyed attendees increase KASA in relation to mushroom production, sustainability, health benefits and consumer marketing	Achieved – indicated in post-event questionnaire to attendees – see Table 1 for results	At conference/ immediately after – reported at MS190
	Increased Awareness of Hort Innovation R&D Investments and related programs by the Australian Mushroom industry, as well as greater understanding of the levy system and Hort Innovation membership	75% of surveyed attendees increase awareness of Hort Innovations R&D investments, and a greater understanding of the levy system and Hort Innovation membership	Achieved – indicated in post-event questionnaire to attendees – see Table 1 for results	At conference/ immediately after – reported at MS190
	Knowledge transfer to the mushroom industry value chain on research findings, best practice, emerging risks and opportunities	75% of surveyed attendees have increased understanding of levy funded research findings, best practices, emerging risks and opportunities	Achieved – indicated in post-event questionnaire to attendees – see Table 1 for results	At conference/ immediately after – reported at MS190
	Change in participants attitude and aspirations towards adopting R&D outcomes on farm which will subsequently contribute to building a stronger, more resilient Australian mushroom industry.	20% of surveyed attendees have changed attitudes towards adopting R&D outcomes on farm.	Achieved – indicated in post-event questionnaire to attendees – see Table 1 for results	At conference/ immediately after – reported at MS190
	Enhanced communication and sharing of knowledge and information on technical developments in the mushroom industry, from both Australian and international organisations.	75% of surveyed attendees believe the conference enhances communication and sharing of knowledge and information on technical developments in	Achieved – indicated in post-event questionnaire to attendees – see Table 1 for results	At conference/ immediately after – reported at MS190

		the mushroom industry.		
End-of-project outcomes	Conference - outcome of contributing to building a stronger, more resilient Australian mushroom industry, by aligning with mushroom strategic industry plan -**OUTCOME 3: Extension and capability** - Improved capability and an innovative culture to support the industry to use relevant investment outputs across the supply and demand initiatives to better manage risk and create positive change.	75% of surveyed attendees indicate their intention to maximise adoption of investments in productivity and demand	Achieved – indicated in post-event questionnaire to attendees – see Table 1 for results	At conference/ immediately after – reported at MS190

4. Reporting, Learning and Continuous Improvement

A survey was circulated to the conference attendees post conference, to record responses to key evaluation questions, garner qualitative feedback and suggestions for improvement.

The AMGA Conference volunteer organizing committee met post-conference to provide a detailed review of the event, to inform future improvements.

The results of the survey and feedback from the conference committee meeting summarized in *Appendix 6 The Final Report* includes the following insights and recommendations for future mushroom industry conference events.

Events like this conference are an essential ingredient in ensuring the Australian mushroom industry continues to grow and leverages potential for further growth from continued innovation and improvement. The AMGA Conference provided participants with the knowledge and momentum they need to seize opportunities and address challenges and a greater understanding and working knowledge of the industry's R&D and Marketing programs and the outcomes of this work, which is being undertaken by a range of people within the industry.

The event provided comprehensive, accurate and up-to-date information, extensively promoted the adoption of best practice through all appropriate means and provided people with the tools to make the best possible management decisions. In addition, the conference provided a significant opportunity for all industry stakeholders from many sectors of the industry to meet and network, enhancing communication and partnerships between growers from different regions.

Over 50 delegates completed an online survey designed by AMGA, providing useful feedback for consideration in planning future programs. Respondents largely believed the conference achieved or exceeded their expectations with positive feedback being received from delegates, speakers and sponsors. Specific constructive feedback on suggested improvements included:

Farm Tour

- Spend more time at the growing facility

- Have microphones to help with the large group to hear what was said
- For the smaller break out tour groups, the lead for each group could wear a different coloured safety vest to be easier to identify them
- Possible inclusion of a visit to the markets would have been good.

Conference and Speakers

- Some talks were a little too long
- Good range of speakers covering the industry but maybe add some more high-tech opportunities in future
- Hold people accountable on their time allocation. Shorten breaks
- Grouping topics, a little more
- HIA presentation was a bit too long and they need to answer questions.
- Some people didn't attend this day due to the topics, maybe mix the topics up so that there is a mix of research and industry information.
- Might have been nice to mix up the days a bit to ensure better attendance at the R&D session.
- Split topics into breakout areas for smaller groups.

Costa Networking Dinner

- Maybe a performance would have been nice. Seriously, it was good to meet and chat with the group.
- Space was a bit limited due to more numbers than planned.
- Encourage people to intro, rotate, be inquisitive

Sylvan Gala Garden Dinner

- Round tables are always better to interact with your neighbors as compared to long tables
- The outdoor venue/cold weather and the unfortunate breakdown of the BBQs didn't add a lot to the ambience.
- Band was a little loud making conversation difficult
- Add a grower of the year award to the event

The general feedback from sponsors (both verbally and in written emails) was that the conference was very well organised, raised the profile of key industry areas with delegates and enhanced mutual understanding within the sector.

Delegate testimonials

A very big thank you and well done. It was a fantastic conference (I have done the survey!). Great to actually meet a few people I have only spoken to and learn more about what is going on. Thank you very much – have a great week. ***Tim Archibald, CEO, White Prince Mushrooms***

Was a great conference last week and I'm excited at what the future holds for the mushroom category. ***Peter Inderbitzin (Jnr), General Manager, Red Valley Farms Pty Ltd***

Recommendations

The conference provided the opportunity to deliver a wide range of information to a large cross section of people, while at the same time providing the mechanism by which to tailor different sessions to specific industry sectors. It also adds a practical component via the field days and trade show/exhibition associated with the event.

The AMGA conference fulfills a need within the industry, and it is recommended that this event continues bi-annually. Key implementation ideas for 2024 include:

- Including masterclasses to cater for specific industry segment information needs and professional development.
- Continuing to offer farm tours and key social events for networking and celebration of the industry.
- Holding the 2024 event in a location where there is the option to attend farm tours.
- Including an awards ceremony to honour specific industry achievement at the final conference dinner.

Marketing efforts for the 2022 conference included developing assets that can be used for future promotions, and it is recommended these assets are utilised for pre-promotion of the 2024 conference as well as other AMGA marketing efforts. These included:

- Gallery of images – available on the AMGA Conference 2022 website https://amgaconference.com.au/gallery/
- Promotional 2minute+ video – available on the AMGA Conference 2022 website and AMGA YouTube channel https://www.youtube.com/watch?v=SPB-KBU1uVM

The industry was well respresented across the sector with attendees denoting:

- 13% Speakers
- 48% Owners and Growers
- 23% Suppliers
- 3% Consultants
- 13% Other

The 2022 AMGA Conference provided a key mechanism for the industry to come to together, learn, network, make new contacts and re-establish old connections. Future AMGA conferences provide the vehicle to continue this momentum to grow knowledge, celebrate the achievements of the industry and as a collective industry, grow the future, together.

Appendix 3 – Conference Speakers Program

Day	Name	Company	Topic /Project	Country
Day 1 – Farm Tours				
Day 2 – International Speakers	Jack Lemmen	GTL	Robotics	Netherlands
	Roland van Doremaele	Christiens	Robotics	Netherlands
	Ger Hendrix	Sylvan	Compost	Netherlands
	Folkert Moll	BVB	Casing sustainability	Netherlands
	Dr. Ralph Nobel	Microbiotech	Casing Alternatives	United Kingdom
	Brigett Hendrix	Mushroom Harvesting Consultancy	Harvesting	Netherlands
	Anne-Marie Arts *(note due to an emergency this was delivered as a prerecorded video)*	The AgriChain Centre	Climate change, pathogens and food safety	New Zealand
	Jorge Calvo	Sylvan	Exotic Mushrooms	Spain
	Maksym Yenchenko	UDMIS	Ukraine Mushroom Industry	Ukraine
Day 3 – Hort Innovation and Mushroom Fund	Brett Fifield	Hort Innovation	Address from the CEO	
	Mark Spees	Hort Innovation	Mushroom Fund investments	
	Dr. Anthony Kachenko (TBC)	Hort Innovation	Changes to advice mechanism	
	Jane Smith, Kylie Hudson and Emma Day	Hort Innovation	Australian Mushrooms Marketing	
	Leah Bramich	AMGA	General Managers update	
	Dr Flavia Fayet-Moore	Nutrition Research Australia	MU20003 – Educating the Food Industry about Australian Mushrooms	
	Dr. Welma Stonehouse (TBC)	CSIRO	Mushroom and their potential health benefits in lowering blood cholesterol	
	Dr. Jenny Ekman	Applied Horticultural Research	Extension and Adoption for Food Safety, Quality and Risk Management (Mushrooms Safe and AMGA Testing program)	
	Dr. Michael Kertesz	The University of Sydney	Developing a database of bio-markers for compost quality control to maximise mushroom	

			production yield and/or Optimising nitrogen transformations in mushroom production	
	Dr. Warwick Gill & Judy Allan *(note due to an emergency this was delivered solely by Dr Gill)*	University of Tasmania	Pest and Disease Management Approach for the Australian Mushroom Industry	

Appendix 4 – Event Plan (Critical Path) - AMGA 2022 Conference Critical Path

OC = Organising Committee
TAS = The Association Specialists
COMPLETED = ✓

KEY DATES:	
Dispatch Sponsorship & Exhibition Prospectus	June 2022
Online Registration Open	June 30 2022
Early Bird Registration Close	1 September 2022
90 Day Room Release for Accommodation	24 July 2022
60 Day Room Release for Accommodation	24 August 2022
30 Day Room Release for Accommodation - It's a 45 day room release. Refer to crowne contract	24 September 2022

	Responsibility	Status
June 2022		
Confirm venue & sign contract (contract not signed)	OC & TAS	✓
Discuss Save the Date/ theme	OC & TAS	✓
Prepare detailed budget including discussion of registration fees	TAS	✓
Confirm accommodation venues and contract room blocks	OC	✓
Finalise Critical Path	OC & TAS	✓
Set up conference email address	TAS	✓
Set up Calendar of Meetings	OC & TAS	✓
Prepare branding	OC	✓
Draft Sponsorship & Exhibition Prospectus	OC	✓
Set up bank account and arrange seeding monies	OC & TAS	✓
Source exhibition quote for review	TAS	✓
Confirm Pre/Post Conference Tours and arrange details (incl. Farm Visit)	OC	✓
Set up registration in Currinda	TAS	✓
Contract exhibition company and determine final exhibition floor plan	OC & TAS	NA / venue ✓
Determine overall program structure (plenary sessions)	OC	✓
Finalise Sponsorship & Exhibition Prospectus	OC	✓

Release Sponsorship & Exhibition Prospectus	OC	✓
Identify appropriate keynote and invited speakers	OC	✓
Update Conference Website with 2022 branding	TAS	✓
Draft marketing plan (including distribution lists / journals / newsletters / websites)	OC	✓
Determine arrangements for invited / keynote speakers i.e. registration, airfares, accommodation and fees in accordance with budget	OC & TAS	✓
Draft speaker invitation letter for review	OC & TAS	✓
Informally contact and invite identified keynote and invited speakers	OC	✓
Research and confirm social functions: Wed 2KW Cocktail party, Thurs Adelaide Art Gallery	OC	✓
Registration Open	TAS	✓
July 2022		
Finalise Preliminary Program	OC & TAS	✓
Obtain 2 AV quotes and select supplier	TAS	✓
~~Obtain quotes for App (if applicable)~~	TAS	N/A
Dispatch invited speaker confirmation letters including session allocations, audio visual requirements form and registration brochure (if applicable), and request biographies	TAS	✓
Source band/entertainment quotes for social functions	OC / TAS	✓
Research options for Charity involvement/donation – Rare Cancers Australia	OC & TAS	✓
Book band/entertainment for social functions	OC & TAS	✓
Begin collation of copy / content of registration brochure (if applicable)	OC & TAS	N/A
Organise conference insurance / if not already covered in PL	TAS	✓
Follow up logistics for Pre/Post Conference Tours	TAS	✓
Draft Exhibition manual	OC	✓
Determine all conference room setups & requirements	OC & AMGA	✓
Select session chairs and invite	OC & AMGA	✓
Preliminary program finalised	OC & AMGA	✓
Discuss & purchase speakers' gifts / agreed on charitable donation	OC & AMGA	✓
Budget review and update	OC & TAS /AMGA	✓

Distribute Exhibition manual	AMGA	✓
24 July 90 Day accommodation room release		
August 2022		
Begin collation of Final Program / Delegate Handbook	OC & TAS	✓
Reminder email early bird registration closing	AMGA	✓
Determine name badge and lanyard design, seek OC approval	OC & TAS	✓
Arrange transfers for VIPs and Keynote Speakers	AMGA	✓
Arrange for security at the conference exhibition (if required for Minister)	AMGA	✓
Chase outstanding money for registration/accommodation	TAS	WIP
Discuss & Order Satchels if required	OC & AMGA	✓
Discuss & Order Speaker Gifts	OC & AMGA	✓
Finalise exhibition & sponsorship arrangements/entitlements	OC & AMGA	✓
Send draft event order information to venue (menu selections, room set ups, timings, etc)	AMGA	✓
Assign OC members to 'meet and greet' VIPs (if required)	OC	✓
Select all food and beverage requirements	AMGA	✓
24 August 60 Day accommodation room release		✓
~~Update App with Speaker, Sponsor and program details if applicable~~	TAS	NA
Book keynote speakers' travel and accommodation as appropriate / pending approval – domestic has been booked	TAS	WIP
September 2022		
Draft Final Program / Handbook ready for review	AMGA	✓
Draft Event Order	AMGA	✓
Order name badges & lanyards	OC & AMGA & TAS	✓
Arrange production of signage, holding slides etc	AMGA	✓
Send audio visual requirements & final program to AV supplier	AMGA	✓
Discuss online evaluation form options	AMGA & TAS	✓
Appoint photographer (if required)	AMGA	✓
Chase outstanding money for registration/accommodation	TAS	✓

24 June 30 Day accommodation room release	TAS	✓
Check current numbers against venue contracted numbers	AMGA	✓
Compile chair notes with biographical details and abstracts for chairperson packs	AMGA	✓
October 2022		
Detailed 2 weeks out timeline created	AMGA	
Lock Social Functions in EVENTS AIR	TAS	✓
Final Program / delegate handbook to print	AMGA	✓
Send event order and final numbers to venue	AMGA	✓
Send final rooming lists and deposits to venue	TAS	
Final information email to delegates, sponsors, speakers, Session Chairs	AMGA	✓
Transport goods to the venue	AMGA	✓
Print name badges, tickets, delegate lists	TAS	✓
Chase outstanding money for registration	TAS	✓
Final event run through with the conference venue	AMGA	✓
Post conference November 2022		
Distribute online evaluation form link	TAS	✓
Distribute accommodation commission requests to hotels	TAS	✓
Distribute Certificates of Attendance via email (if required)	TAS	NA
Chase up any outstanding monies	TAS	✓
Pay any tax invoices from suppliers	TAS	✓
Finalise final invoice for client from The Association Specialists	TAS	✓
Finalise profit/loss report	TAS	✓
Prepare event report for OC	TAS	CHASING
Organise post event debrief - Must be completed by November 15	TAS	CHASING

