DOWERIN
GWN7 MACHINERY
FIELD DAYS

2022 EVENT REPORT

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Bringing Dowerin downtown 24

Growing industry.

Seeding connections.

Cultivating community.

Overview

The Dowerin GWN7 Machinery Field Days were held on 24 and 25 August 2022, attracting an audience of just under 19,000 persons with 536 exhibitors over the two days.

Building on a long and proud history, the Field Days unites the state's agricultural industry.

Agricultural field days are business events and at their core, showcase in a trade environment the products and services that support the operations of farmers and primary producers.

Dowerin brings together the decision makers across the full supply chain, from agribusiness, to machinery, equipment, livestock and professional services.

The Field Days also provides a platform to promote agriculture to a broader audience, highlighting the significance of the sector to the everyday lives of Western Australians.

This hub of connection extends beyond business.

As well as bringing together a wealth of professional and industry connections, and growing industry, the Field Days brings together people. For many, the event is a chance to come together as a family from far and wide. The exhibitor offering therefore extends to non-agricultural related products and services.

The Field Days also plays a role in showcasing the Wheatbelt as a place to live, work and invest.

This event is made possible by the exceptional support of our stakeholders, and we thank our exhibitors, visitors, and partners.

The Field Days is also intrinsically connected to its surrounding communities. To deliver an event of this scale and significance is a "one team" effort and we thank our community workforce of paid volunteers for their service, which this year has funnelled $65,000 back into community organisations of their choice.

Safety was a priority for 2022 with a more comprehensive Event Management, Risk Management and Emergency Response Plan implemented including an online induction process. We thank all stakeholders for their patience during this process and we are already working on finessing the procedures as we look to 2023.

Visitor Snapshot

Research was undertaken after the event by independent researchers at Destination Research & Development, as part of the Field Day Evaluation Project supported by the Association of Agricultural Field Days of Australasia, with logistical support kindly provided by the Field Days organisers.

Data was primarily collected using online surveys after the event, from a sample of 436 attendees, providing a random error of 4% at 95% confidence level.

The results illustrate the profile of the attendees, and the following key results were found:

- 41% of visitors are aged 55 years and over.
- 22% of visitors are aged 40-54 years.
- 21% of visitors are aged 18-39 years.
- 35% of visitors brought children with them.
- 2 primary segments are families (35%) and 55+ couples (23%).
- 37% of visitors are primary producers.
- 44% came from Perth region.
- 38% came from all areas of Wheatbelt region.
- 78% of visitors travelled more than 100 kms to the event.
- 74% indicated they had been to the event in previous years.
- 25% indicated they attended the event for the first time.
- 73% felt Products for Sale was a main interest.
- 12% of visitor's bough major purchases (over $1,000) at an average of $13,186.
- 66% felt Machinery was a main interest.
- 88% of visitors felt the event met their expectations.

Many aspects of the event met high levels of satisfaction including the venue, atmosphere and organisation.

Additional research was conducted from data collected from the online ticket booking portal (5,980 individual tickets) with similar visitor residence to the survey (Perth 44%, Wheatbelt 40%).

Regarding visitor occupations the following key results were found.

Most adult visitors* were in agri-business roles (mainly as farmers (23%) or farmhands (4%). It was further determined the main roles were as follows:

- 11% identified as Managers in a wide range of management roles
- 9% in Trades
- 6% in Executive roles.

** Adult ticket purchased. Percent does not include concession or children.*

Exhibitor Snapshot

Highest business residence is Perth (58%) followed by Wheatbelt (24%) with most organisational roles at a management level or involved in sales.

Agricultural related products and services represents 71% of exhibitors.
From the non-agricultural 3.6% are education providers and 2.5% health services.

2022 Event Highlights

Event Highlights

Exhibitors Snapshot

2022 Event Site Map

Promotional Campaign

A refreshed brand style guide was implemented to ensure consistency across all communication platforms.

A primary tag line of “growing industry, seeding connections, cultivating community” was introduced highlighting the three key pillars of the Field Days ethos.

A secondary tag of “supporting agricultural and community prosperity” was also introduced.

Two campaigns made up the marketing schedule.

1. NEW YEAR, NEW LOOK

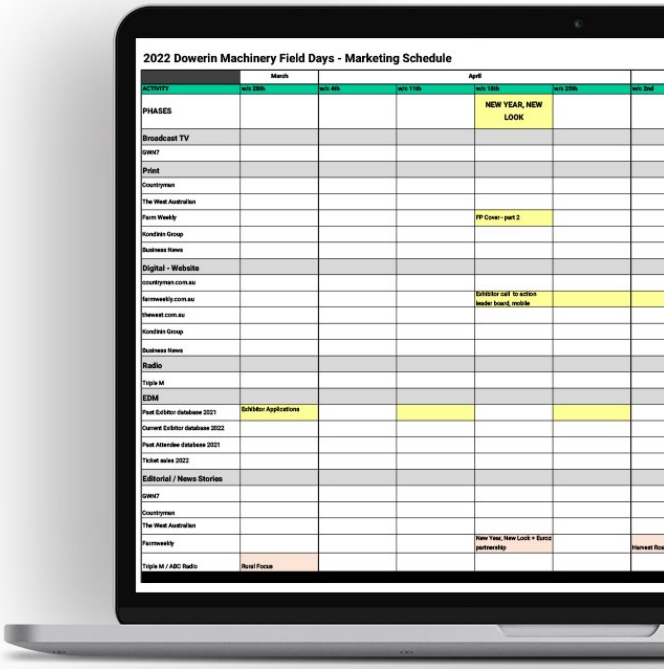
This campaign was to raise awareness of the 2022 program and to drive exhibitor applications.

Direct marketing through the Field Days databases was the method of choice with editorial support, followed by ongoing Mailchimp communications to exhibitors post application phase on all matters related to the event.

2. WILL WE SEE YOU THERE?

This campaign was consumer driven to drive ticket sales via the online platform and raise awareness of the event.

The campaign ran across broadcast television, print media, as well as their digital assets, and radio through paid and media partnerships resulting in circa $250,000 in value.



The Field Days website and social channels were also refreshed with the updated brand style and ran complementary communications for both campaigns including organic posts across Facebook, Instagram and Twitter.

