



Media Release

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Emerging leaders gather to focus on future of the Australian sugar industry

A new generation of growers, harvesters, researchers, millers, service providers and marketers will gather in Townsville this month for a landmark conference to explore the future of the Australian sugar industry.

The Generation Next conference at the Southbank Convention Centre from March 14 to 16 will be a forum to share knowledge, experiences and views and identify opportunities to build a profitable and sustainable industry.

The conference is in line with the Sugar Research and Development Corporation's (SRDC) major investment in strategies to enhance the skills and capabilities of men and women in the industry.

Russell Muchow, Executive Director of the SRDC, said there was a major emphasis on "developing the human capital" of the industry.

"The Corporation is keen to partner with the industry's men and women in their endeavours to create a more effective, efficient, prosperous and vibrant industry," Mr Muchow said.

Warren Truss, the Federal Minister for Trade, will be a special guest at Generation Next in Townsville addressing the specific issue of the new world order of trade.

"The Generation Next forum provides participants with practical skills, confidence, knowledge and networks to make a lasting contribution to their industry," Mr Truss said.

Issues to be addressed at the conference include identifying regional priorities, innovation, value adding, creating successful partnerships and marketing.

Convenor, Cheryl Phillips, said the focus would be on strengthening participants' skills and confidence and creating an environment where delegates can gain a whole-of-industry perspective. This will result in their heightened performance at an individual, enterprise and industry level.

To register or access further information about Generation Next, contact Kelly Tape on 0408 850 110 or visit the website www.srdc.gov.au

Interview:

Cheryl Phillips, Convenor of Generation Next, can be contacted on mobile 0407 519 992