Appendix 5 – Stakeholder Engagement Plan

STEP 1 Stakeholder identification and relationship classification	STEP 2 Partnership role and contribution	STEP 3 Partnership constraints and required actions	STEP 4 Engagement strategies and frequency	STEP Wha requ
A. Grower groups, associations, peak industry bodies				
AMGA Members	N/a Invited attendees	Purchase tickets	Weekly Linkedin posts Bi-Weekly EDM. Printed invite via mail. AMGA Journal MushroomLink Mag MushroomLink EDM MushroomLink website MushroomLink LinkedIn	Link Hub Prin Prin Prin Mai Squ Link
Non-Member Levy Payers	N/a Invited attendees	Purchase tickets	Weekly LinkedIn posts Bi-Weekly EDM MushroomLink Mag MushroomLink EDM MushroomLink website MushroomLink LinkedIn	Link Hub Digi Mai Squ Link
Kiwi Mushrooms/Commercial mushroom growers association	Share conference Dates & info to members	Share conference Dates & info to members	Ask to share on website & linkedin	Digi
Mushroom Council - USA	Share conference Dates & info to members	Share conference Dates & info to members	Paid advertising possibility	Digi
American Mushroom Institute (AMI)	Share conference Dates & info to members	Share conference Dates & info to members	Ask to share on website & linkedin	Digi
Mushrooms Canada (CMGA)	Share conference Dates & info to members	Share conference Dates & info to members	Ask to share on website & linkedin	Digi
UK & Ireland Mushroom Producers	Share conference Dates & info to members	Share conference Dates & info to members	Paid advertising possibility	Digi
UMDIS – Ukraine Mushroom Society	Share conference Dates & info to members	Share conference Dates & info to members	Share ad as part of speaking commitment	Digi
Mushroom Business	Share conference Dates & info to members	Share conference Dates & info to members	Paid ad in Mushroom Business Magazine	Digi
Mushroom Matters	Share conference Dates & info to members	Share conference Dates & info to members	Paid advertising possibility	Digi
International Society of Mushroom Science (ISMS)	Share conference Dates & info to members	Share conference Dates & info to members	Ask to share on website & linkedin	Digi
B. R&D organisations (including key personnel)				
Dr. Flavia Fayet-Moore Nutrition Research Australia (NRAUS)	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Dr Damien Belobrajdic - CSIRO	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Dr. Jenny Ekman – Applied Horticultural research (AHR)	Invited to present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi

Dr. Michael Kertesz – University of Sydney	Present & invite students	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Dr. Warwick Gill – University of Tasmania	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Judy Allan – Pest and Disease Management Services	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Hort Innovation Key personnel – CEO, Chair, R&D team	Invited to present	Create presentation	Letter of invitation	Lett
C. Independent consultants and advisers				
Dr Ralph Noble – Microbiotech	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Ger Hendrix - Sylvan, Netherlands	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Folkert Moll - BVB	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Brigitte Hendix – Mushroom Harvesting Consultancy	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Jack Lemmen – GTL	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Anne-Marie Artz – AgriChain Centre	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Roland van Doremaele – Christiaens Group	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Jorge Calvo – Sylvan, Spain	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
Maksym Yenchenco - UMDIS	Invited to Present	Create presentation & share conference attendance on LinkedIn	Letter of invitation Inclusion in EDM, AMGA Journal, LinkedIn	Lett Digi
D. Agribusiness input and AgTech technology suppliers and advisers				
MushComb	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des
Global Axis	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des
GTL	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des
Hoving	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des
Christiaens	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des
Traco	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des
Amycel	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Des

Sylvan	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Agro Projects	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Kekkila-BVB Euroveen	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Harte Peat	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
JF McKenna	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
TenCate Nicolon	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Hato Lighting	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Alpie Machinery	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Growtime Poland	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Ronic International / EuroChem	Invited to sponsor event	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
E. Education and training providers and key personnel				
Mushroom Office	Invited to sponsor & attend	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Myco Support	Invited to sponsor & attend	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Global Agricultural Services	Invited to sponsor & attend	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
John Peeters Mushroom Consulting	Invited to attend	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Wills Mushroom Magic	Invited to attend	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
F. Professional business planning, financial and support services				
Commonwealth Bank	Invited to sponsor	Financial commitment to sponsor or attend	Letter of invitation to sponsor & proposal	Desi
Capital Credential	Invited to present	Create presentation	Letter of invitation	Lett
G. Value chain stakeholders (wholesalers, exporters, marketing and processing)				
Hort Innovation Marketing Team	Confirmed to present	Create presentation	Letter of invitation	Lette
H. Retailers and consumers				
Coles	Invited to present & sponsor	Create presentation	Letter of invitation	Lette
Woolworths	Invited to present & sponsor	Create presentation	Letter of invitation	Lette
Aldi	Invited to present & sponsor	Create presentation	Letter of invitation	Lette
I. Government (local, Federal and State)				
Peter Malinauskas MP. South Australia	Invited to speak	Write speech	Letter of invitation	Lette
Clare Scriven – SA Minister for Primary Industries	Invited to speak	Write speech	Letter of invitation	Lette
Hon. Murray Watt – Agricultural Minister – Federal	Invited to speak	Write speech	Letter of invitation	Lette
Others (specify)				

Executive Summary

Australian Mushroom Growers Association (AMGA) delivered a conference and program of activities from 26 – 28 October 2022. A total of 157 delegates attended, representing growers, suppliers, research and development agencies and hailing from nine countries (New Zealand, Ukraine, Netherlands, UK, Germany, Spain, Poland, Sri Lanka, Australia).

The program included a three-day forum with three sponsored social events which provided valuable opportunities to showcase the research capability of the industry, build relationships based on a better understanding of the distinctive qualities and opportunities to be had, and learn and discover new ideas and practices.

Showcasing 20 speakers and taking place in Adelaide at the Crowne Hotel, the conference brought together the best minds and innovators, and an impressive line-up of national and international presenters delivering information and updates on issues crucial to the industry. The design of the conference program specifically enabled:

- Professional development and learning.
- Networking with speakers, sponsors/exhibitors and other delegates
- Farm visits for firsthand learning opportunities.

With the conference theme of Growing the Future Together, there was emphasis on working together to build the industry for the benefit of all.

Background

AMGA Conference 2022, the 44th conference presented by the Australian Mushroom Growers Association, offered a fantastic program, with farm tours, international guest speakers, Australian research providers, an exhibition, and two exciting networking events, in Adelaide, South Australia. Over three days – Wednesday 26 to Friday 28 October 2022, the national industry conference provided a key mechanism to transfer technical information to the industry through international and domestic keynote speakers, exhibitors and sponsors

Objectives

The overall objectives of the conference were to provide a forum that delivered:

- Networking with peers and industry/activity experts.
- Access to new information, research and development to assist the industry to continue growing.
- Enhance the operation of individual businesses and connect with suppliers.

The conference addressed the mushroom industry's strategic priorities across:

1. Market Growth – information on leveraging generic marketing initiatives and resources to position their businesses to take advantage of growth opportunities.
2. Industry Risk Management – information and technical advice supporting growers to maintain and grow yields while ensuring that products are safe, environmentally sensitive and produced in a safe operating environment.
3. Industry Capacity Development – information to help growers increase their skills and knowledge base and exchange of ideas through networking and through technology and information transfer.

The Conference

The Honourable Minister for Small and Family Business, Minister for Consumer and Business Affairs and Minister for Arts, The Honourable Andrea Michaels MP, officially opened the AMGA Conference on 26 October 2022, which was a great opportunity to demonstrate high level government support for the sector.

Around 157 people attended the daily conference sessions on both Thursday and Friday 27-28 October, lured by the exciting prospect of hearing from an impressive array of national and international presenters. Over the two days, growth was looked at in its broadest sense, not just industry and technological growth but also political and economic with experts addressing

current industry issues, new ideas, trends and success stories.

The program included presentations on two front of mind issues, picking systems and casing sustainability. Other key topics were:

- the development of more efficient harvesting systems, including advances in robotic picking,
- issues surrounding the sustainability of European Casing and possible adjuncts to this vital commodity
- insights into the improved marketing efforts to stimulate increased demand, and how a change in the way in which HIAL engages with industry will improve levy spend outcomes,
- presentations from selected RD&E providers into their research efforts aimed to improve productivity and safeguard our industry.

This year the conference approached some aspects of the program differently and:

- Instead of providing gifts to speakers, donated $5,000 to a worthy charity – Rare Cancers Australia. RCA is a is a charity whose mission is to improve the lives and health outcomes of Australians living with rare, less common and complex cancers.
- Instead of having an MC – sessions chairs (representatives from the AMGA Board) were engaged to:
  - introduce the presenters in a session
  - keep time during the session, and
  - facilitate the Q & A at the end of the session.

Note: due to unforeseen issues (two speakers having personal emergencies and illness and a third impacted by international travel delays) the program was altered during the conference. Each speaker sessions were still delivered as planned.

The Farm Tours

The conference was kick started with the Farm Tour event on Wednesday 26th October. Around 150 delegates visited two of South Australia's state-of-the-art facilities, Pure Compost in Port Wakefield and SA Mushrooms in Virginia providing a fantastic educational and networking opportunity. The lunch was sponsored by the Commonwealth Bank.

The COSTA Networking Dinner

Situated on the rooftop of one of Adelaide's most historically significant buildings, 2KW Bar + Restaurant was the venue for the COSTA networking dinner providing ample opportunity for people to make new and re-establish old connections. This provided a great opportunity for the 156 attendees to connect prior to the start of the official conference program.

The Sylvan Gala Garden Gallery Dinner

The Sylvan 'Gallery Garden Gala' sponsored by Sylvan saw 165 guests taken on a guided tour of the gallery, through to the garden, where they dined under a clear marquee with elegantly decorated long tables as a jazz band entertained.

The Sponsors and Exhibition

Numerous sponsorship and exhibition packages were developed to deliver a variety of interactive opportunities to profile organisations, products and equipment to the Australian mushroom industry. Package options included:

- Supporter: $2,000 - Unlimited Available
- Bronze: $3,500 - Four Available
- Silver: $5,000 - Five Available
- Gold: $10,000 - One Available
- Platinum: $20,000 – One Available
- Diamond: $85,000 – One Available

Those taking up the packages were:

- Event Partner - Hort Innovation (the Hort Innovation logo featured prominently on all event marketing collateral and five Hort Innovation staff attended the event).
- Platinum Sponsor - Sylvan
- Gold Sponsors - Costa Group and Commonwealth Bank
- Silver Sponsors - Christiaens Group, Alpen Enterprises, Legro Australia, GTL Europe, Global Axis Import Solutions, Amycel Spawn, Redox, Argo Projects
- Bronze - Dynamic Electrical Systems Australia, Hoving Holland, Harte Peat, Kekkila BVB, Growtime

- Supporters – Vierribi, Dr Mush Advisory, Ronic International, Alpie

The exhibition, open Thursday 27th and Friday 28th October, was an essential part of the conference offering a platform for sponsors to meet directly with owners, managers and key farm personnel of the Australian Mushroom industry. The exhibition space provided 21 key industry suppliers with the opportunity to meet one-on-one with these decision-makers.

Delegates were also provided delegate satchels which provided an additional avenue for sponsors to promote their products.

The industry was well respresented across the sector with attendees denoting:

- 13% Speakers
- 48% Owners and Growers
- 23% Suppliers
- 3% Consultants
- 13% Other

Reflection and Feedback

Delegates were asked to provide feedback via an evaluation form detailing what they thought was most beneficial to them in terms of information and development, and insights into what improvements can be made to the program to enhance the next event and attract an even greater proportion of the sector.

For the AMGA staff, the learning and reflection process has included analysis of:

- Delegate numbers compared to past conferences
- Results of the delegate feedback form
- Anecdotal feedback from the speakers, sponsors and delegates
- The adoption of concepts, new technologies and practices etc on grower farms in the years following the conference

Overall feedback and Outcomes

Events like this conference are an essential ingredient in ensuring the Australian mushroom industry continues to grow and leverages potential for further growth from continued innovation and improvement. The AMGA Conference provided participants with the knowledge and momentum they need to seize opportunities and address challenges and a greater understanding and working knowledge of the industry's R&D and Marketing programs and the outcomes of this work, which is being undertaken by a range of people within the industry.

The event provided comprehensive, accurate and up-to-date information, extensively promoted the adoption of best practice through all appropriate means and provided people with the tools to make the best possible management decisions. In addition, the conference provided a significant opportunity for all industry stakeholders from many sectors of the industry to meet and network, enhancing communication and partnerships between growers from different regions.

Over 50 delegates completed an online survey designed by AMGA, providing useful feedback for consideration in planning future programs. Respondents largely believed the conference achieved or exceeded their expectations with positive feedback being received from delegates, speakers and sponsors. The following aspects of the conference were rated very highly:

- 100% of respondents rated the Farm Tours as relevant, educational and beneficial.
- Over 95% of respondents rated the Costa Networking event beneficial.
- 100% of respondents rated the international Speaker Program relevant, educational and beneficial.
- Over 95% of respondents rated the Sylvan Garden Gala dinner beneficial.
- Over 90% of respondents rated the domestic Speaker Program relevant, educational and beneficial.
- Over 90% of respondents said that they learnt about research findings, best practice, emerging trends from the speakers.
- 60% of respondents said they have increased awareness of Hort Innovation's R&D investments and related programs.
- Around 90% of respondents said that they are now more likely to adopt some of the research and development key learnings on their farm.

- Around 95% of respondents felt that the conference has encouraged sharing of knowledge and information of technical developments amongst and with the mushroom industry.

Specific constructive feedback on suggested improvements included:

Farm Tour

- Spend more time at the growing facility
- Have microphones to help with the large group to hear what was said
- For the smaller break out tour groups, the lead for each group could wear a different coloured safety vest to be easier to identify them
- Possible inclusion of a visit to the markets would have been good.

Conference and Speakers

- Some talks were a little too long
- Good range of speakers covering the industry but maybe add some more high-tech opportunities in future
- Hold people accountable on their time allocation. Shorten breaks
- Grouping topics, a little more
- HIA presentation was a bit too long and they need to answer questions.
- Some people didn't attend this day due to the topics, maybe mix the topics up so that there is a mix of research and industry information.
- Might have been nice to mix up the days a bit to ensure better attendance at the R&D session.
- Split topics into breakout areas for smaller groups.

Costa Networking Dinner

- Maybe a performance would have been nice. Seriously, it was good to meet and chat with the group.
- Space was a bit limited due to more numbers than planned.
- Encourage people to intro, rotate, be inquisitive

Sylvan Gala Garden Dinner

- Round tables are always better to interact with your neighbours as compared to long tables
- The outdoor venue/cold weather and the unfortunate breakdown of the BBQs didn't add a lot to the ambience.
- Band was a little loud making conversation difficult
- Add a grower of the year award to the event

The general feedback from sponsors (both verbally and in written emails) was that the conference was very well organised, raised the profile of key industry areas with delegates and enhanced mutual understanding within the sector.

A full copy of the survey results can be found here

https://www.dropbox.com/s/ozzhh998ilaw3vp/Data_All_221124.pdf?dl=0

Delegate testimonials

A very big thank you and well done. It was a fantastic conference (I have done the survey!). Great to actually meet a few people I have only spoken to and learn more about what is going on. Thank you very much – have a great week. ***Tim Archibald, CEO, White Prince Mushrooms***

Was a great conference last week and I'm excited at what the future holds for the mushroom category. ***Peter Inderbitzin (Jnr), General Manager, Red Valley Farms Pty Ltd***

Acknowledgements

The AMGA thanks all those who contributed to, and participated in, the 2022 AMGA Conference. The success of the conference would not have occurred without the support and commitment of the AMGA staff, AMGA Board, Hort Innovation, the speakers, sponsors, exhibitors, delegates and the team from Crowne Plaza Hotel.

Thank you to the event sponsors who through supporting the event enabled growers to access subsidised three-day event passes.

The conference was made possible through the active participation of the sponsors listed, and the speakers, as outlined in the program, and through the guidance and support of the organising committee: Leah Bramich (AMGA), Nick Femia (SA Mushrooms and AMGA Chair); Brian Backhouse (Costa Group); Geoff Martin (Dr Mush Advisory); Michael Callisto (Global Axis); Carmine Callisto (Global Axis).

