

# Australian Persimmon Industry Conference and Field Day 14<sup>th</sup> & 15<sup>th</sup> June 2017 Sydney Region, NSW



Proudly presented by



**Horticulture**  
**Innovation**  
Australia

## Pack your bags – We're off to Sydney!

Sydney is the perfect place to hold this year's Australian Persimmon Industry Conference and Field Day event. Sydney is the most convenient city for delegates to access. For those flying in, the venue is a simple, single train ride from the airport, and for those driving to the event, it's out of the hustle and bustle of the inner city traffic.

This premier Persimmon Industry event will be held in Campbelltown, located in Greater Western Sydney 50km south-west of Sydney's CBD. The Conference and Conference Dinner are being held on Wednesday, 14<sup>th</sup> June, at the Campbelltown Catholic Club – set right in the heart of Campbelltown. Field Tours will depart from the front of the Rydges Campbelltown on Thursday, 15<sup>th</sup> June 2017.



## Time to Update and Upskill – *You're in it for the future*

A progressive conference program is being generated to ensure that you are up to date with the current recommendations for Persimmon production and set to shine a light on the future. Conference sessions will showcase and explore:

- Strategies for mealybug control.
- Management of Qfly in complex landscapes and why it makes economic sense.
- Postharvest technologies to maximise marketing opportunities.
- 2017 promotional strategies.
- The Persimmon Strategic Investment Plan.
- Marketing trends and opportunities for growth.
- Plus a selection of new and innovative technologies will be introduced to the Persimmon Industry.

## Who's coming?

The conference will provide you with the opportunity to discuss ideas with growers, marketers and other relevant industry stakeholders, catch up with friends and bounce ideas off Hort Innovation staff to foster the growth of the Persimmon Industry.

The speaker line up will include some familiar faces including dedicated Persimmon researcher, David Oag, Principal Horticulturist, Department of Agriculture and Fisheries in Queensland, and Hort Innovation's Persimmon Relationship Manager, Astrid Hughes, as well as researchers from CSIRO, Macquarie University and a host of others.



## Everybody's Favourite – The Field Tour

The Sydney Basin region is home to a number of Persimmon orchards, offering delegates the opportunity to view several enterprises on the Field Tour. There's no doubt that Persimmons have found a niche in the Sydney region. Being a relatively high value crop, they are well suited to production in the Sydney Basin where horticulture is challenged by peri-urban development. Yet this same location offers growers of this delicious autumnal crop unique marketing opportunities due to the close proximity of orchards to Australia's largest population.

Come and see grower's ventures into farm gate sales and 'pick-your-own' and learn how the rapid uptake of electronic trading is expanding the horizons for innovative fruit marketing beyond the traditional domestic wholesale marketplace. In addition, on the fringe of Australia's busiest airport, the region offers rapid placement of Persimmons into key global markets, particularly those in Asia.

Interested in an early morning visit to the Sydney Produce Markets? Want to get a feel on how the markets work and talk directly with agents that specialise in handling Persimmons? Let the conference organisers know and they will arrange a post conference visit to the Markets on Friday 16<sup>th</sup> June.

## Thinking of staying in Campbelltown?

Delegates are free to choose their own accommodation from the full range of options Campbelltown has to offer all within easy reach of the conference venue. The closest accommodation to the conference facility and within the Campbelltown Catholic Club's precinct is the stylish and contemporary Rydges Campbelltown – Macarthur's premier 4½ star hotel offering 116 beautifully appointed accommodation rooms.

To get the best accommodation deal at the Rydges Campbelltown, it is recommended that delegates join the Rydges priority guest rewards club by going to <https://www.priorityguestrewards.com>. The loyalty club is free to join and guests will be eligible to a 10% discount off the best flexible rate, a welcome drink on arrival and late checkout of 1pm! Breakfast can be added at the time of booking for an additional \$25 per person.

### Things you need to know about visiting the Campbelltown Catholic Club

Everyone entering the Club must sign in at reception. Any conference delegates under 18 must be signed in and escorted to the function room by a responsible adult. Underage guests will not be allowed into the club without being signed in by a member attending the event; this cannot be done by club staff.

To ensure Club standards are maintained all clothing must be neat, clean, tidy and free of offensive slogans. Beach wear is not permitted at any time - this includes board shorts, swim shorts or any garment designed for swimming. Rubber thongs will not be permitted at any time. In all cases management discretion applies.



# Program Outline

## WEDNESDAY | 14 JUNE 2017

- 8.00am Conference Registration | The Phillip Room | Campbelltown Catholic Club  
8.30am Conference Program commences | The Phillip Room | Campbelltown Catholic Club  
7.00pm Pre-Dinner Drinks | The Macquarie Room | Campbelltown Catholic Club  
7.30pm Conference Dinner | The Macquarie Room | Campbelltown Catholic Club

## THURSDAY | 15 JUNE 2017

- 8.00am Field Tour | Bus departs in front of Rydges Campbelltown for a day visiting Persimmon orchards in the Sydney Region  
4.00pm Bus returns & Conference concludes | Rydges Campbelltown

## FRIDAY | 16 JUNE 2017

- Early am OPTIONAL Post-Conference Visit to Sydney Produce Markets | Details to be advised



# Register Now

## All Inclusive Conference & Field Day Package\*

Cost  
per person (inc. GST)

### PAI Members (& partners)

*Earlybird rate to 21/5/17 | On or after 22/5/2017*

\$225 | \$300

### Non-Members (& partners)\*

*Earlybird rate to 21/5/17 | On or after 22/5/2017*

\$335 | \$410

## Conference Dinner ONLY

### PAI Members (& partners)

*Earlybird rate to 21/5/17 | On or after 22/5/2017*

\$65 | \$85

### Non-Members (& partners)\*

*Earlybird rate to 21/5/17 | On or after 22/5/2017*

\$95 | \$115

\*includes Conference Day Package (Morning & Afternoon tea, Lunch & Handouts), Conference Dinner and Field Trip (Bus & Lunch)

## Travel & Accommodation Arrangements

All delegates are to make their own preferred travel and accommodation arrangements at their own expense.

## Registration & Payment Options

Complete and return the Registration Form to the PAI Office by email or post. Payments by cheque or EFT.  
Registrations close 5<sup>th</sup> June 2017.

## CONTACT:

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