

IT STARTS
WITH US

25-26, JUNE 2018, DUNEDIN CENTRE
New Zealand's Premier Dairy Event.





Personal Wellness

A morning of workshops focused on us as individuals and what makes us tick.

The conference kicks off with an inspiring keynote address from Richard and Elina Ussher, who will make you question your thought habits, what holds you back, and how to get the most out of every day.

Workshops focus on all aspects of wellness- physical, mental, and emotional - with practical content and plenty to keep you thinking. Expect to meet industry-leading health and wellness experts, including doctors, sports coaches, nutritionists, and mentors. A resilient, robust, and sustainable sector is built on people made of the same stuff. You'll be empowered with what you've learnt and armed with the tools to apply it to all aspects of your life.



Innovation and Technology

The afternoon session on day one focuses on utilising technology and innovation to maintain New Zealand's position at the forefront of global dairy markets. Leading professionals discuss consumer trends and how use of technology can influence and shape our markets. Interactive workshops will focus on how practical innovation can utilise current resources and technology to create sustainable development on-farm. All sessions are focused on addressing the big issues affecting dairying, such as people, water, nutrients, and herd performance.

A technology and networking session will allow delegates to interact with sponsors and exhibitors to ask questions and provide feedback on gaps in research and development.



People, Business and Growth

The morning session on day two builds on the energy and learnings of day one. You'll have an opportunity to refocus your energy and take charge of your direction. Are you following the farming path that is right for you? Does it meet your personal ambitions?

There will be practical examples in an interactive format with tips on how to build a capable on-farm team through excellent training, effective communication, and easy to follow processes. Already achieved your farm ownership dream and are "What now?" A workshop offers a 'how to' guide on preparing yourself to step back from your day-to day-farming. With plenty of time for questions, it's a chance to mull over ideas with other farming leaders.



Media, Community and Environmental Engagement

Learn how we all have a part to play in engaging with our wider communities, telling, and celebrating our stories. You'll hear from media experts on why media pick up stories, what they look for, and how you can influence this. Interactive workshops will explore ways of growing a successful culture in a diverse team; social science experts will look at applying the nudge theory to affect change; and you'll learn from farmers who have made significant gains in their water utilisation.

Delegates will leave SIDE knowing it starts with us, feeling connected, inspired, and empowered to share positive stories engage with their community and environment.

REGISTER AT [SIDE.ORG.NZ](https://side.org.nz)





Robyn Williams

We are all on a journey. Making sure that journey leads us in the right direction starts with each of us, every day. We are responsible for making positive changes in our lives to sustain our mental and physical wellbeing. From there we can embrace the responsibility of effectively leading the people around us to help them grow, and mentor them through their own progression. We are part of a successful sector, envied around the world. Let's take the pride we have in dairying and learn about how to work with the media, engage with our communities, and tell everyone our positive stories. SIDE 2018 - It Starts with Us.

With a new venue, SIDE 2018 will be a sharp, focused two days with a programme that takes you on a journey too, making sure there is some fun along the way. You'll leave feeling energised and inspired by the people you meet, the keynote speakers, and the workshops you attend. Farming leaders sharing their knowledge and wisdom at SIDE is a key part of ensuring our sector wheels keep turning.

Take home tangible outcomes and actions to implement in your farm business, and a sense of being part of a bigger community, celebrating who we are and what we do.

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Sir Graham Henry

Coach of the Year a record five times, leading the All Blacks to glory in the 2011 Rugby World Cup, Graham finished his All Blacks career as one of the most successful rugby coaches of all time.

Sir Graham will share his insights and experience in building an environment of high performing teams, growing a culture of motivated, engaged and committed members through development, and leadership.



Jamie Mackay & Rowena Duncum

Host of The Country, Jamie is an equity partner in a Southland dairy farm and is involved in a wetland restoration project on his home farm. In a past life a keen rugby player and marathon runner, these days he relaxes by getting wound up on the golf course.

Rowena is a member of the Dairy Industry and Young Farmers committees, and a past winner of the Taranaki Farm Manager of the Year. With a strong network of rural contacts and a unique voice, Ro is passionate about both the media and agricultural industries with a vivacious and upbeat style.



Ian Taylor

Change, innovation, and growth has been a constant in Ian's life, founding Animation Research Ltd (ARL) on nothing more than a handshake. Today, ARL covers sports events all over the world developing solutions from innovation.

"We didn't discover the digital world - it discovered us. Someone invented the internet, and they gave us our highway to that world. We have been travelling it ever since."



Richard & Elina Usher

Best known for their endurance racing exploits, from the Coast to Coast to epic multi-day team adventure races, they have spent more than a decade racing, training and travelling around the world, all while maintaining their marriage. Between them they have amassed 13 world titles and have victories in some of the biggest endurance events in the world.

Learning to work co-operatively as a couple and within a larger team has been a key aspect of their success and ensuring that they keep an element of fun in everything they do.



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