This project was facilitated by Hort Innovation in partnership with the AMGA. It was funded by voluntary contributions from industry and sponsors.

Recommendations

The conference provides the opportunity to provide a wide range of information to a large cross section of people, while at the same time providing the mechanism by which to tailor different sessions to specific industry sectors. It also adds a practical component via the field days and trade show/exhibition associated with the event.

The AMGA conference fulfills a need within the industry, and it is recommended that this event continues bi-annually. Key implementation ideas for 2024 include:

- Including masterclasses to cater for specific industry segment information needs and professional development.
- Continuing to offer farm tours and key social events for networking and celebration of the industry.
- Holding the 2024 event in a location where there is the option to attend farm tours.
- Including an awards ceremony to honour specific industry achievement at the final conference dinner.

Marketing efforts for the 2022 conference included developing assets that can be used for future promotions, and it is recommended these assets are utilised for pre-promotion of the 2024 conference as well as other AMGA marketing efforts. These included:

- Gallery of images – available on the AMGA Conference 2022 website https://amgaconference.com.au/gallery/
- Promotional 2minute+ video – available on the AMGA Conference 2022 website and AMGA YouTube channel https://www.youtube.com/watch?v=SPB-KBU1uVM

The 2022 AMGA Conference provided a key mechanism for the industry to come to together, learn, network, make new contacts and re-establish old connections. Future AMGA conferences provide the vehicle to continue this momentum to grow knowledge, celebrate the achievements of the industry and as a collective industry, grow the future, together.

FINAL REPORT APPENDIX ONE : Conference Program

DAY 1 – Farm Tour – Wednesday 26 October

9.00 – 10.30am Assemble in foyer at 8.30am	Travel by bus from Crowne Plaza to Pure Compost
10.30 – 11.30am	Tour Pure Compost, state-of-the-art compost facility
10.30 – 11.30am	Travel by bus to SA Mushrooms
12.30 – 1.30pm	Lunch at SA Mushrooms and presentation from our Farm Tour sponsor, Commonwealth Bank
1.30 – 2.30pm	Tour of SA Mushrooms
2.30 – 3.00pm	Travel by bus from SA Mushrooms to Crowne Plaza
3.00pm	Return to Crowne Plaza
6.00-10.00pm	COSTA NETWORKING EVENT – 2KW Restaurant and Bar

DAY 2 – International Guest Speakers + Exhibition – Thursday 27 October

Speaker	Company	Presentation	Country
Roland van Doremaele	Christiaens Group	The Future of Harvesting	Netherlands
Ger Hendriks	Sylvan	Experience with Phase 1-2-3-5 over the	Netherlands

		years	
Dr Ralph Noble	Microbiotech	Future Materials for Mushroom Casing in Australia	United Kingdom
Folkert Moll	Kekkila BVB	Future of Casing Soil	Netherlands
Jorge Calvo	Sylvan	Pleurotus and Shiitake Growing Methods	Spain
Brigette Hendrix	Mushroom Harvesting Consultancy	Importance of a good harvest plan and picking organisation	Netherlands
Anne-Marie Arts	The AgriChain Centre	Climate Change, Pathogens and Food Safety	New Zealand
Maksym Yenchenko	UMDIS	The State of the Ukraine Mushroom Industry	Ukraine
Jack Lemmon	GTL	Picking Optimisation	Netherlands
6.30 – 10.30pm	SYLVAN GALLERY GARDEN GALA – Adelaide Art Gallery		

DAY 3 – Mushroom Fund Levy R&D, Marketing Investments + Exhibition – Friday 28 October

Speaker	Presentation
Brett Fifield, CEO, Hort Innovation	Hort Innovation update
Mark Spees, Industry Strategic Partner	Hort Innovation investment update
Jane Smith & Kylie Hudson, General Managers of Marketing, and Emma Day, Australian Mushrooms Marketing Manager, Hort Innovation	Australian mushrooms marketing update
Leah Bramich, Relationship and General Manager, AMGA	Update from the Australian Mushroom Growers Association
Natasha Greenwood, General Manager WA/SA/NT, Regional and Agribusiness Commonwealth Bank	Economic update
Dr. Flavia Fayet-Moore, Nutrition Research Australia	Educating the Food Industry about the Nutritional Benefit of Australian Mushrooms
Dr Damien Belobrajdic, CSIRO	Mushrooms and their potential health benefits in lowering blood cholesterol
Dr Jenny Ekman, Applied Horticultural Research	Food safety, quality, and risk management

Dr Michael Kertesz, The University of Sydney	Balancing nitrogen supply and demand in button mushroom composting and cropping
Dr Warwick Gill, University of Tasmania and Judy Allan	Update of the Pest and Disease status of the Australian Mushroom Industry
Dr Gordon Rogers, Applied Horticultural Research	Marsh Lawson Mushroom Research Centre and a new disease testing service for the mushroom industry

FINAL REPORT APPENDIX TWO : DELEGATE LIST

First Name	Last Name	Position	Organization
Yonis	Abdullahi		Costa Group
Bart	Aerts		Fancom B.v.
Tim	Archibald	CEO	White Prince Mushrooms
Brian	Backhouse	Sa State Manager - Costa Vertical Farming	Costa - Mushroom Exchange
Phil	Badgery		Legro Australia Pty Ltd
Paulette	Baumgartl	Science Communicator	Applied Horticultural Research
Georgia	Beattie	CEO	Bulla Farm
Tracey	Beckham		Costa Group
Damien	Belobrajdic		CSIRO
Keivan	Bezanehtak		Sylvan
Niall	Blair	Chairman	Elf Farm Supplies
ann	bleads	Science Support	Elf Farm Supplies
Rebecca	Bonello		Costa Group
Jonathan	Bowden		Commonwealth Bank of Australia
Leah	Bramich	General Manager	Australian Mushroom Growers Association
Jacqueleen	Brown	Marketing and Communications Manager	Australian Mushrooms Growers Association
Philip	Butterworth	Research Technician	University Of Sydney
Paul	Butterworth		Costa Group
Elizabeth	Byleveld		Costa Group
Aspa	Callisto	Admin Manager	Global Axis Import Solutions
Carmine	Callisto		Global Axis Import Solutions
Michael	Callisto	Business Manager	Global Axis Import Solutions
Samiko	Callisto	Office Manager	Global Axis Import Solutions
Jorge	Calvo		Sylvan
Melissa	Cavallaro		
Luigi	Centofanti		Dynamic Electrical Systems Australia

Michael	Clutterbuck	General Farm Hand	Merbein Mushrooms Pty Ltd
Rachel Yates	Commonwealth Bank of Australia		
	Commonwealth Bank of Australia		
Ciaran	Cuddy		Harte Peat Ltd
Denise	Cuddy		Harte Peat Ltd
Daniel	Dajewski		Agro-Projects Export
Jay	Dawson		Costa Group
Emma	Day	Australian Mushrooms Marketing Manager	Hort Innovation
Jason	Dillon		Costa Group
Tiffany	Doan		Costa Group
Luke	Dobson		Costa Group
Anna	Domagała	Board Member	MAGIK Sp z. o. o.
Mariusz	Domagała	Board Member	Agro-Projects Export Sp. z o. o. Sp. K.
Piotr	Domagała	President	MAGIK Sp z. o. o.
Suzanne	Dubois		Sylvan Australia
Lee	Ear		Greenhill Mushrooms
Alan	Edwards		Mushroom Machine
Jenny	Ekman		Applied Horticultural Research (AHR)
Adrian	Englefield		
Jeremy	Ezard		Costa Group
Flavia	Fayet-moore	Ceo	Nutrition Research Australia (NRAUS)
Connie	Femia		Sa Mushrooms
Nat	Femia	Ceo	Sa Mushrooms
Nick	Femia	Ceo	SA Mushrooms
Sam	Femia		Sa Mushrooms
Michelle	Fenech		Costa Group
Matthew	Fensom	General Manager	White Prince Mushrooms
Brett	Fifield	CEO	Hort Innovation
Dan	Fisk		Costa Group

Nicholas	Fittock	Production Manager	Elf Farm Supplies
Karin	Freeman		Regal Mushrooms
Jan	Gielen		Fancom B.V.
Warwick	Gill		Tasmanian Institute of Agriculture
Natasha	Greenwood	General Manager WA/SA/NT, Regional and Agribusiness	Commonwealth Bank
Ryan	Hall		Applied Horticultural Research
Ger	Hendriks		Sylvan
Brigitte	Hendrix		Mushroom Harvesting Consultancy
Mike	Hill		
Madeline	Hnoudis		Global Axis Import Solutions
Corey	Hodges	General Manager	TNZ Growing Products
Chris	Hoiles		Primary Harvest
Dave	Hoving		HOVING HOLLAND
Dave	Hoving		HOVING HOLLAND
Kylie	Hudson	Head of Marketing	Hort Innovation
Emma	Humprhies		Hort Innovation
Dave	Hyland	Ceo	Mercer Mushrooms
David	Iaconi	President	Mushroom Supply & Services Inc.
Peter	Inderbitzin		Red Valley Farms Pty Ltd
Craig	Inger		Mercer Mushrooms
Geoffrey	Izard	Manager	Merbein Mushrooms
Don	Jayathilaka		Costa Group
John	Johnson		Costa Group
Brittany	Jones	Owner	Choice Mushrooms
Jacqui	Jones	Technical Sales Manager	TNZ Growing Products
Roger	Karge	Director	Ronic INTERNATIONAL
Michael	Kertesz		The University Of Sydney
Garry	Kirkwood		Costa Group
Tomasz	Kuczmaszewski		Sylvan Australia
Michal	Kustusch	CEO	GROWTIME Sp.z.o.o

Jack	Lemmen	CEO	GTL Europe
Tony	Leonello	Managing Director	A1 Mushrooms
David	Love		Costa Group
Sachit	Malla		Costa Group
Geoff	Martin	Owner	Drmush Advisory
Val	Martin		Drmush Advisory Pty Ltd
Brooke	Martlew		Costa Group
Glen	Matulich		Alpen Enterprises
Glen	Matulich		Alpen Enterprises
Martin	McCourt		Redox
Aimee	McKinnon	Research Scientist	Agriculture Victoria Research
Folkert	Moll		BVB
Phil	Musson	Owner	Choice Mushrooms
Ramesh	Nallasamy		Costa Group
Hans	Nendels		Kekkila - BVB
Ralph	Noble	Director	Microbiotech Ltd
James	O'Shea		Costa Group
Ajith	Pallage		Costa Group
Taraneh	Parhizkar	Production Manager And Head Grower	Parwan Valley Mushrooms
Dongyoung	Park		Costa Group
Sanjay	Patel		Costa Group
Tom	Peeters		GTL - Europe
Cathy	Philpott		Costa Group
Kul	Ratnayake	Manager	Kul Ratnayake Pty Ltd
Brooke	Reardon		Hort innovation
Nilesh	Reddy		Pure Mushrooms
Gillian	Reilly		Hort Innovation
Michal	Ressel		Agro-Projects Export Sp. z o.o. Sp.k.
Gordon	Rogers	Proncipal	Applied Horticultural Research
Jaylon	Rogers	General Manager	Pure Mushrooms

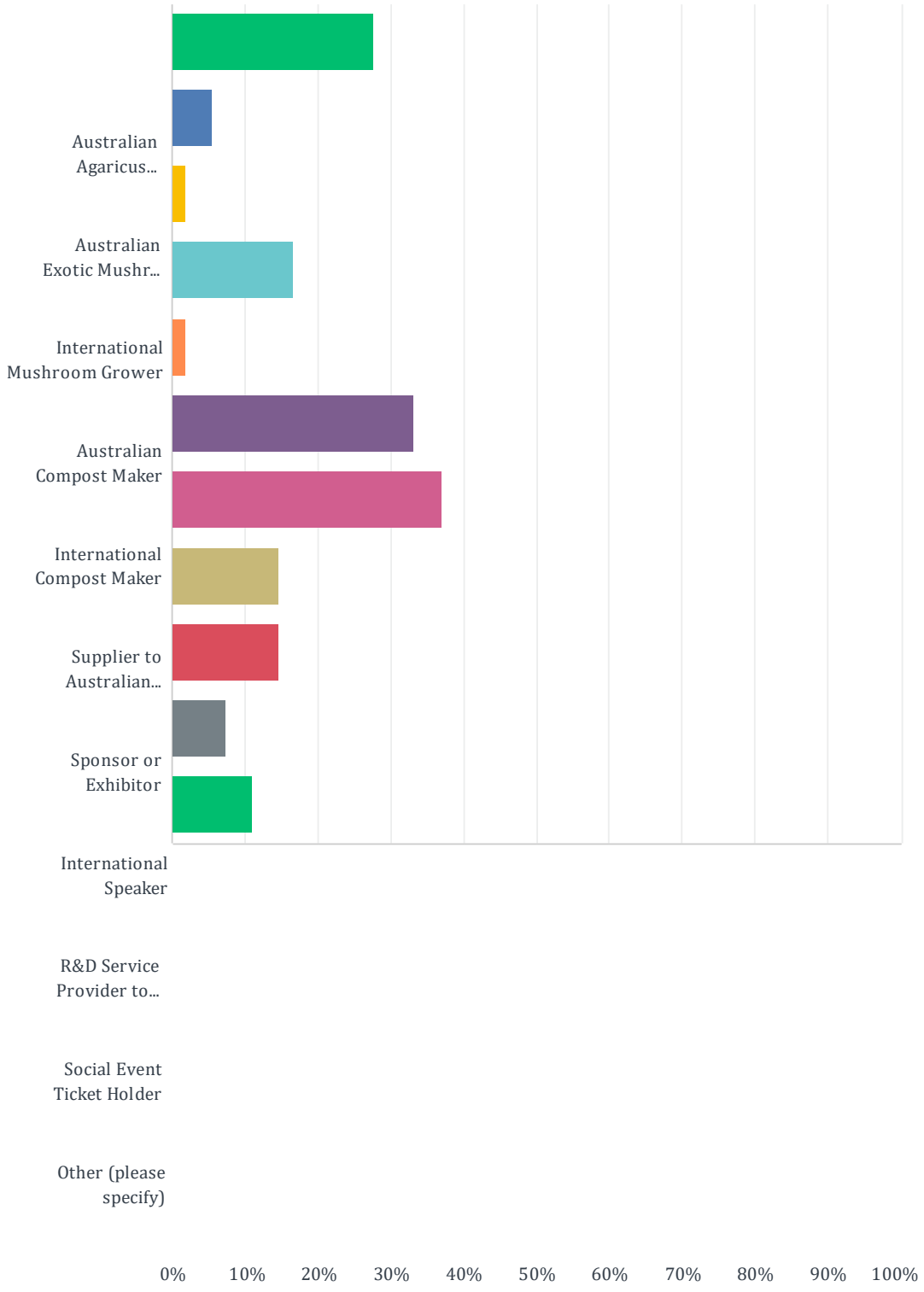
Philip	Rogers	Director	Pure Mushrooms
Jayaruwan	Samarathunge	Chairman/managing Director	Nature Harvest Mushroom Lanka (pvt) Ltd
David	Sanchez		SA Mushrooms
Marc	Schirripa		SA Mushrooms
Douglas	Schirripa		Life Member
Rita	Serericova		SA Mushrooms
Greg	Seymour	President	ISMS
John	Siderakis		Costa Group
Kevin	Siebers		Pure Compost
Elisa	Siliato		Costa Group
Harch	Singh		Costa Group
Jane	Smith	Head of Marketing	Hort Innovation
Mark	Spees	Industry Strategic Partner	Hort innovation
Russell	Sutton	Senior Business Manager	Redox
	Sylvan		Sylvan
Raymon	Teeuwen		Dynamic Electrical Systems Australia
Meghann	Thai		The University Of Sydney
Damian	Thwaites		Costa Group
Brian	Tipper		Costa Group
Chris	Tolson		Primary Harvest
Clint	Tolson		Regal Mushrooms
Kevin	Tolson		Regal Mushrooms
David	Tolson	Owner	Elf Mushrooms
Robert	Tolson		Primary Harvest
Rob	Tolson		Regal Mushrooms
Jessica	Toth		Costa Group
Vy	Tran		Regal Mushrooms
Imad	Uddin		SA Mushrooms
Ian	Ung		Greenhill Mushrooms
Roland	Van Doremaele	Manager Sales Department	Christiaens Group
Stephen	Vanschaik		Vanschaik Bio-Gro