A Dowerin Machinery Field Days business LinkedIn account was launched in March.

Direct event communications to visitor databases through Mailchimp was an integral part of the marketing mix.

Sponsor and partner logos and recognition were incorporated into artwork and communications.

In addition, dedicated exhibitor marketing assets were created for the exhibitors to use to promote their attendance at the 2022 event, also allowing for consistent brand usage and look.

PRINT

Promotional Campaign Examples

Farm Weekly

24 Farm Weekly Thursday, April 21, 2022 WEEKLY NEWS

New year, new look

By DANIELLE GREEN

I AM delighted to be at the reins of the State's largest agricultural event at this pivotal time of industry transformation.

The sector is innovating and investing as it enjoys an enviable growth trajectory driven by ever-increasing demand for food and textiles.

Since the pandemic hit there has been tremendous interest in our farmers and regions, with city dwellers recognising the benefits of the bush and the contribution made by our producers in sustaining our nation.

The Dowerin GWN7 Machinery Field Days is proud to do its part to highlight this growth trajectory and provide a platform that unites the industry, bringing together the supply chain, and at the same time creating value for our regional communities.

This focus is reflected in our new tagline – growing industry, seeding connections, cultivating community – and will be at the heart of what we do, with 2022 already shaping up to be the biggest year yet.

The role of the Field Days as a vital information highway and one-stop shop will again be evident as Rabobank's latest quarterly confidence survey shows industry confidence is strong after a bumper crop and high grain prices, and WA's farmers are looking to expand operations and invest in new plant and machinery.

With the Australian Bureau of Agricultural and Resource Economics and Sciences also noting strong prices for cattle, wool and sheep.

Solid interest has already been received since exhibitor applications opened at the end of March.

We welcome back past exhibitors and are pleased to see newcomers to the list and a return of our Eastern States' friends.

Early indications from some past exhibitors are that they are planning bigger displays and activations.

This is exciting news and will be a terrific showcase for the sector and provide a more insightful event experience for our visitors.

With dedicated large-scale machinery and allied equipment lots, permanent sheds housing Merino stud rams, demonstration areas and zones themed around agribusiness and general business services, outdoor and leisure, motoring, a new marketplace and expo style lifestyle pavilion, there is something for everyone.

We look forward to capitalising on open borders and swapping online for show time to draw an even larger crowd.

The value of face-to-face interaction and fostering connections after a tough couple of years cannot be understated.

Those interested in exhibiting can find more information in the 2022 Prospectus which can be downloaded at dowerinfielddays.com.au

Exhibitor applications close Friday, May 13.

Notably, 2022 welcomes new collaborations and we are delighted to announce Euroz Hartleys and Harvest Road as supporting partners of the Dowerin GWN7 Machinery Field Days.

Euroz Hartleys has been part of our story for many years now, and we are thrilled with their further commitment, as we are equally thrilled to welcome Harvest Road as a first-time participant.

Bunnings Trade also join the fold as an Event Partner.

A thank you to our longstanding naming rights partner GWN7 and our event suppliers for their crucial expertise in assisting us deliver a large-scale event.

Our shared commitment to excellence shows a strong statement of belief in the quality of what the industry and the Field Days delivers.

As the State's premier agricultural event, the Field Days will now also look the part.

A refreshed brand and look have started to roll out across our platforms.

You will see consistent messaging and design in all our marketing activity, with a greater digital focus and more stakeholder engagement.

We will encourage our exhibitors to share what our tagline of growing industry, seeding connections, cultivating community means to them and how they will showcase this in August.

Our volunteers are also gearing up early and the catering committee is hard at work finessing our new food junction zone with the number of external caterers to be increased substantially to complement the existing food and beverage options.

The importance of our volunteering program and its contribution to local groups from Dowerin and surrounding shires is one element that will not change, nor our commitment to supporting agricultural and community prosperity.

And for our visitors we look forward to hosting you across the two days providing you a wealth of opportunities to purchase, learn, network, and just enjoy the experience with your families and friends.

This year's event will take place on Wednesday and Thursday, August 24 and 25.

Save the date.

❒ The Dowerin GWN7 Machinery Field Days has a fresh, new look for 2022.

PRINT

Farm Weekly

28 Farm Weekly Thursday, June 16, 2022 WEEKLY NEWS

Do not miss farming's biggest event

COVER STORY

WITH exhibitor allocations complete, the Dowerin GWN7 Machinery Field Days site will be at full capacity on the last Wednesday and Thursday of August.

Complementing the usual Western Australian organisations, the open borders see the return of interstate exhibitors and with a current spotlight on agriculture, the inclusion of newcomers.

We are excited by the overwhelming response from exhibitors to participate in this year's event.

Overall numbers have not risen exponentially but instead we are seeing numerous long-term past exhibitors activating larger areas and investing more into their sites.

This is exciting for our visitors and they can expect to see some grand displays.

We are proud that our exhibitors see the immense value of interacting face-to-face with our visitors and being in front of an audience ready to purchase, learn and connect.

The Agwest Machinery team joined the field days team as an event partner and have some exciting plans for their larger site.

Agwest Machinery managing director Bruce Cunningham said the ethos of the Dowerin GWN7 Machinery Field Days was very close to everything Agwest Machinery stood for.

"The agricultural sector is vitally important at a local, regional, national, and international level," Mr Cunningham said.

"As it faces many challenges it's essential we develop new thinking to tackle these and future issues.

"Staying connected as a community, providing support and advice wherever we can, and this starts by supporting the largest agricultural show in the Wheatbelt."

The volume and need to adapt and grow will see some changes to the overall site plan with exhibitors in new locations.

The north-western corner of the field dfays will be fully activated, with Nutrien Ag Solutions being a centrepiece destination with a four-site allocation just inside gate 3 where they will bring all their activities together.

In addition to a larger and updated marquee. Nutrien Ag Solutions will have on display units from their water, seed shield, soil testing, trials, sheep handling and post-pulling activities.

This corner will also host the return of the Young Farmer Challenge and we look forward to seeing our farming youth showcasing their expertise in a series of onfarm challenges highlighting the depth of knowledge and technical skills required in agriculture today.

Participating for the first time is Site Sentry, a WA security business with family ties to the Dalwallinu area.