Ronald	Vermunt		Legro
Eric MM	Vernooij	Commercial Director	Champfood International
Peter	Vu		Costa Group
Sharon	Watt		Hort Innovaiton
Keith	Webb	Head of Partnerships & Markets	Sustinent Pty Ltd
Wayne	Wilkinson		Costa Group
Joel	Wodecki	Production Leading Hand	Elf Farm Supplies
Maksym	Yenchenco		UDMIS
Arslan	Yousaf		Costa Group
Joseph	Zdrojewski		Costa Group

FINAL REPORT APPENDIX THREE : SURVEY

Q1 Tick all which applies to you

Answered: 54 Skipped: 0



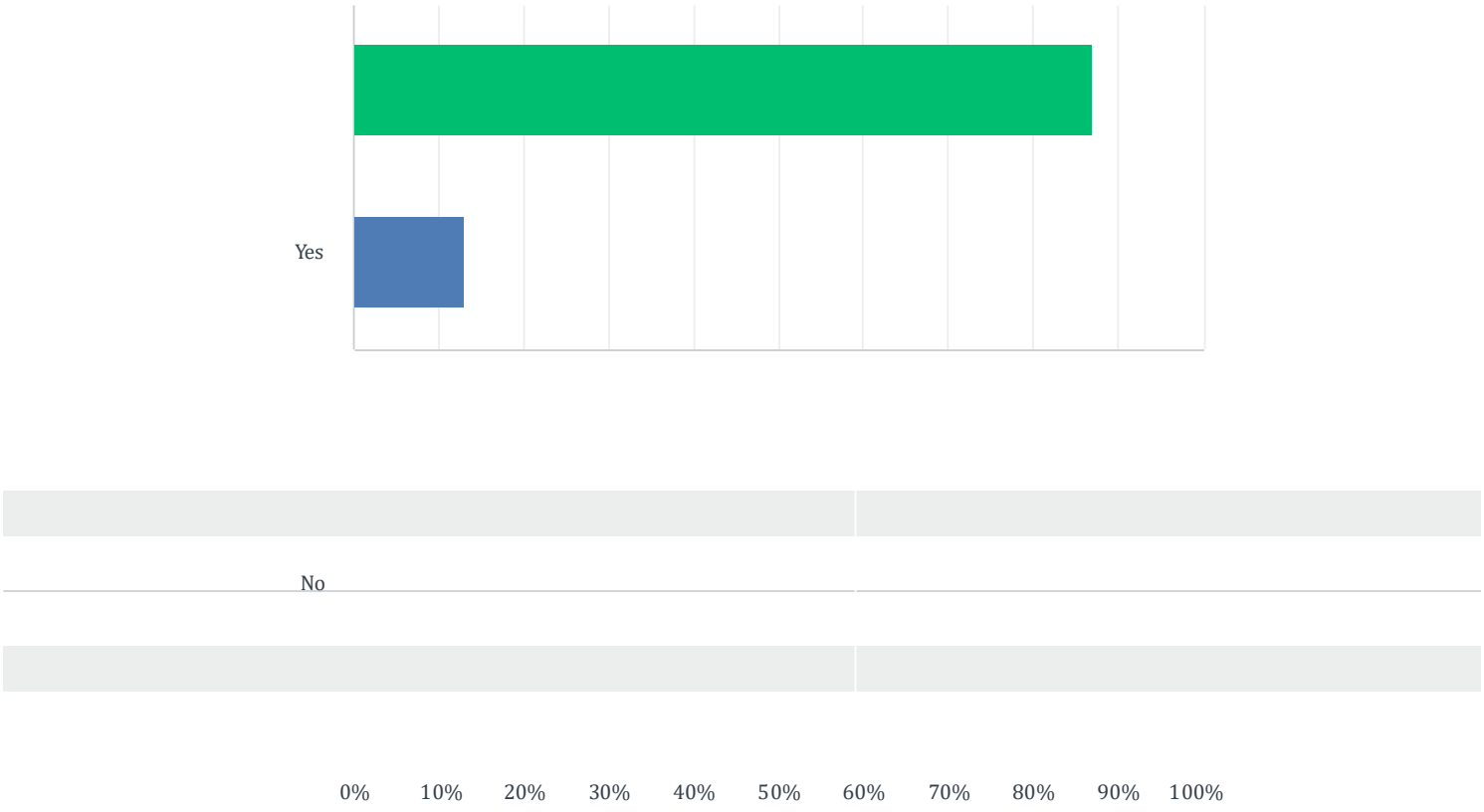
ANSWER CHOICES	RESPONSES	
Australian Agaricus Bisporus Grower	27.78%	15
Australian Exotic Mushroom Grower	5.56%	3
International Mushroom Grower	1.85%	1
Australian Compost Maker	16.67%	9
International Compost Maker	1.85%	1
Supplier to Australian Mushroom Industry	33.33%	18
Sponsor or Exhibitor	37.04%	20
International Speaker	14.81%	8
R&D Service Provider to Australian Mushroom Industry	14.81%	8
Social Event Ticket Holder	7.41%	4
Other (please specify)	11.11%	6

Total Respondents: 54

#	OTHER (PLEASE SPECIFY)	DATE
1	Life Member	11/1/2022 3:48 PM
2	Retired Grower	10/28/2022 2:13 PM
3	Speaker	10/28/2022 12:50 PM
4	Test	10/21/2022 3:47 PM
5	Test	10/21/2022 12:41 PM
6	Hort Innovaton	10/21/2022 12:35 PM

Q2 Did you attend the Farm Tour?

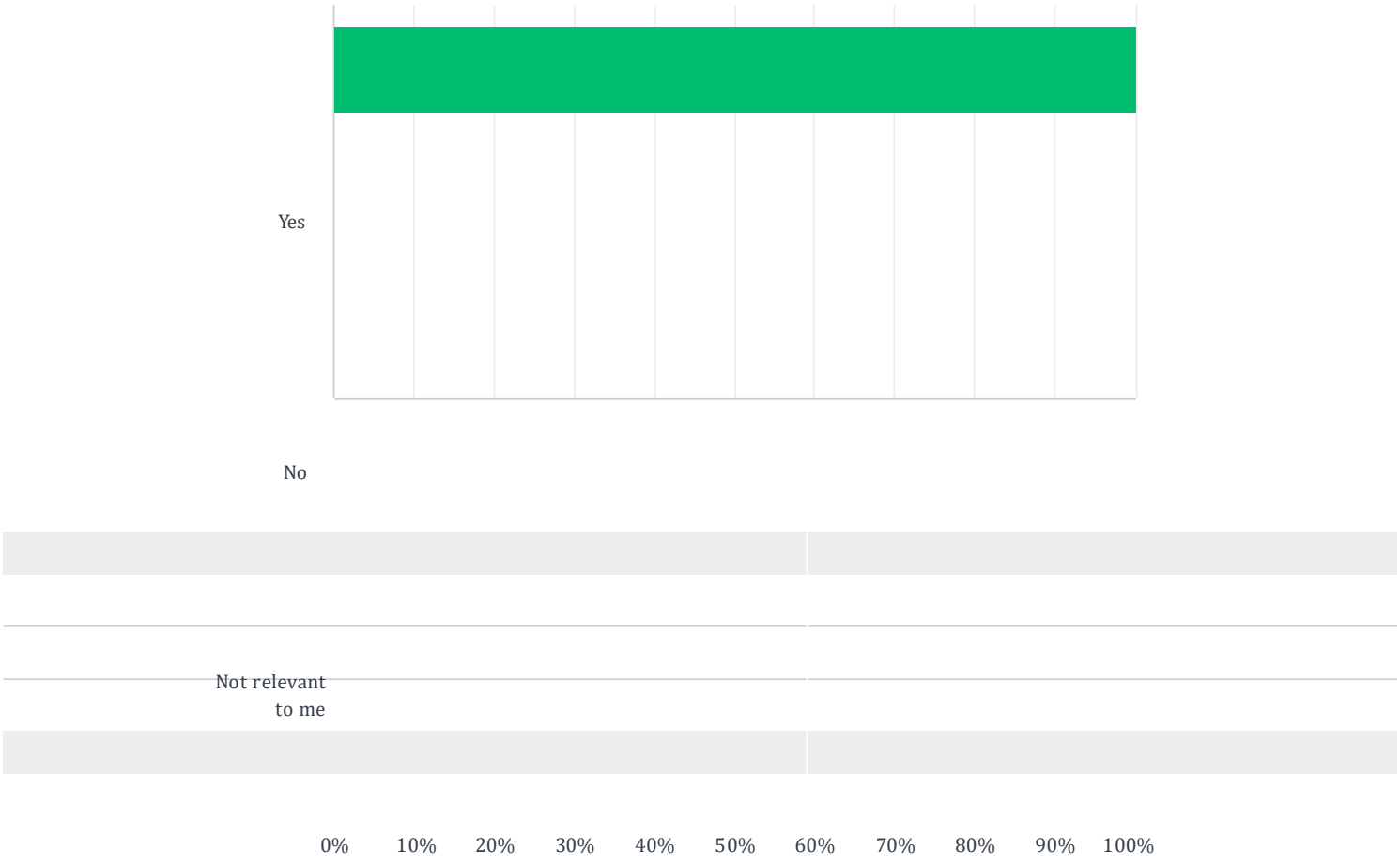
Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	87.04%	47
No	12.96%	7
TOTAL		54

Q3 Did you find the Farm Tour relevant, educational and beneficial?

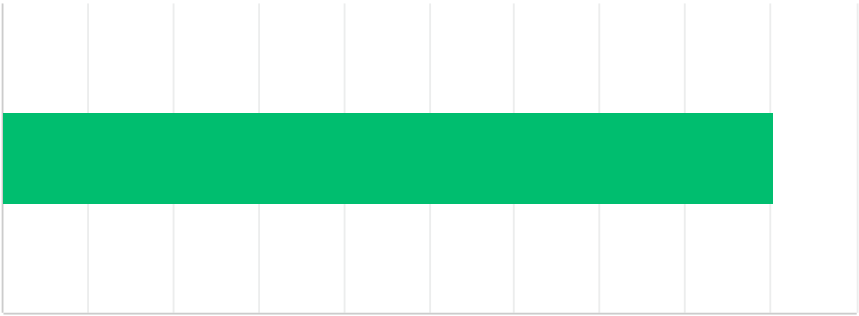
Answered: 40 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	100.00%	40
No	0.00%	0
Not relevant to me	0.00%	0
TOTAL		40

Q4 On a scale of 1 to 10, how satisfied were you with the Farm Tour?

Answered: 44 Skipped: 10



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	398	44

Total Respondents: 44

#		DATE
1	9	11/19/2022 4:06 AM
2	9	11/9/2022 12:33 AM
3	8	11/7/2022 8:40 PM
4	9	11/3/2022 7:13 AM

5	9	11/2/2022 2:50 PM
6	7	11/2/2022 12:10 PM
7	6	11/2/2022 10:05 AM
8	8	11/2/2022 7:14 AM
9	9	11/2/2022 4:28 AM
10	8	11/2/2022 12:23 AM
11	10	11/1/2022 10:00 PM
12	9	11/1/2022 6:29 PM
13	10	11/1/2022 5:25 PM
14	10	11/1/2022 4:57 PM
15	9	11/1/2022 3:49 PM
16	8	11/1/2022 3:47 PM
17	10	11/1/2022 3:13 PM
18	10	11/1/2022 2:53 PM
19	10	11/1/2022 1:29 PM
20	10	11/1/2022 1:28 PM

21	10	11/1/2022 1:23 PM
22	9	10/31/2022 3:01 AM
23	7	10/28/2022 9:17 PM
24	9	10/28/2022 5:50 PM
25	10	10/28/2022 3:29 PM
26	10	10/28/2022 2:14 PM
27	10	10/28/2022 1:49 PM
28	9	10/28/2022 12:53 PM
29	9	10/28/2022 12:51 PM
30	7	10/28/2022 12:38 PM
31	10	10/28/2022 12:25 PM
32	10	10/28/2022 12:22 PM
33	10	10/28/2022 12:20 PM
34	8	10/28/2022 12:15 PM
35	10	10/28/2022 12:15 PM
36	10	10/28/2022 12:15 PM
37	10	10/28/2022 12:15 PM
38	10	10/24/2022 10:06 AM
39	7	10/23/2022 1:49 PM
40	8	10/21/2022 3:48 PM
41	10	10/21/2022 2:01 PM
42	7	10/21/2022 12:35 PM
43	10	10/21/2022 11:14 AM
44	10	10/21/2022 9:03 AM

Q5 Do you have any feedback on how we could make the Farm Tours better?

Answered: 23 Skipped: 31

#	RESPONSES
1	It was really well organized. First an explanation and following the possibility to have a look.
2	It was good and well handled.
3	Spend a bit more time at the sites.
4	A bit more time. Growing facility tour was a bit dis-jointed
5	no
6	No, everything was perfect organised
7	No
8	thought was well done
9	No i think it was well organized Pherhaps microphones at pure mushrooms would have been better as their was a lot of noise and therefore sometimes hard to hear what was said
10	Groups did not stick together. A lot of people wondered around by themselves which is not ideal. Smaller groups and if the lead for each group could wear a different coloured safety vest then it would be easier to identify them
11	No, it was perfect. A little unclear which group was which at Nick's farm, however this was the fault of attendees (like herding cats etc).
12	With such a large group it's always a difficult task to ensure everyone is able to hear what is being said. All up a good effort by the Rogers and Femias opening up their facilities to scrutiny.
13	Yes. It would be much better at the Femia farm walk to run us through the growing system & techniques.
14	Possible inclusion of a visit to the markets would have been good.
15	Excellent Job
16	Smaller groups
17	Perfect as is. Open and honest insights.
18	No
19	Better organise group tour
20	Na
21	Nothing it was enjoyable and very informative as someone new to the industry
22	No comments
23	Yes

DATE

11/9/2022 12:33 AM

11/2/2022 2:50 PM

11/2/2022 12:10 PM

11/2/2022 10:05 AM

11/2/2022 4:28 AM

11/1/2022 6:29 PM

11/1/2022 5:25 PM

11/1/2022 3:49 PM

11/1/2022 3:47 PM

11/1/2022 2:53 PM

11/1/2022 1:28 PM

11/1/2022 1:23 PM

10/31/2022 3:01 AM

10/28/2022 5:50 PM

10/28/2022 3:29 PM

10/28/2022 1:49 PM

10/28/2022 12:53 PM

10/28/2022 12:51 PM

10/28/2022 12:38 PM

10/28/2022 12:25 PM

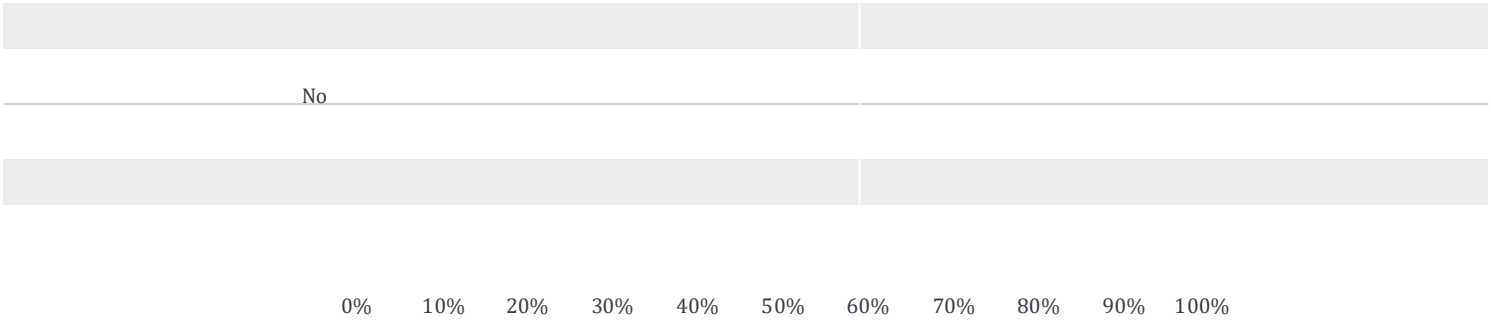
10/28/2022 12:15 PM

10/28/2022 12:15 PM

10/21/2022 3:48 PM

Q6 Did you attend the Costa Networking Event?