General manager Paul McKiernan said they know how important the field days are to the WA agricultural industry, so it was an easy decision for them to exhibit.

"We have also built a strong relationship with CBH Group protecting their new construction projects and critical assets over the past 12 months," Mr McKiernan said.

"Given that our Site Sentry solar CCTV systems can provide live vision and security from any remote location, we have seen a large increase of enquires from the agricultural sector recently to protect everything from rural properties to rural construction and road projects."

"We thought it was a great opportunity to showcase our offerings and capabilities to the agricultural community in Dowerin".

The Dowerin GWN7 Machinery Field Days is not only a platform for primary sector businesses, but also a destination for regional families to come together.

With the motoring, outdoor and leisure section, lifestyle pavilion, marketplace and various food and entertainment hubs there will be something for everyone.

Tickets are now on sale for August 24 and 25.

To avoid queuing and allow for ease of entrance we encourage all visitors to pre-purchase online.

This will also allow us to communicate with you directly and keep you up to date with event information prior to your arrival.

We look forward to welcoming you in August.

More information: Go to dowerinfielddays.com.au to book.

Visitors to the Dowerin GWN7 Machinery Fields Days can expect to see some grand displays, with exhibitors activitating even larger areas and investing more into their sites than in past years.

The organisers have received an overwhelming response from exhibitors who would like to participate in this year's event.

Farming Ahead

PRINT

Countryman

Brett and Shanae Jones. Pictures: Andrew Ritchie

Farm is life the good life

Dowerin livestock marshal Brett Jones will have help from his daughter Shanae

ADAM POULSEN

She studied commerce and went on to work for the Telethon Kids Institute, but for Shanae Jones, sheep are where it's at.

The 26-year-old is glad to be back on the family farm at Ejanding, some 20km north-east of Dowerin.

The community is glad to have her back, too, because for the past two years Shanae has helped her dad Brett co-ordinate the stud sheep displays at the Dowerin GWN7 Machinery Field Days.

After a decade as the Dowerin livestock marshal, Brett — co-principal of the historic Ejanding Stud — is happy to receive a hand.

"We share the responsibility 50-50 and it's good to have a different set of eyes to help me," he said.

"We share the responsibility on-farm of selecting the animals that we're going to take to Dowerin."

Brett and Shanae Jones on their farm.

With two venues — the Viper Ram Shed, home to the Merino displays, and the Ram Marquee, which houses the meat sheep — there is plenty to be done.

While Brett is busy holding the fort, keeping exhibitors happy and chatting with clients, Shanae will ensure Muresk Institute's Superior Sire Evaluation project display runs smoothly.

The project, launched in 2016-17, evaluates each sire's progeny and their expressed traits relative to the progeny of the other sires.

The trial flock is run at the Department of Training and Workforce Development's 898ha Spencer Brook farm.

This year's display will showcase the 2021-drop progeny from the 12 sires in the project, which is a joint venture between Muresk, the Stud Merino Breeders Association of WA, and the Australian Merino Sire Evaluation Association. As part of the display, the sires are shorn and a fleece weight recorded for each Merino ewe or wether.

"Shanae will take a fair bit of the load as far as getting the animals ready to be shorn and putting them back in their pens throughout the day," Brett said.

Shanae said she was happy to be involved in "a pretty awesome event".

"It's cool that the community are a part of the field days and they just make it happen," she said.

"I like being in the shed; you see lots of different people wandering in and out, and I like having a look around at the other rams as well."

Showcasing some of the best quality genetics in the State, the stud sheep displays are a vital part of WA's field day circuit, allowing clients the chance to inspect a range of Merino and meat sheep types in one place.

It is also an important opportunity for stud breeders to showcase their product.

"There's only a couple of real opportunities to experience that in WA — certainly in a no-pressure atmosphere, with no judging concerns," Brett said. "It means all the exhibitors are focused on having the capacity to talk to commercial growers wanting to come in and have a yak."

After two years back on the farm full time, Shanae said she was keen to stay working in agriculture.

"I worked at Telethon Kids Institute for a few years before I decided to move back," she said.

"I did really enjoy that as well, but I just missed the farm and wanted to head back there.

"I'm a general farmhand, I guess. I drive the header, the sprayer and the seeder, and then do a fair bit of sheep work as well.

"I'm just enjoying what I'm doing, really.

"Working with Dad is really good, and he gives me a fair bit of responsibility and gives me a go."

With farming no longer seen as just a man's game, Shanae said there were plenty of career opportunities for young women.

"There are some physical restraints, obviously, for me on the farm — but not many," she said.

"I think it's pretty cool that we are seeing more and more women doing it."