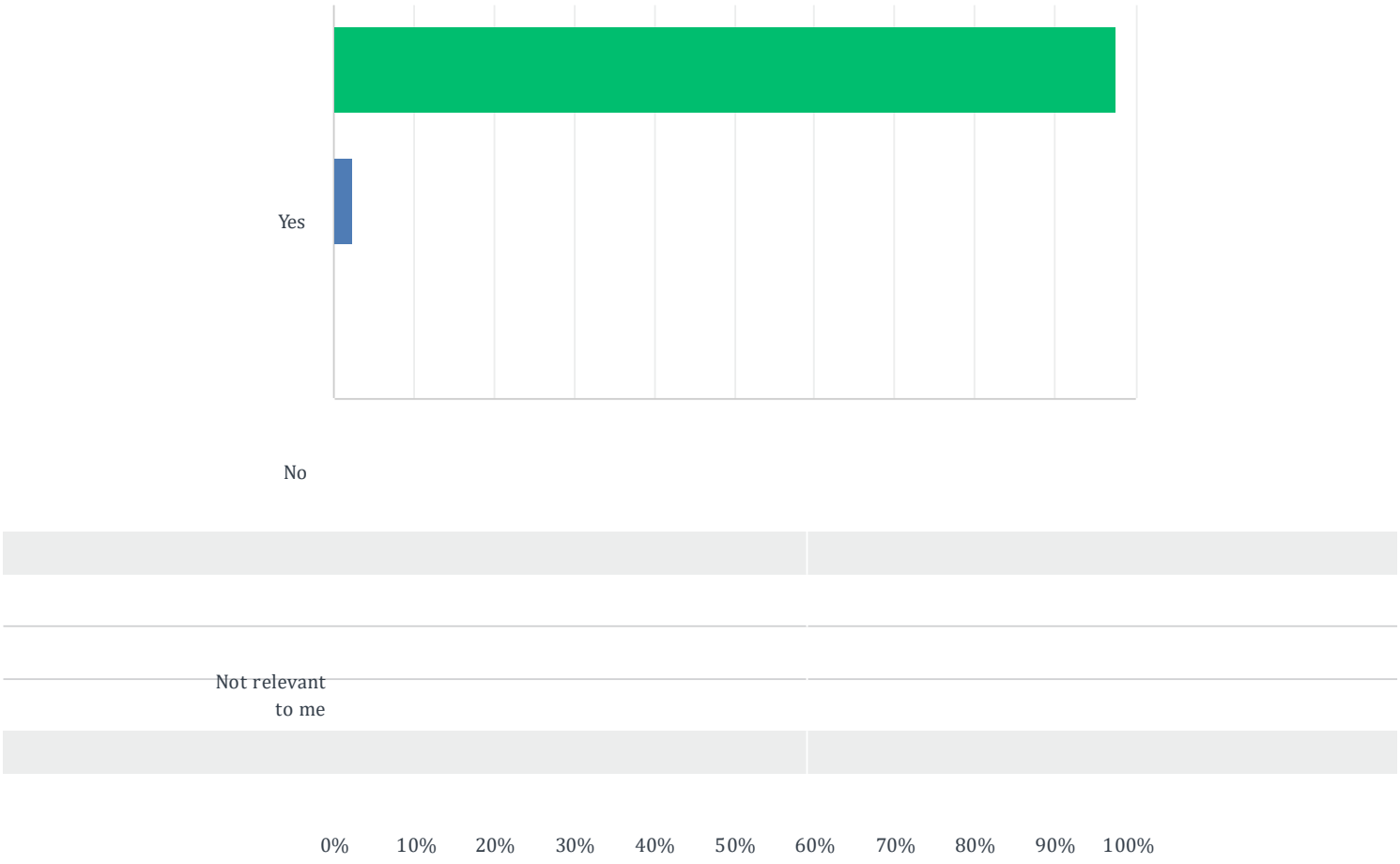
Answered: 52 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	90.38%	47
No	9.62%	5
TOTAL		52

Q7 Was the networking evening beneficial?

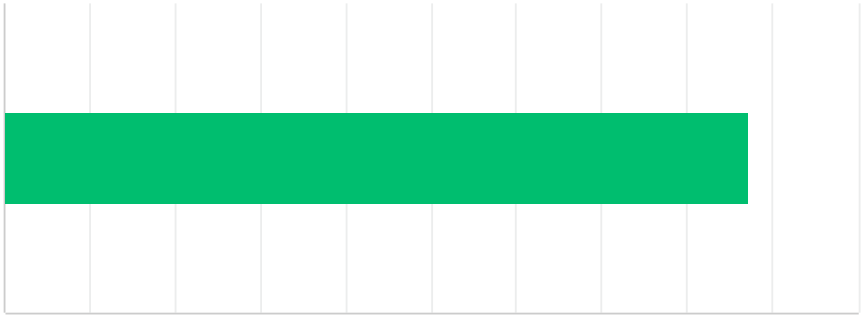
Answered: 42 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	97.62%	41
No	2.38%	1
Not relevant to me	0.00%	0
TOTAL		42

Q8 On a scale of 1 to 10, how satisfied are you with the Costa Networking Event?

Answered: 46 Skipped: 8



0 1 2 3 4 5 6 7 8 9 10

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	401	46

Total Respondents: 46

#		DATE
1	9	11/19/2022 4:06 AM
2	9	11/9/2022 12:34 AM
3	7	11/7/2022 8:42 PM

4	8	11/3/2022 7:14 AM
5	9	11/2/2022 2:52 PM
6	8	11/2/2022 12:12 PM
7	6	11/2/2022 10:07 AM
8	9	11/2/2022 7:15 AM
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13	8	11/1/2022 5:26 PM
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18	10	11/1/2022 3:13 PM
19	10	11/1/2022 2:54 PM

20	7	11/1/2022 1:29 PM
21	10	11/1/2022 1:24 PM
22	9	10/31/2022 3:02 AM
23	8	10/28/2022 9:19 PM
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36	10	10/28/2022 12:15 PM
37	10	10/28/2022 12:15 PM
38	8	10/28/2022 12:15 PM
39	10	10/28/2022 12:14 PM
40	10	10/24/2022 10:06 AM
41	9	10/23/2022 1:50 PM
42	8	10/21/2022 3:48 PM
43	9	10/21/2022 2:01 PM

44	7	10/21/2022 12:36 PM
45	10	10/21/2022 11:14 AM
46	10	10/21/2022 9:03 AM

Q9 Do you have any feedback on how we could make the networking evening better?

Answered: 25 Skipped: 29

#	RESPONSES
1	Nice location. Perfectly organized.
2	It would have been a good if costa could now explain their involvement with AMGA
3	Maybe a performance would have been nice. Seriously, it was good to meet and chat with the group we had.
4	Enjoyable night, venue was noisy, better overall good.
5	Space was a bit limited- - didn't allow for free movement until a number of attendees had left.
6	Encourage people to intro, rotate, be inquisitive
7	Food was spicy
8	Perfect. A little bit noisy :)
9	No
10	Was good venue nice views and easy walking distance for delegates.
11	It was great
12	A little bit crowded for the number of people but ok overall
13	It was spectacular. I personally found the event a little too loud and crowded, but again, not the fault of the organisers. There was plenty of quiet space. Food was 10/10.
14	Great venue. Good that Costa were on board sponsoring the event.
15	A little more space, but was great private event in top location, great food & drinks
16	It’s was great
17	Excellent
18	It was excellent !
19	Fine as is
20	Excellent event and venue
21	No
22	Nothing once again was very enjoyable and very well sorted and organised
23	No
24	No
25	Yes

DATE
11/9/2022 12:34 AM
11/7/2022 8:42 PM
11/2/2022 2:52 PM
11/2/2022 12:12 PM
11/2/2022 10:07 AM
11/2/2022 7:15 AM
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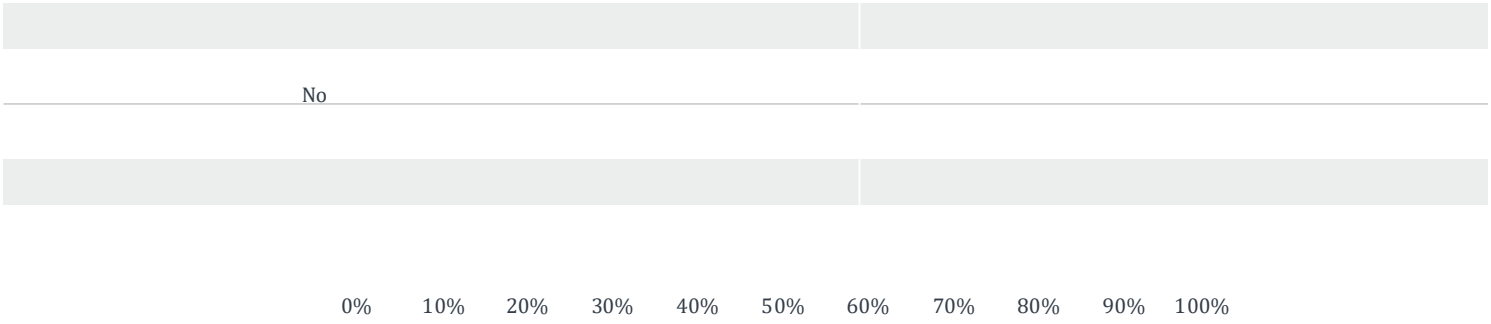
10/28/2022 12:16 PM
10/28/2022 12:15 PM
10/28/2022 12:14 PM
10/21/2022 3:48 PM

Q10 Did you attend the AMGA Conference on Thursday, to hear from the International Guest Speakers?

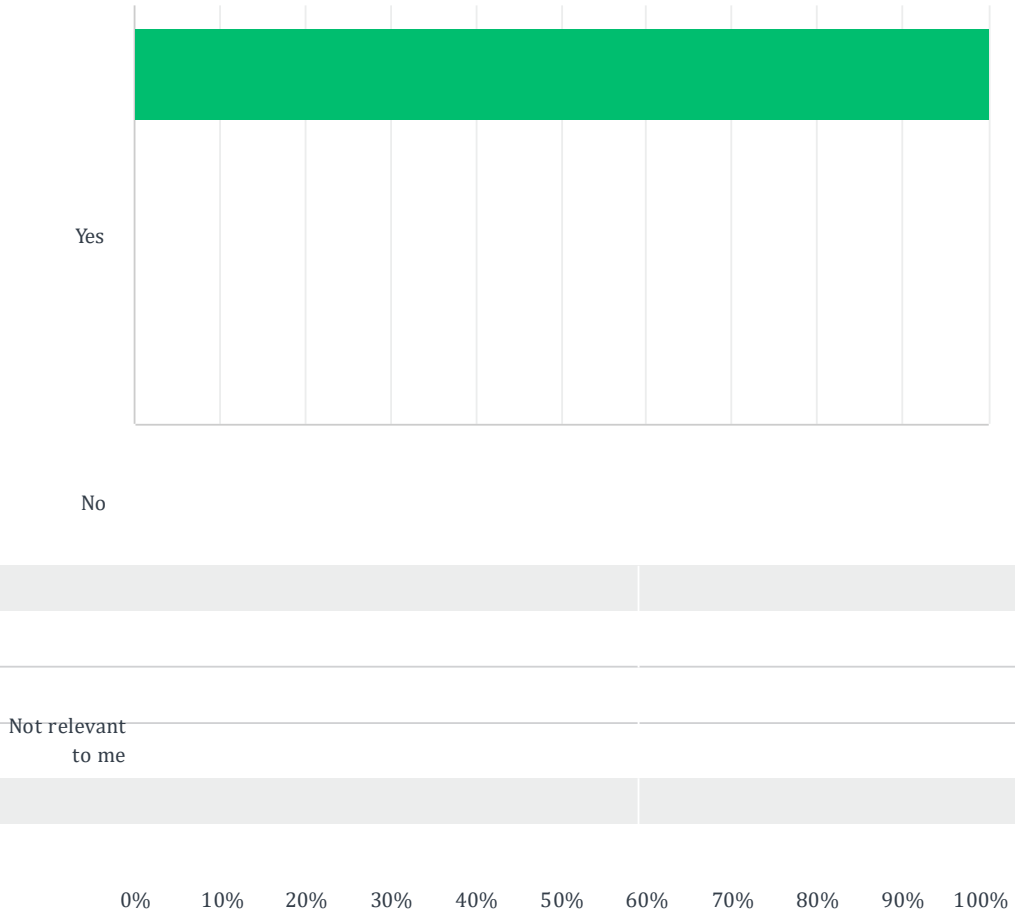
Answered: 51 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	96.08%	49
No	3.92%	2
TOTAL		51

Q11 Did you find the International Speaker Program relevant, educational and beneficial?

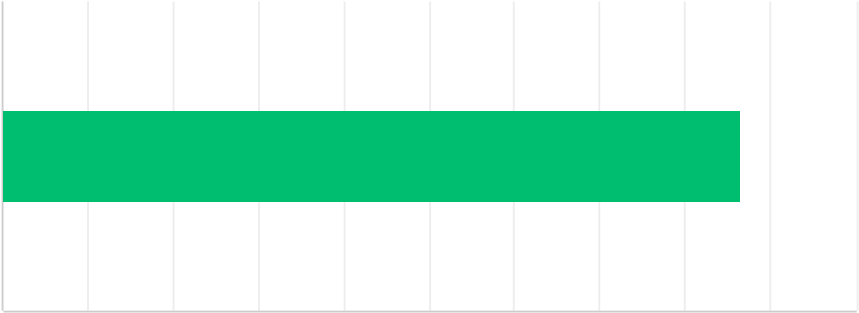
Answered: 44 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	100.00%	44
No	0.00%	0
Not relevant to me	0.00%	0
TOTAL		44

Q12 On a scale of 1 to 10, how satisfied were you on the International Guest Speaker program?