PRINT

The West Australian

18 • WEDNESDAY, AUGUST 17, 2022

THE WEST AUSTRALIAN

DOWERIN
GWN7 MACHINERY
FIELD DAYS
24 - 25 AUGUST

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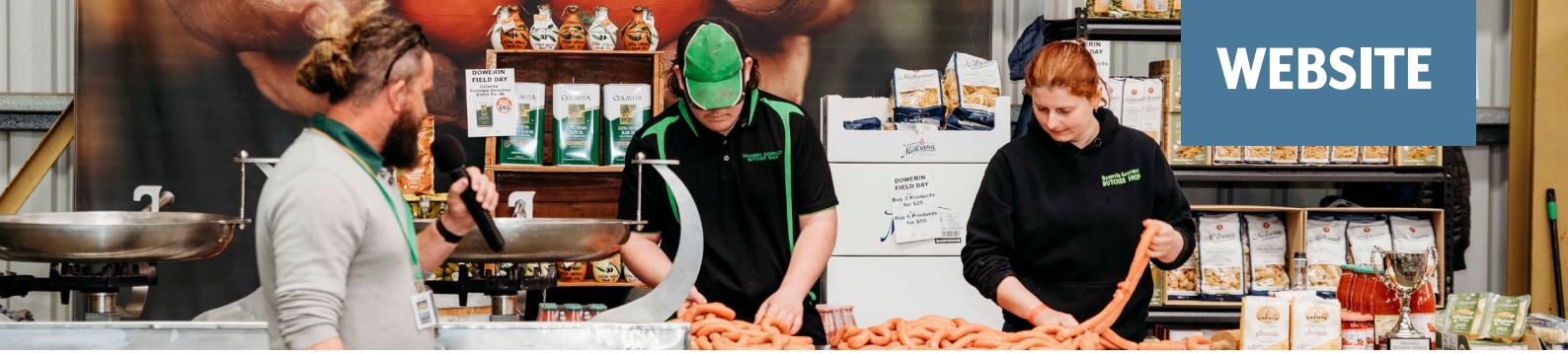
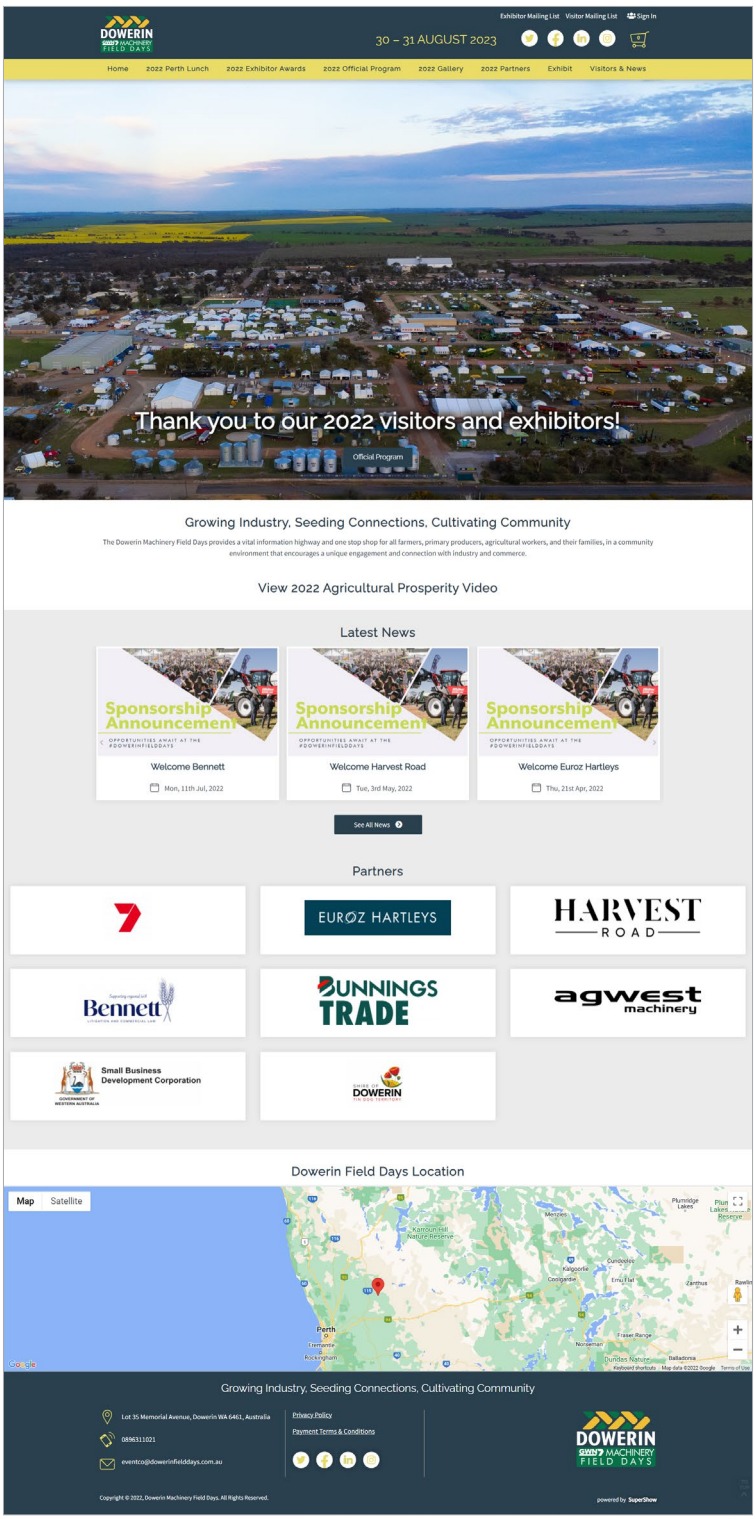
PRESS ABOVE TO LISTEN



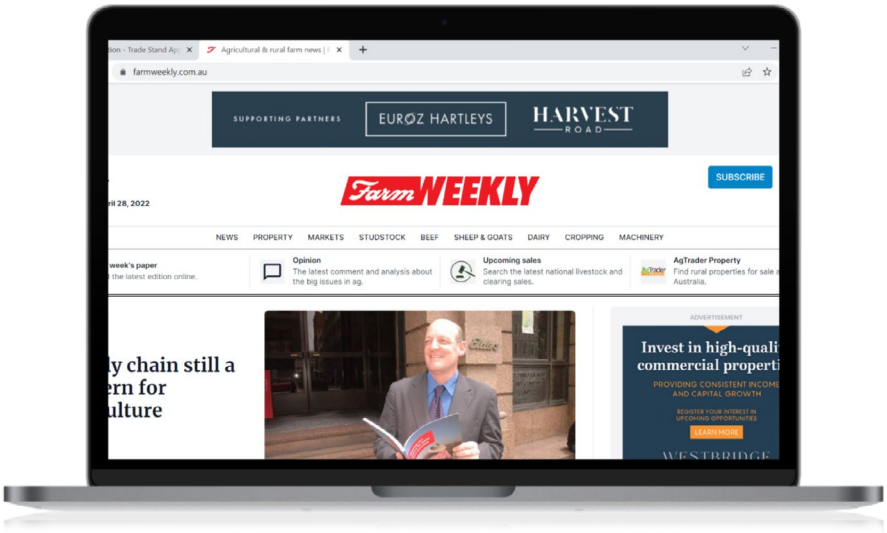
WEBSITE

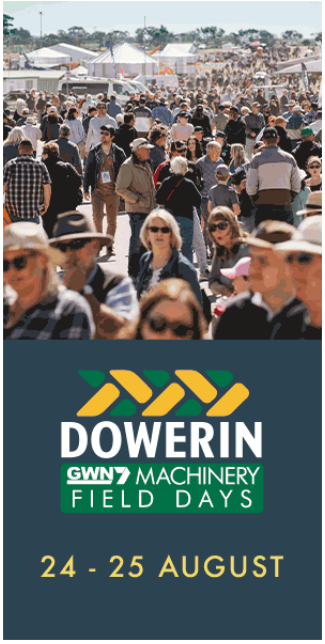
Website Home Page



DIGITAL

Digital Advertisements



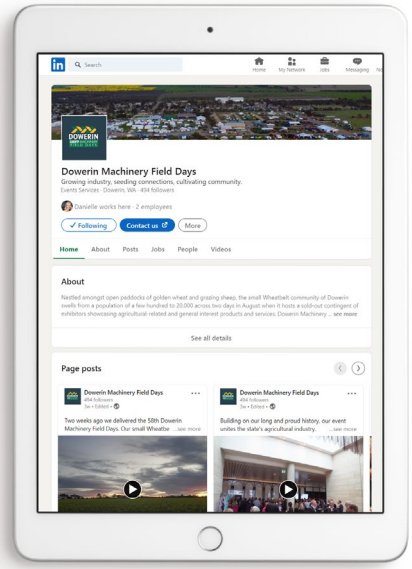


Half page digital promotion

Header banner digital promotion

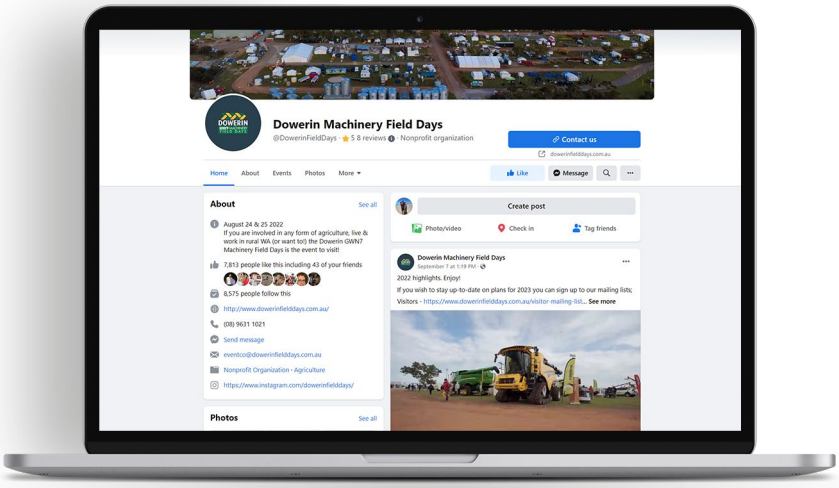
DIGITAL

LinkedIn



VISIT LINKEDIN PAGE

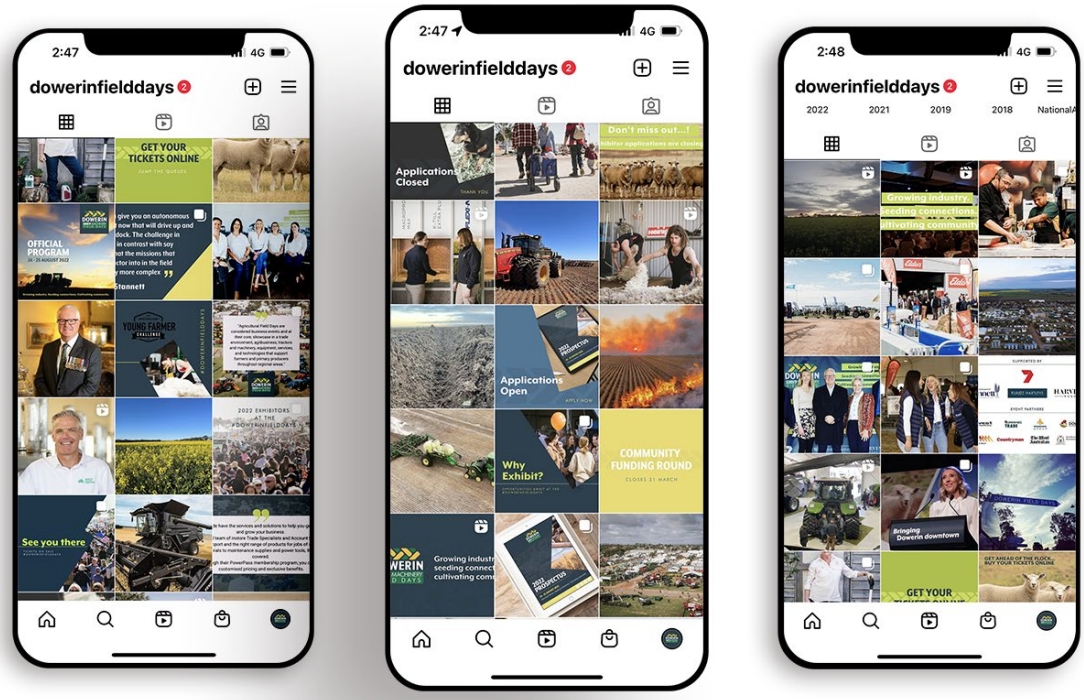
Facebook



VISIT FACEBOOK PAGE

DIGITAL

Instagram



VISIT INSTAGRAM PAGE

Editorial

As WA's largest agricultural event the support of and attendance at the Field Days creates news as reported across the various media platforms.

Editorial Examples

WEEKLY NEWS

Farm Weekly Thursday, April 21, 2022 25

Wealth of ag experience invested into new Dowerin partnership

WITH research showing strong agricultural industry confidence after a bumper crop and high grain prices, and Western Australia's farmers looking to expand and invest in their operations, Dowerin GWN7 Machinery Field Days has welcomed financial services firm Euroz Hartleys to its fold of partners supporting the historic event.

A WA company providing a full spectrum of corporate finance, stockbroking and wealth management services, coupled with a history of supporting community initiatives and partnering with the agricultural sector, Dowerin GWN7 Machinery Field Days general manager Danielle Green said Euroz Hartleys was a natural and strategic fit with the Field Days event.

"Australia's agricultural sector is experiencing a time of transformation, entrepreneurship and enviable growth," Ms Green said.

"The Field Days works to support the sector and agricultural operators so they can harness this growth now and in future.

"Our role is to bring people together at an event which provides a vital information highway and one stop shop for all farmers, primary producers, agricultural workers, and their families, in an environment that encourages engagement and connection with industry and commerce.