Answered: 48 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	9	416	48

Total Respondents: 48

#		DATE
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3	8	11/7/2022 8:44 PM

4	8	11/3/2022 7:14 AM
5	10	11/2/2022 2:53 PM
6	6	11/2/2022 12:15 PM
7	9	11/2/2022 10:07 AM
8	8	11/2/2022 7:16 AM
9	9	11/2/2022 4:29 AM
10	8	11/2/2022 12:24 AM
11	10	11/1/2022 10:01 PM
12	10	11/1/2022 6:30 PM
13	9	11/1/2022 5:26 PM
14	9	11/1/2022 4:57 PM
15	8	11/1/2022 3:51 PM
16	8	11/1/2022 3:50 PM
17	8	11/1/2022 3:34 PM
18	9	11/1/2022 3:14 PM
19	10	11/1/2022 2:54 PM

20	8	11/1/2022 2:14 PM
21	10	11/1/2022 1:30 PM
22	10	11/1/2022 1:30 PM
23	9	11/1/2022 1:29 PM
24	10	11/1/2022 1:26 PM
25	7	10/31/2022 3:02 AM
26	7	10/28/2022 9:21 PM
27	10	10/28/2022 6:22 PM
28	10	10/28/2022 4:45 PM
29	10	10/28/2022 2:14 PM
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31	10	10/28/2022 12:55 PM
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33	6	10/28/2022 12:51 PM
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36	7	10/28/2022 12:22 PM
37	8	10/28/2022 12:17 PM
38	9	10/28/2022 12:16 PM
39	10	10/28/2022 12:16 PM
40	8	10/28/2022 12:16 PM
41	8	10/28/2022 12:14 PM
42	10	10/24/2022 10:07 AM
43	8	10/23/2022 1:50 PM

44	8	10/21/2022 3:48 PM
45	8	10/21/2022 2:02 PM
46	7	10/21/2022 12:36 PM
47	10	10/21/2022 11:14 AM
48	10	10/21/2022 9:04 AM

Q13 Do you have any feedback on how we could make the Interntional Speaker Program better?

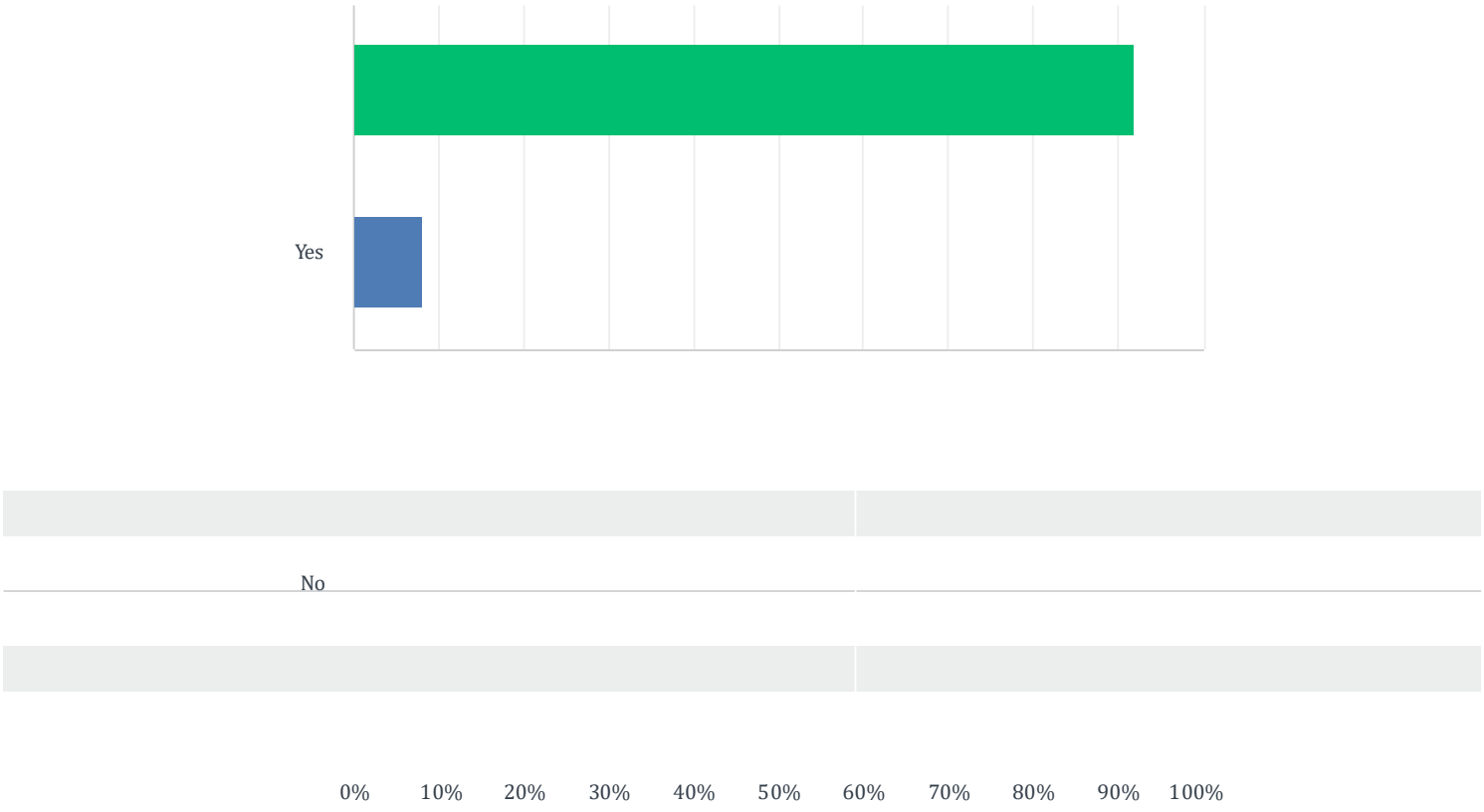
Answered: 27 Skipped: 27

#	RESPONSES
1	This was perfect. Presentations of about 25 minutes, long enough to explain and not to long that is becomes borrowing.
2	Expand more with details
3	Some talks were a little too long
4	Good range of speakers covering the industry. Maybe add some more high tech opportunities in future
5	Presentation were good, especially when relevant to what I do.
6	Hold people accountable on their time allocation. Shorten breaks
7	Not enough to speak
8	No
9	Thought is covered a lot of areas and interesting
10	Its a long sit But not really an idea how to improve that
11	Very good information
12	No.
13	it was really good and pleased you could get some many international people there
14	Well organised group of speakers who encompassed all aspects of the business. Harvesting and Casing issues are front of mind and talks were relevant.
15	Grouping topics a little more
16	Great range of speakers. Very relevant!
17	Excellent Job
18	Quality of content was brilliant
19	Good stuff.
20	No
21	No
22	No
23	No
24	Yes
25	Test
26	Great knowledge!
27	It was awesome!

DATE	
	11/1/2022 1:26 PM
11/9/2022 12:35 AM	
	10/28/2022 9:21 PM
11/7/2022 8:44 PM	
	10/28/2022 6:22 PM
11/3/2022 7:14 AM	
	10/28/2022 4:45 PM
11/2/2022 2:53 PM	
	10/28/2022 1:50 PM
	10/28/2022 12:55 PM
11/2/2022 12:15 PM	
	10/28/2022 12:52 PM
11/2/2022 7:16 AM	
	10/28/2022 12:17 PM
11/2/2022 4:29 AM	
	10/28/2022 12:16 PM
11/1/2022 5:26 PM	
	10/28/2022 12:14 PM
11/1/2022 3:51 PM	
	10/21/2022 3:48 PM
11/1/2022 3:50 PM	
	10/21/2022 12:36 PM
11/1/2022 2:54 PM	
	10/21/2022 11:14 AM
11/1/2022 1:30 PM	
	10/21/2022 9:04 AM
11/1/2022 1:29 PM	

Q14 Did you attend the Sylvan Gallery Garden Gala?

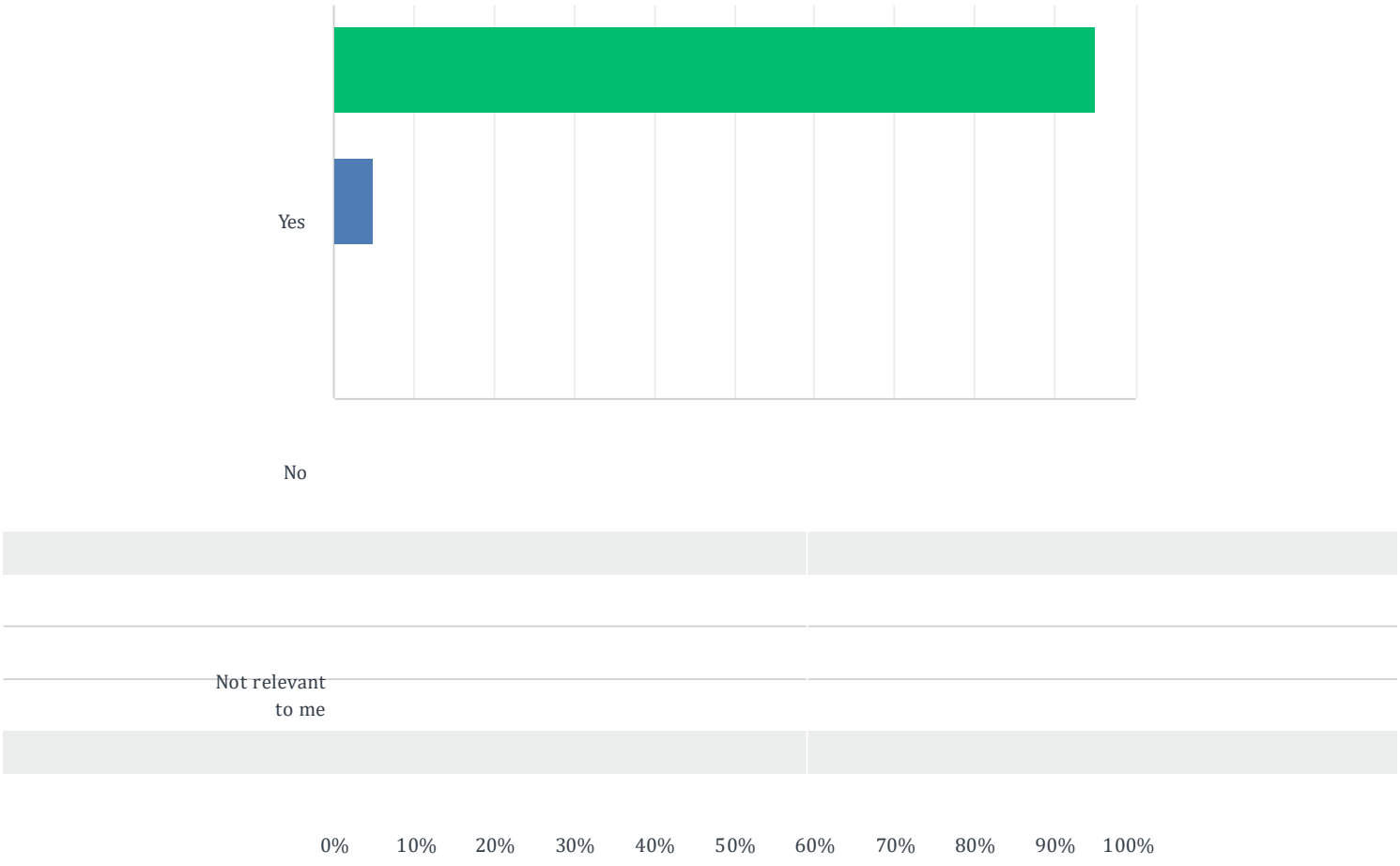
Answered: 50 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	92.00%	46
No	8.00%	4
TOTAL		50

Q15 Did you find the gala dinner beneficial?

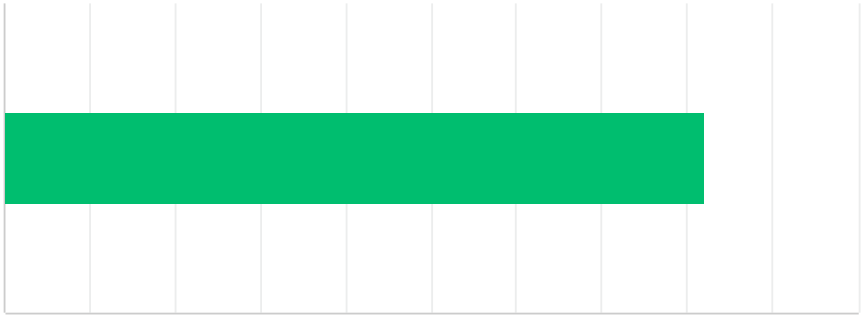
Answered: 41 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	95.12%	39
No	4.88%	2
Not relevant to me	0.00%	0
TOTAL		41

Q16 On a scale of 1 to 10, how satisfied were you on the Sylvan Gallery Garden Gala?

Answered: 42 Skipped: 12



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	345	42

Total Respondents: 42

#		DATE
1	9	11/19/2022 4:07 AM
2	7	11/9/2022 12:41 AM
3	4	11/7/2022 8:48 PM

4	7	11/3/2022 7:15 AM
5	9	11/2/2022 2:54 PM
6	2	11/2/2022 10:08 AM
7	8	11/2/2022 7:19 AM
8	8	11/2/2022 4:30 AM
9	9	11/2/2022 12:24 AM
10	10	11/1/2022 10:01 PM
11	10	11/1/2022 6:30 PM
12	10	11/1/2022 5:27 PM
13	8	11/1/2022 4:58 PM
14	6	11/1/2022 3:52 PM
15	7	11/1/2022 3:51 PM
16	10	11/1/2022 3:14 PM
17	10	11/1/2022 2:54 PM
18	10	11/1/2022 1:30 PM
19	9	11/1/2022 1:30 PM

20	10	11/1/2022 1:30 PM
21	8	11/1/2022 1:28 PM
22	9	10/31/2022 3:03 AM
23	8	10/28/2022 9:22 PM
24	10	10/28/2022 6:23 PM
25	9	10/28/2022 2:15 PM
26	10	10/28/2022 1:50 PM
27	10	10/28/2022 12:55 PM
28	10	10/28/2022 12:53 PM
29	8	10/28/2022 12:53 PM
30	7	10/28/2022 12:39 PM
31	7	10/28/2022 12:22 PM
32	10	10/28/2022 12:18 PM
33	0	10/28/2022 12:16 PM
34	8	10/28/2022 12:16 PM
35	6	10/28/2022 12:15 PM
36	9	10/24/2022 10:07 AM
37	9	10/23/2022 1:50 PM
38	8	10/21/2022 3:49 PM
39	9	10/21/2022 2:02 PM
40	7	10/21/2022 12:36 PM
41	10	10/21/2022 11:14 AM
42	10	10/21/2022 9:04 AM

Q17 Do you have any feedback on how we could make the conference gala dinner better?