"Euroz Hartleys has been part of our story for years now, and we're thrilled their commitment to the Field Days has grown alongside the ag sector," she said.

Euroz Hartleys' David Smyth said the firm shared the Field Days' ethos of 'Growing industry, seeding connections and cultivating community', noting its years exhibiting at Field Days had paid dividends for his company through the relationships and networks built at the event.

"Dowerin GWN7 Machinery Field Days is an important platform for people in the agricultural industry, and for the communities that are supported by this vital sector," Mr Smyth said.

"We are proudly Western Australian focused, and we believe we have an obligation to give back to our Western Australian community.

"Many on our team are country-raised, and we are pleased to build on our partnership with the Field Days to further support the agriculture industry which is so vital to Australia."

With a 58-year history, Dowerin GWN7 Machinery Field Days brings together about 700 exhibitors and 24,000 visitors annually in the Central Wheatbelt town of Dowerin to showcase agricultural-related and general interest product and services.

This year's event will take place on August 24 and 25.

Those interested in exhibiting at the event or attending can find more information at dowerinfielddays.com.au

Editorial Examples

28 Farm Weekly Thursday, July 14, 2022 FARM BUSINESS

Advocates bolster Dowerin partner portfolio

NAVIGATING supply chain and food security issues, climate change regulations and global fertiliser supply shortages, todays' farm businesses are complex and the cumulative regulatory burden on farmers is substantial.

United by commitments to support, inform and advocate for the agricultural community, the Dowerin GWN7 Machinery Field Days has welcomed law firm Bennett – Litigation and Commercial Law as a new partner supporting the historic Field Days event.

Founded in 2011, Bennett is at the forefront of Western Australia's legal landscape, as one of WA's top litigation and dispute resolution firms with a focus on agribusiness.

Tasked with the mandate of 'Growing industry, seeding connections and cultivating community', Dowerin GWN7 Machinery Field Days general manager Danielle Green said Bennett's position as an advocate for agricultural operators was a natural fit with the Dowerin event.

"Dowerin GWN7 Machinery Field Days provides a vital information highway and one-stop-shop for all farmers, primary producers, agricultural workers and their families, in a community environment that encourages engagement and connection with industry and commerce," Ms Green said.

"The ag industry is diversifying, innovating and expanding at a tremendous rate given the ever-increasing demand for food and textiles.

"We're thrilled to welcome a partner who is equally dedicated to helping our stakeholders navigate this increasing complexity and leverage opportunities to grow sustainable agricultural businesses" she said.

Bennett managing principal Nathan Ebbs agreed the partnership with the event was the right platform to seed ideas and connections and help grow the agricultural industry, in terms of legislative compliance, financial value and sustainable future potential.

"Bennett has close affinity with the industry – we understand its unpredictability, challenges and opportunities," Mr Ebbs said.

"Our agribusiness lawyers have the knowledge to protect and advance the interest of farmers and producers, families, business, partnerships, corporations, entities and individuals.

"As our firm's ties with the sector continue to grow, it's fantastic to partner with the field days as a major sponsor.

"It's one of the biggest events in the WA agricultural calendar and we see this as a perfect opportunity to support the industry and regional communities from across the State – we look forward to a long association with the field days.

"I grew up in the country myself, and I understand the role of the field days in supporting the agriculture industry, which is so vital to Australia.

"It's a real privilege for our firm to partner on this important event and we look forward to meeting people in Dowerin."

With a 58-year history, Dowerin GWN7 Machinery Field Days brings together about 700 exhibitors and 24,000 visitors annually in the Central Wheatbelt town of Dowerin to showcase agricultural-related and general interest products and services.

This year's event will take place on August 24-25 and for more information go to dowerinfielddays.com.au

> "Dowerin GWN7 Machinery Field Days provides a vital information highway and one-stop-shop for all farmers, primary producers, agricultural workers and their families..."

❒ Dowerin GWN7 Machinery Field Days general manager Danielle Green.

FARM BUSINESS

Harvest Road backs field days

THE Dowerin GWN7 Machinery Field Days has welcomed Harvest Road as one of its supporting partners.

A company of Tattarang, Harvest Road is one of Australia's biggest and most diverse agri-food businesses.

The group's beef division, which includes the Harvey Beef brand, is WA's largest beef processor and owns a state-of-the-art processing facility at Harvey.

Tasked with the mandate of 'Growing industry, seeding connections and cultivating community', field days general manager Danielle Green said Harvest Road's legacy in the sector and proximity to the communities served by the field days (Harvest Road recently purchased New Norcia Farm in the Shire of Victoria Plains just two shires away from Dowerin) was a symbiosis with the Dowerin event.

Citing recent forecasts from the Australian Bureau of Agricultural and Resource Economics and Sciences modelling, Australian agriculture will hit a new record-high $81 billion in 2021-22, Ms Green said the iconic two-day event focused on supporting the sector and agricultural operators so they could harness this growth now and into the future.

"Harvest Road is a terrific example of agricultural leadership, innovation and sustainability in practice," Ms Green said.

"Having recently joined other international leaders in the Global Roundtable for Sustainable Beef, they are contributing to stewardship of ensuring the beef value chain is environmentally sound, socially responsible, and economically viable.

"And this too is what Dowerin GWN7 Machinery Field Days is all about: bringing people together at an event which unites the agricultural industry and promotes its long-term sustainability."

Harvest Road chief executive officer Paul Slaughter agreed that industry collaboration was vital to the growth and sustainability of the agricultural sector.

"Our commitment is to work across the sector to ensure that the standards articulate the good work that is happening in Australia," Mr Slaughter said.

"This enables continuous improvement."

With a 58-year history, Dowerin GWN7 Machinery Field Days brings together about 700 exhibitors and 24,000 visitors annually to Dowerin to showcase agricultural-related and general interest product and services.

This year's event will be held on August 24-25.

❒ **More information: dowerinfielddays.com.au**

Food prices jump 4.3pc

By **ANDREW MARSHALL**

RISING transport, packaging and ingredient costs, combined with soaring crop input prices for farmers have sent food prices into their biggest leap in 10 years.

Restockers also continue to keep pressure on livestock markets and have subsequently kept meat prices high.

Consumers should be bracing for further food price rises in coming months, warns Rabobank,

❒ Continued on page 29

READ FARM WEEKLY SPONSORSHIP ANNOUNCEMENT

VIEW COUNTRYMAN EDITORIALS

VIEW FARM WEEKLY EDITORIALS

WATCH 7 REGIONAL NEWS

Official Program

This year all intellectual property of the Field Days was brought in house and the Official Program was produced as a 108-page glossy magazine with a corresponding digital edition, providing the only available source of exhibitor lists, advertisers list, site maps, awards information, full program of events and other important event information

The official program was made available at the gates as well as a digital edition.

The digital edition attracted 5,537 users with 7,406 sessions and 388,9386 page views with an average session duration of more than 5 minutes.

A full-page advertisement in The West Australian on August 17 including a QR code, as well as direct marketing was used to promote the program.

VIEW DIGITAL OFFICIAL PROGRAM

Google Analytics for Digital Program

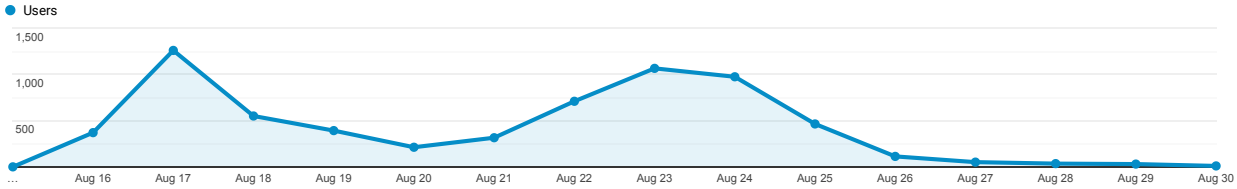
Analytics Dowerin Machinery Field Days https://dowerinfielddays.s... Go to report

Audience Overview

All Users
100.00% Users

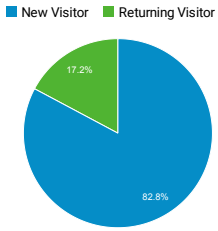
Aug 15, 2022 - Aug 30, 2022

Overview



Users	New Users	Sessions	Number of Sessions per User
5,537	5,539	7,406	1.34

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
388,936	52.52	00:05:16	0.18%



	Language	Users	% Users
1.	en-au	3,252	58.55%
2.	en-us	1,416	25.50%
3.	en-gb	844	15.20%
4.	en	10	0.18%
5.	(not set)	8	0.14%
6.	de-de	3	0.05%
7.	fr-fr	3	0.05%
8.	en-in	2	0.04%
9.	en-nz	2	0.04%
10.	en-sg	2	0.04%

Bringing Dowerin downtown

In collaboration with the Wheatbelt Development Commission, Department of Primary Industries and Business Events Perth a new initiative for 2022 was introduced to further enhance the Field Day's role in supporting agricultural and community prosperity.

While the Field Days has an important and unbreakable bond with its namesake location, the Bringing Dowerin downtown lunch shone a light on Australia's vital agricultural industry and regional communities to a broader business audience by bringing together industry and political leaders to discuss the challenges and opportunities in the sector, and promote the Wheatbelt as a place to work, live and invest.

The lunch event was held on Tuesday 23 August at Crown Perth to an audience of over 500 attendees, in which 60% were C-Suite or General Manager level. The lunch united the state with just under half the audience travelling from a regional area.

Full Page Advertisement in Business News, Farmweekly and Countryman

DOWERIN GWN7 MACHINERY FIELD DAYS

Bringing Dowerin *downtown*

Supporting agricultural prosperity

From sophisticated technology driving farm productivity and efficiencies to navigating supply chain, food security and workforce issues, climate change regulations, global fertiliser supply shortages and political and logistical export challenges, Australia's $80 billion agriculture industry is experiencing accelerated change and innovation.

WA's largest agricultural industry event, **Dowerin GWN7 Machinery Field Days** is an icon in the Central Wheatbelt, with a proud 58-year history of growing industry, seeding connections and cultivating community.

For the first time we're bringing Dowerin downtown, offering you the chance to join business and political leaders, and our farmers, for a conversation on the outlook for WA agriculture.

The presenters will highlight the importance of agriculture to our economy and discuss the significant policies, key challenges, and trending opportunities for the sector.

Join us for lunch as we celebrate Australia's vital agricultural industry and our regional communities.

PRESENTERS

Paul Slaughter
Chief Executive
Harvest Road Group

Hon. Alannah MacTiernan MLC
Minister for Regional Development, Agriculture and Food; Hydrogen Industry

Tony Mahar
Chief Executive
National Farmers Federation

Ben Macnamara
Chief Executive
CBH Group

Mark Scatena
General Manager
CSBP Fertilisers

Brandon Stannett
Managing Director Australia and New Zealand, CNH Industrial

LUNCH | TUESDAY 23 AUGUST | CROWN PERTH

For more information and to book, visit dowerinfielddays.com.au or email eventco@dowerinfielddays.com.au

SUPPORTED BY

BUSINESS EVENTS PERTH

Department of Primary Industries and Regional Development

Wheatbelt Development Commission

Digital Campaign in Business News

With demand for property at an all-time high, there's never been a better moment to invest in your backyard and look at sub-dividing and building a strata property. Secure yours and your family's financial future and download the free guide to strata.
Download the guide now >

Bringing Dowerin *downtown*

DOWERIN GWN7 MACHINERY FIELD DAYS

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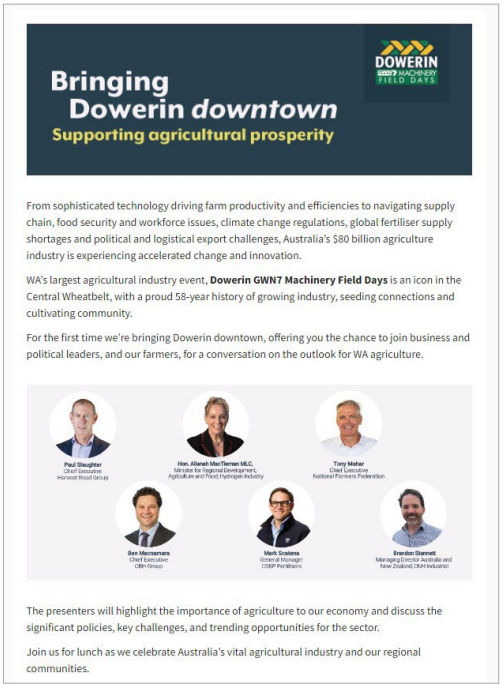