Answered: 30 Skipped: 24

#	RESPONSES
1	For me it was less dynamic. E.g. when using standing tables it is more easy to switch to other tables and speak more people. Other possibility is to serve small meals which you can eat only using a fork or spoon, then it very dynamic.
2	Not very well organised. There were problems during the evening but there were no contingency back up plans.
3	The live band was a little too loud but it was entertaining
4	It was well balanced. We even had a tour in the gallery.
5	Mains at 9:30 pm and dessert at 11pm is not good.
6	Good event, great location, simplify the dishes to cater for a large group
7	To cold
8	No
9	Though for the Art Gallery it was a bit disappointing I know they had a problem with BBQ but food to me not up to standard However a good night to mix and talk.
10	Round tables are always better to interact with your neighbours as long tables
11	Hmm. The outdoor venue/cold weather and the unfortunate breakdown of the BBQs didn't add a lot to the ambience :-(
12	Excellent venue Food took forever
13	Good venue and overall a good event
14	No
15	Unfortunate that it was a bit cold and the food was a bit late coming out. As most delegates just want to talk, once again the band was very loud and made meaningful conversation very difficult.
16	Good networking.
17	Was a great dinner- is there ever an award for contribution/grower of the year etc?
18	Best event of the Conference
19	Loved the museum tours as a bonus.
20	The best conference dinner I have attended, congratulations!
21	Dinner was good. Great location and everyone seemed to be enjoying the night
22	Just a bit cold, the rest was pefectly organized
23	Once again was extremely well organised (even the keeping the bar open in the hotel longer)
24	Late food, too loud
25	No

		DATE
26	Food could have been much better	11/9/2022 12:41 AM
27	Gff	11/7/2022 8:48 PM
		11/3/2022 7:15 AM
		11/2/2022 2:54 PM
		11/2/2022 10:08 AM
		11/2/2022 7:19 AM
		11/2/2022 4:30 AM
		11/1/2022 5:27 PM
		11/1/2022 3:52 PM
		11/1/2022 3:51 PM
		11/1/2022 3:35 PM
		11/1/2022 2:54 PM
		11/1/2022 1:30 PM
		11/1/2022 1:30 PM
		11/1/2022 1:28 PM
		10/31/2022 3:03 AM
		10/28/2022 6:23 PM
		10/28/2022 1:50 PM
		10/28/2022 12:55 PM
		10/28/2022 12:53 PM

10/28/2022 12:53 PM

10/28/2022 12:22 PM

10/28/2022 12:18 PM

10/28/2022 12:16 PM

10/28/2022 12:16 PM

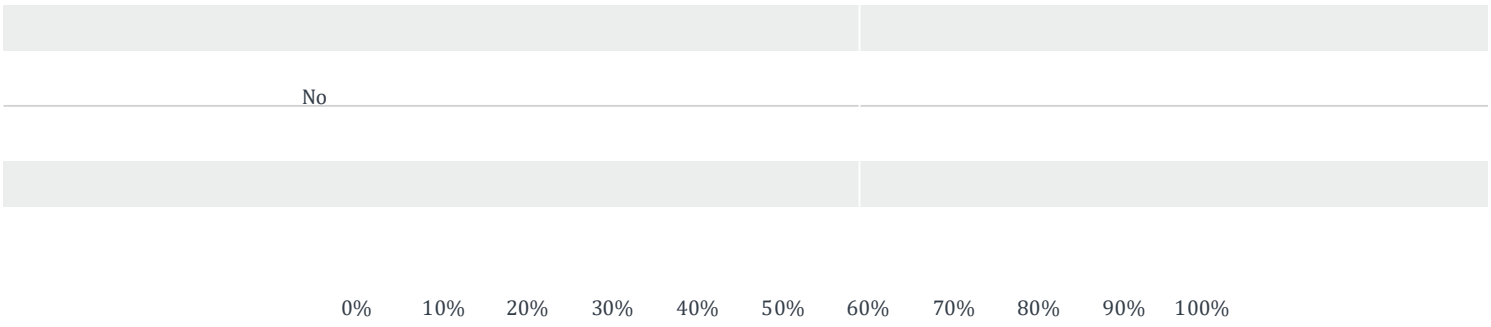
10/28/2022 12:15 PM

10/21/2022 3:49 PM

28	Test	10/21/2022 12:36 PM
29	Nothing	10/21/2022 11:14 AM
30	It was awesome!	10/21/2022 9:04 AM

Q18 Did you attend the AMGA Conference on Friday, to hear from the Australian Speakers, including Hort Innovation, AMGA and R&D Service providers?

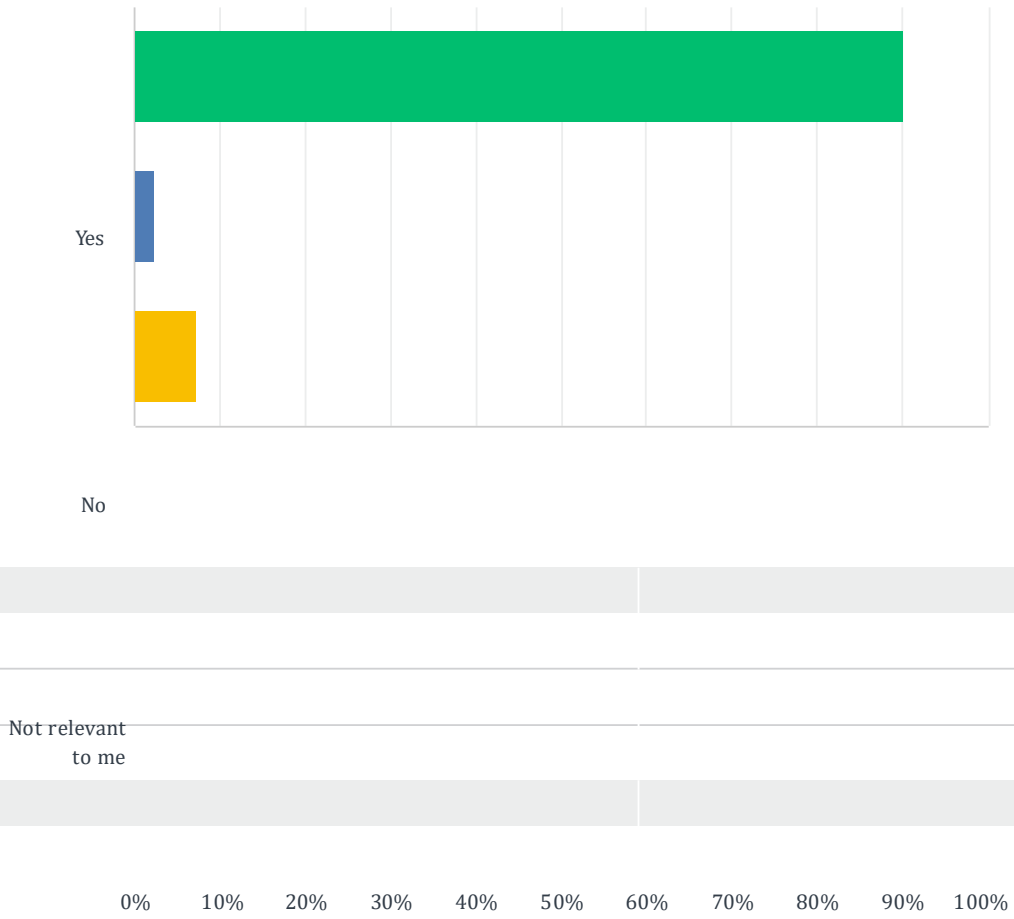
Answered: 49 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	91.84%	45
No	8.16%	4
TOTAL		49

Q19 Did you find the Australian Speaker Program relevant, educational and beneficial?

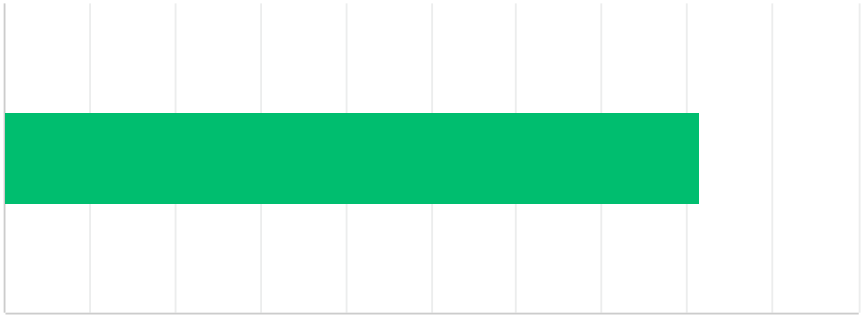
Answered: 41 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	90.24%	37
No	2.44%	1
Not relevant to me	7.32%	3
TOTAL		41

Q20 On a scale of 1 to 10, how satisfied were you on the Australian speaker program?

Answered: 44 Skipped: 10



0 1 2 3 4 5 6 7 8 9 10

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	358	44

Total Respondents: 44

#		DATE
1	10	11/19/2022 4:07 AM
2	7	11/9/2022 12:42 AM
3	8	11/7/2022 8:52 PM

4	8	11/3/2022 7:15 AM
5	8	11/2/2022 2:54 PM
6	7	11/2/2022 10:08 AM
7	8	11/2/2022 7:20 AM
8	8	11/2/2022 4:31 AM
9	8	11/1/2022 10:02 PM
10	10	11/1/2022 6:30 PM
11	9	11/1/2022 5:28 PM
12	8	11/1/2022 4:58 PM
13	8	11/1/2022 3:54 PM
14	6	11/1/2022 3:52 PM
15	8	11/1/2022 3:35 PM
16	9	11/1/2022 3:15 PM
17	8	11/1/2022 2:55 PM
18	8	11/1/2022 2:14 PM
19	9	11/1/2022 1:31 PM

20	10	11/1/2022 1:31 PM
21	9	11/1/2022 1:31 PM
22	8	11/1/2022 1:30 PM
23	5	10/28/2022 9:23 PM
24	10	10/28/2022 6:23 PM
25	10	10/28/2022 4:45 PM
26	9	10/28/2022 2:15 PM
27	8	10/28/2022 1:50 PM
28	9	10/28/2022 12:56 PM
29	10	10/28/2022 12:54 PM
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32	5	10/28/2022 12:23 PM
33	7	10/28/2022 12:18 PM
34	10	10/28/2022 12:18 PM
35	8	10/28/2022 12:17 PM
36	7	10/28/2022 12:17 PM
37	8	10/28/2022 12:16 PM
38	7	10/24/2022 10:07 AM
39	9	10/23/2022 1:50 PM
40	8	10/21/2022 3:49 PM
41	9	10/21/2022 2:02 PM
42	7	10/21/2022 12:36 PM
43	10	10/21/2022 11:15 AM

Q21 Do you have any feedback on how we could make the Australian Speaker Program better?

Answered: 24 Skipped: 30

#	RESPONSES
1	Compliments, it was very well organized. Also the room with 3 large screens was perfect.
2	They were relevant, but lacked excitement about their work.
3	Some overlap of info, slide share info to all
4	No
5	No
6	Hia presentation bit along their normal lines but the Dr talk was great and should be followed up especially with HIA marketing people She was a great down to earth speaker who knows her work
7	No
8	A lot of people didn't attend this day due to the topics, maybe mix the topics up so that there is a mix of research and industry information.
9	Might have been nice to mix up the days a bit to ensure better attendance at the R&D session.
10	Not sure on this one. Obviously Hort has to have a slot, perhaps there should have been some time to direct questions at the Hort management. Commercial outlook is always popular and delegates will listen to the presentations they find relevant to them.
11	It was a good mix, with new material and the speakers did a good job
12	Can it be made any less boring???
13	Splitting topics into smaller groups
14	Very informative
15	Excellent
16	Less interesting for international visitors. Perhaps combine it with other session
17	No
18	Have Hort innovation answer questions
19	No
20	No
21	No
22	Ddgh
23	Nothing
24	It was awesome!

DATE
11/9/2022 12:42 AM
11/7/2022 8:52 PM
11/2/2022 7:20 AM
11/2/2022 4:31 AM
11/1/2022 5:28 PM
11/1/2022 3:54 PM
11/1/2022 3:52 PM
11/1/2022 2:55 PM
11/1/2022 1:31 PM
11/1/2022 1:31 PM
11/1/2022 1:30 PM
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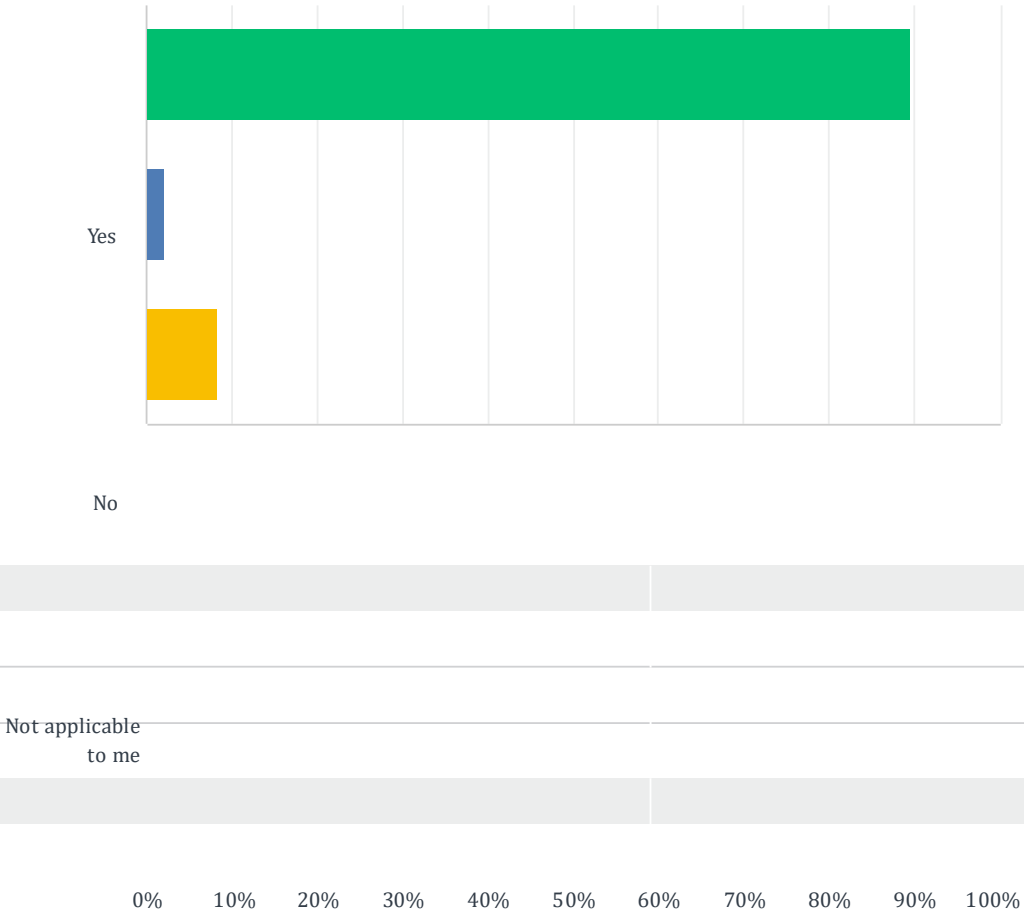
10/28/2022 12:56 PM
10/28/2022 12:54 PM
10/28/2022 12:40 PM
10/28/2022 12:18 PM
10/28/2022 12:17 PM
10/28/2022 12:16 PM
10/21/2022 3:49 PM
10/21/2022 11:15 AM
10/21/2022 9:04 AM

Q22 From the conference sessions, have you learned about research findings, best practice, emerging risks and/or opportunities?