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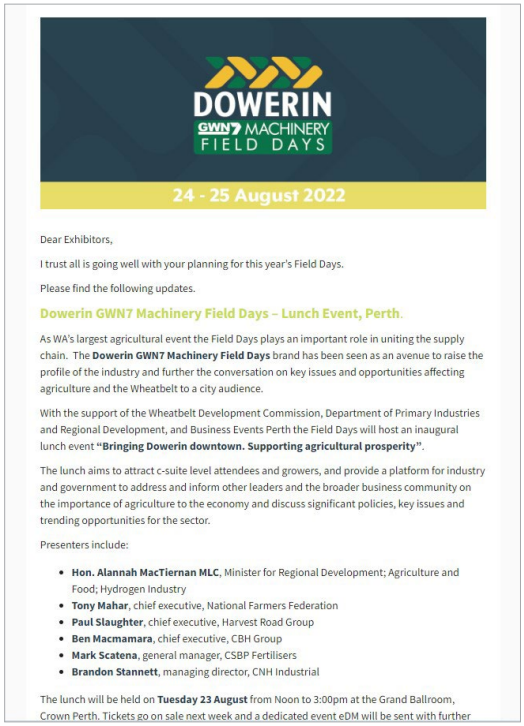


24 - 25 August 2022

Dear Exhibitors,

I trust all is going well with your planning for this year's Field Days.

Please find the following updates.

Dowerin GWN7 Machinery Field Days – Lunch Event, Perth.

As WA's largest agricultural event the Field Days plays an important role in uniting the supply chain. The **Dowerin GWN7 Machinery Field Days** brand has been seen as an avenue to raise the profile of the industry and further the conversation on key issues and opportunities affecting agriculture and the Wheatbelt to a city audience.

With the support of the Wheatbelt Development Commission, Department of Primary Industries and Regional Development, and Business Events Perth the Field Days will host an inaugural lunch event **"Bringing Dowerin downtown. Supporting agricultural prosperity"**.

The lunch aims to attract c-suite level attendees and growers, and provide a platform for industry and government to address and inform other leaders and the broader business community on the importance of agriculture to the economy and discuss significant policies, key issues and trending opportunities for the sector.

Presenters include:

- **Hon. Alannah MacTiernan MLC**, Minister for Regional Development; Agriculture and Food; Hydrogen Industry
- **Tony Mahar**, chief executive, National Farmers Federation
- **Paul Slaughter**, chief executive, Harvest Road Group
- **Ben Macmamara**, chief executive, CBH Group
- **Mark Scatena**, general manager, CSBP Fertilisers
- **Brandon Stannett**, managing director, CNH Industrial

The lunch will be held on **Tuesday 23 August** from Noon to 3:00pm at the Grand Ballroom, Crown Perth. Tickets go on sale next week and a dedicated event eDM will be sent with further

Countryman Editorial

FIELD DAY LAUNCH HEADS TO BIG SMOKE

CALLY DUPE

WA's biggest field day is heading downtown, with plans for the Dowerin GWN7 Machinery Field Days to hold its first industry launch in Perth on Tuesday, August 23 — just one day before the two-day regional event.

In a bold move, Field Day organisers have decided to this year extend its platform to include a city launch and luncheon with six big-name guest speakers, a panel discussion and networking at the Crown Ballroom.

Guests will have the opportunity to join business and political leaders, and farmers, for a conversation about the outlook for the nation's $80 billion agriculture industry against a backdrop of sophisticated technology, food security and workforce challenges, climate change, global fertiliser supply shortages and political and logistical export challenges.

Speakers include Harvest Road chief executive Paul Slaughter, WA Agriculture Minister Alannah MacTiernan, National Farmers Federation chief executive Tony Mahar, CBH Group chief executive Ben Macnamara, CSBP Fertilisers general manager Mark Scatena and CNH Industrial Australia and New Zealand managing director Brandon Stannett.

Dowerin GWN7 Machinery Field Days managing director Danielle Green said Dowerin Events Management — the group that runs the Field Days — identified an opportunity to host a city-based event to showcase the importance of agriculture.

"With a focus on the Diversity WA sectors and with the support of the Wheatbelt Development Commission, DPIRD and Business Events Perth we identified an opportunity to host a city-based event to discuss the importance of agriculture to WA, and to also highlight the Wheatbelt as a destination to live, work and invest," she said.

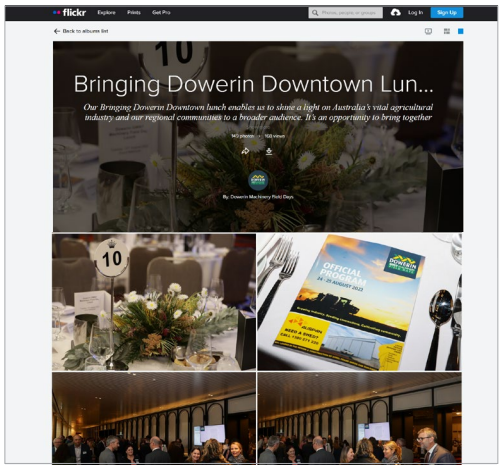
"The theme of the lunch is "supporting agricultural prosperity" and as WA's largest agricultural show with strong connections within the industry we can leverage from the Dowerin GWN7 Machinery Field Days brand to facilitate a conversation on all things agriculture to a broader business audience."

The event will kick off at 12pm for a 12.15pm start, before wrapping up at 2.45pm. Tickets cost $195 per person or $1950 for a corporate table.

Dowerin GWN7 Machinery Field Days will be held on August 24 and 25.

Danielle Green
Picture: Kelsey Reid

Post Event Photogallery & Video



VIEW GALLERY

DOWERIN GWN7 MACHINERY FIELD DAYS

Our iconic event is not possible without our stakeholders. Thank you to the 2022 Dowerin GWN7 Machinery Field Days partners for your support.

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