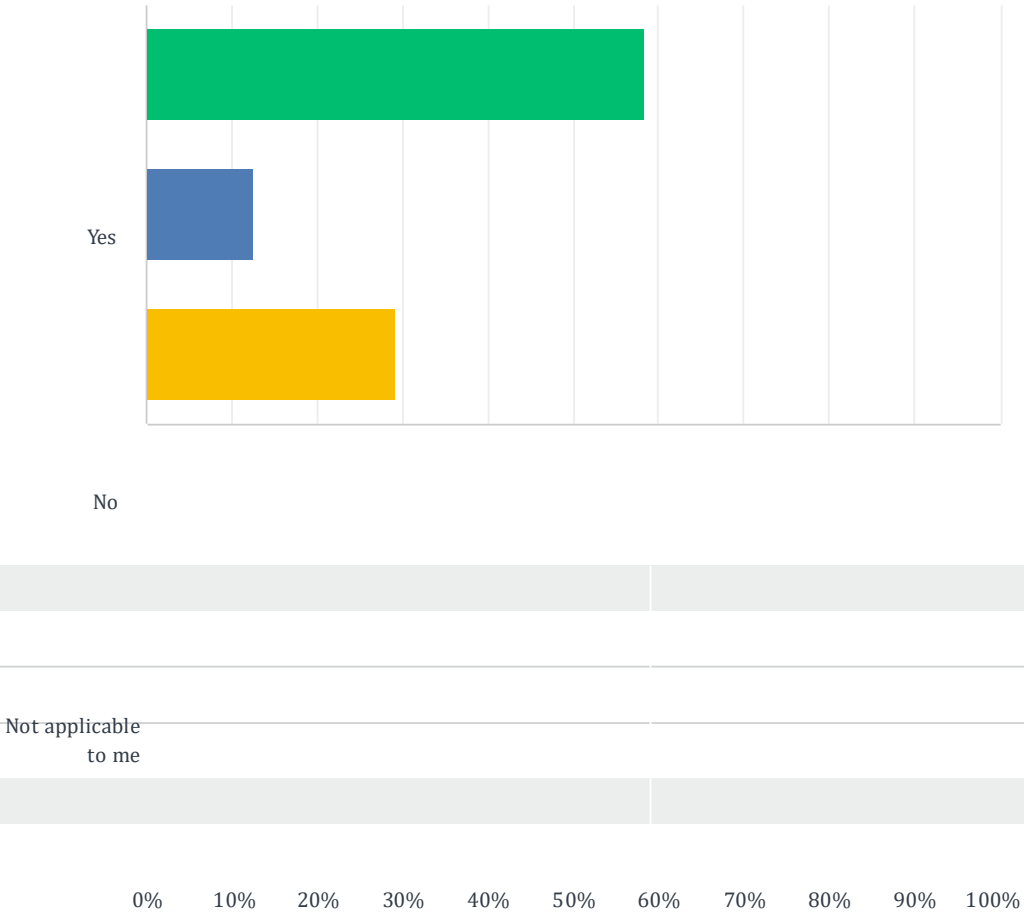
Answered: 48 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	89.58%	43
No	2.08%	1
Not applicable to me	8.33%	4
TOTAL		48

Q23 Do you have an increased awareness of Hort Innovation's R&D investments and related programs, as well as a greater understanding of the levy system, and Hort Innovation membership?

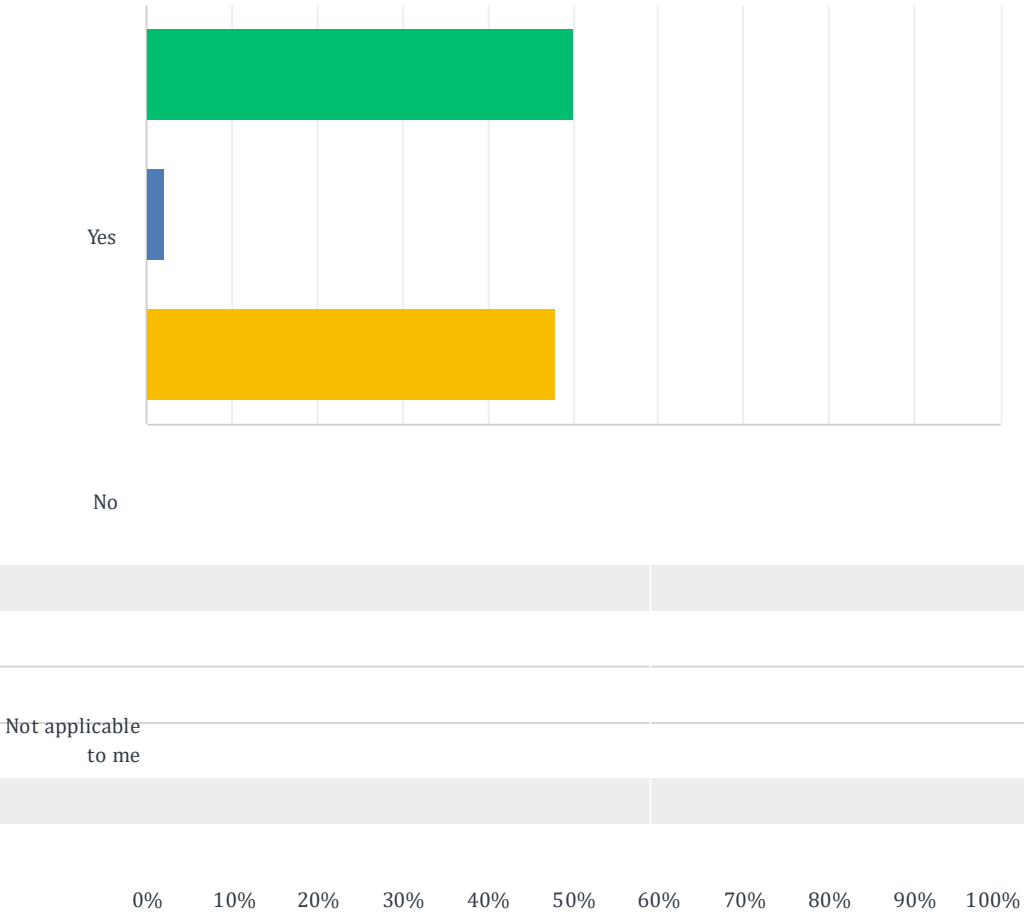
Answered: 48 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	58.33%	28
No	12.50%	6
Not applicable to me	29.17%	14
TOTAL		48

Q24 From what you have learned during the conference, are you now more likely to adopt some of the research and development key learnings on your farm?

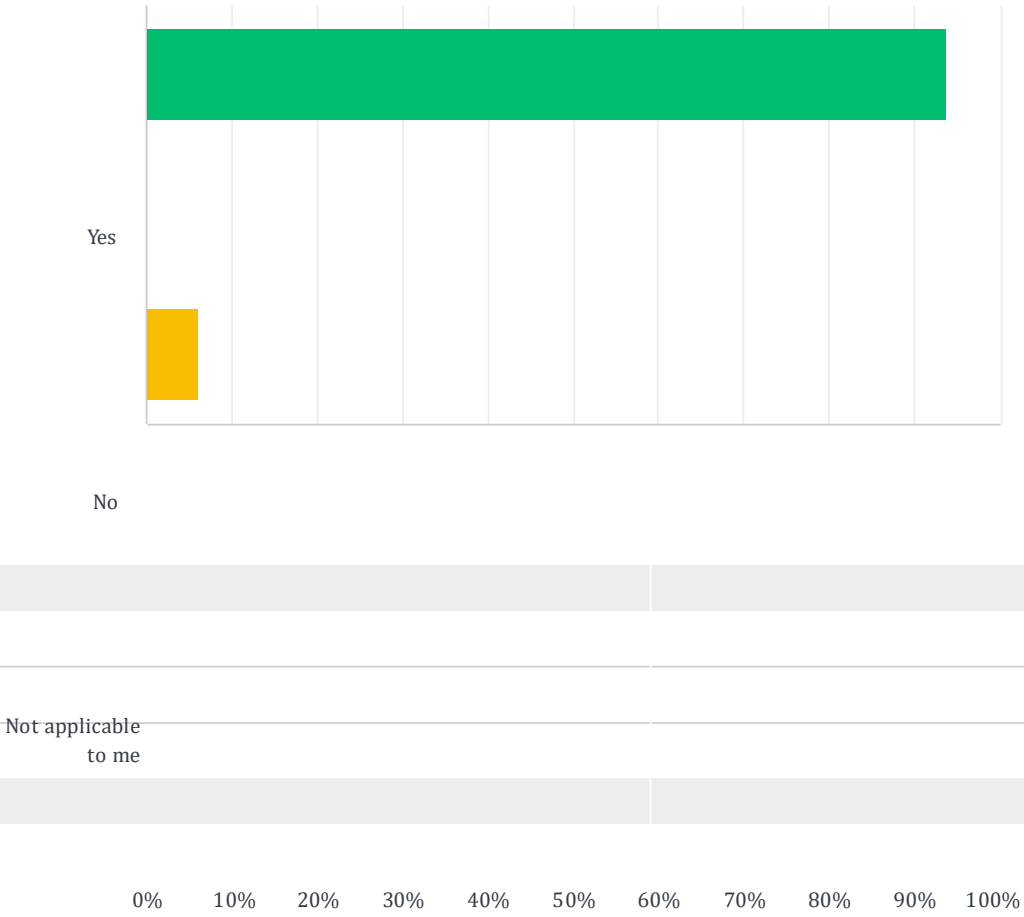
Answered: 48 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	50.00%	24
No	2.08%	1
Not applicable to me	47.92%	23
TOTAL		48

Q25 Do you feel that the conference has encouraged sharing of knowledge and information of technical developments, with and amongst the mushroom industry?

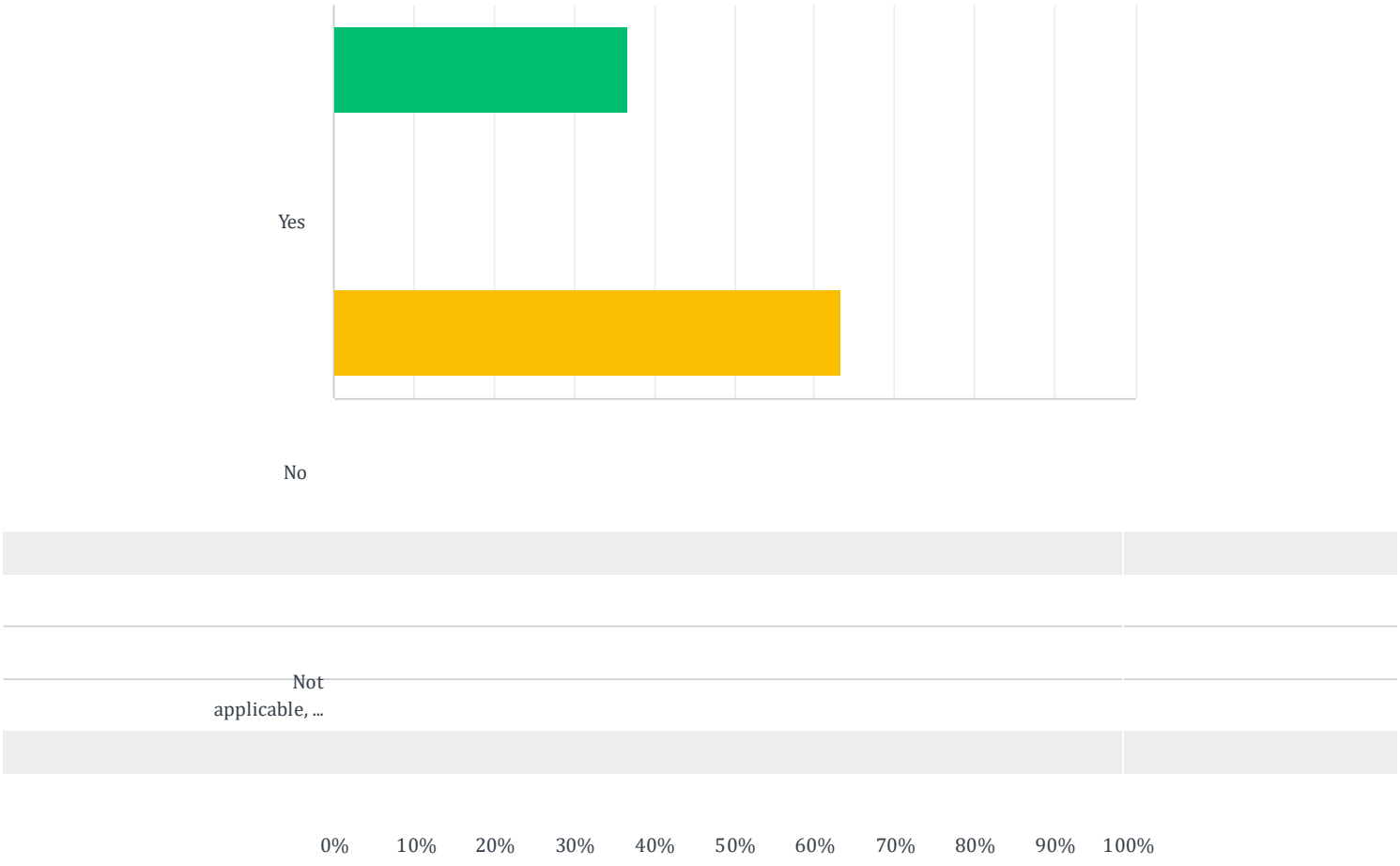
Answered: 48 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	93.75%	45
No	0.00%	0
Not applicable to me	6.25%	3
TOTAL		48

Q26 As a levy payer, did the conference meet your needs?

Answered: 41 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	36.59%	15
No	0.00%	0
Not applicable, as I am not an Australian mushroom fund levy payer.	63.41%	26
TOTAL		41

Q27 Do you have any other feedback you would like to share with the organising committee?

Answered: 30 Skipped: 24

#	RESPONSES
1	Compliments for a very well organized conference.
2	I believe our board of directors did a splendid job to adjudicate a very successful AMGA conference for 2022. Thanks to everyone involved particularly, Leagh for her dedication, commitment, and relentless focus great job. Congratulations very successful conference 8 1/2 out of 10.
3	Thank you for your dedication and hard work
4	it was complete.
5	Very professional and well organised, stick at it.
6	Well done on coordinating, never an easy task with that level of attendance. Able to pivot on the days and am sure will be learning for the next event
7	To thank them , good, open and social event.
8	Thank you for great organisation!
9	It was very well organised, and very pleasant, good to Exchange experiences with Each other! Thanks for being a part of this !
10	Though was well organised and had good mix of speakers Easy access to exhibitors and room to move between sessions well done guys
11	Great conference I enjoyed it a lot
12	thanks for the fantastic event
13	It was my first conference and I enjoyed meeting new people and also enhancing my knowledge. Thank you
14	Great Conference and an exceptional roll up. Good to see the Costa Group being involved with industry.
15	Great initiative - looking forward to the next one
16	No, just wet done. Take a bow.
17	If you can't get international guests to attend in person consider Telelink (live) on screen, its not as good as in person but have seen it done before in other conferences which means it could

		DATE
	be more affordable to get very high profile speakers	
18	It was a great conference- well done to all!	11/9/2022 12:45 AM
19	If can allocate more time for important areas would be better.	11/7/2022 9:05 PM
20	Well done! Happy to visit again.	
21	Fantastic conference, well organised and good balance of site tour, presentation and networking	11/3/2022 7:16 AM
22	The conference was really good . Great attendance and good networking 😊	11/2/2022 2:55 PM
23	No	11/2/2022 12:17 PM
24	I have attended multiple conferences in regards to horticulture in Australia. AMGA would be one and if not the best. It’s well organised and both informative. Also great for networking	11/2/2022 7:21 AM
		11/2/2022 4:33 AM
		11/1/2022 10:03 PM
		11/1/2022 5:37 PM
		11/1/2022 3:55 PM
		11/1/2022 3:54 PM
		11/1/2022 3:15 PM
		11/1/2022 2:56 PM
		11/1/2022 1:33 PM
		11/1/2022 1:31 PM
		11/1/2022 1:31 PM
		10/28/2022 9:27 PM
		10/28/2022 6:24 PM

10/28/2022 4:47 PM

10/28/2022 12:54 PM

10/28/2022 12:57 PM

10/28/2022 12:21 PM

10/28/2022 12:56 PM

10/28/2022 12:20 PM

25	Great conference	10/28/2022 12:18 PM
26	No	10/28/2022 12:17 PM
27	I	10/21/2022 3:49 PM
28	Test	10/21/2022 12:37 PM
29	Great organising committee!!	10/21/2022 11:15 AM
30	It was awesome !	10/21/2022 9:05 AM