



# Our People in Dairy

RETHINK | DEVELOP | GROW  
7 June 2023 – Yarram

To register please visit  
[dairyaustralia/gippsdairymuster](https://dairyaustralia.com.au/gippsdairymuster)  
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## Our People in Dairy GippsDairy Muster

Rethink | Develop | Grow

GippsDairy is thrilled to present its major event for 2023 at the Regent Theatre, 210 Commercial Road, Yarram on Wednesday 7 June from 9:30am to 3:00pm. The event will include a line-up of engaging, informative speakers who will provide relevant and practical content on all things related to people and development.

The convention will be followed by an optional networking dinner at the Yarram Football Club, Railway Avenue, Yarram from 6:30pm.

GippsDairy delivers activities, extension events and information on the latest in ideas, innovation and technology for the Gippsland dairy farming community. Research suggests there is strong demand for large-scale field days in our region. Be part of this great day that entertains, informs and takes our local industry another step ahead.

**To register please visit:**  
Our People in Dairy  
GippsDairy Muster website  
or register via the QR code.



### Schedule of events

9.30am	Registration and morning tea	
10.00am	Muster commences and welcome	Ross Anderson
10.20am	Meet our keynote speaker	Oli Le Lievre, Humans of Agriculture
11.10am	Facilitated panel discussion	Matt Harms, ONFARM Consulting
11.50am	A word from our Major Sponsors	Gardiner Foundation and Fonterra
12.00pm	Lunch	
1.00pm	Choose from one of three breakout sessions	
	Developing Self – Connection for Growth	Sally Murfet, Inspire Ag
	Developing Others – Communicating effectively and influencing others	Kylie Paatsch, The Fearless Way
	Adaptive Leadership in Dairy	James Freemantle, People Measures
2.45pm	Summary and close	
6.30pm	Networking Dinner – The Human Agronomy of Farming	Sally Murfet, Inspire Ag

### 9:30am Registration and Morning tea

#### 10:00am MC Ross Anderson



#### 10:20am Meet our keynote speaker Oli Le Lievre



Oli Le Lievre is the Founder of Humans of Agriculture, a storytelling platform that looks to connect, engage and inspire those within and towards agriculture, to help shape a future that's happier, healthier and more prosperous.

With a dream to share 10,000 Humans of Agriculture stories, Oli is keen to explore and understand the role and importance of agriculture today and into the future.

With three key focuses:

- Connecting the broader community with agriculture
- Empowering Humans of Agriculture to own their story
- Attract and retain incredible people in Aussie agriculture.

#### 11:10am Facilitated panel discussion Matt Harms



Hear a facilitated panel discussion by Matt Harms of ONFARM Consulting, involving three farm businesses. Panel members have been selected on the basis of their employment structure, success and proven track record in employment as well as employee development.

Panel members have a point of difference in the way they approach employment of staff, so that others can listen, learn and take-away information that may benefit their own business.

### 11:50am A word from our Major Sponsors



**12:00pm** Lunch

**1:00pm**  
**Breakout session 1**  
Sally Murfet



### Developing Self – Connection for Growth

A session designed to help individuals build a more robust understanding of themselves and their impact on others.

Discover more about your personal behaviour style and gain an awareness of how you naturally think, act and communicate.

During this workshop, you will better understand how to enhance what you are naturally good at and identify areas that require strengthening.

Participants will learn how to be influential and effective leaders or team members to get the best out of themselves and others.

**1:00pm**  
**Breakout session 2**  
Kylie Paatsch



### Developing Others – communicating effectively and influencing others

Leading others requires effective communication and the ability to influence each individual to achieve their goals and ours.

With four generations working together in today's businesses and industries, it can be challenging to connect and communicate in a meaningful and successful way.

In our breakout session we will address this by exploring, discussing, and learning practical tools and techniques to master conversations, develop your team, boost engagement, create a positive and productive work environment, and enhance overall performance.

**1:00pm**  
**Breakout session 3**  
James Freemantle



### Adaptive Leadership in Dairy

The intention of the 'Adaptive Leadership in Dairy' is to familiarise participants with the concepts of Adaptive leadership and consider how they can practice leadership in their own individual contexts. Key concepts will be introduced in the information session at the start, followed by discussion and activities to explore further the implications and practice of exercising leadership. Core concepts will include: leadership presence, holding multiple perspectives, technical vs adaptive challenges, mobilising others, productive zone of disequilibrium, 'balcony and dance floor' views and leading change. Participants will be encouraged to engage in these concepts as they relate to dairy, and specifically in Gippsland.

**2:45pm** Close

**6.30pm for 7:00pm**  
**Dinner**  
Yarram Football Club,  
Railway Avenue, Yarram



Meet our keynote speaker: Sally Murfet, Inspire Ag

### The Human Agronomy of Farming

Join Sally as she discusses the four broad themes:

**Communication** – behaviour styles, understanding self and others, emotional intelligence, stress management

**Culture** – importance and impact on the bottom line

**Connection** – finding people and what strategies should we use

**Conduct** – understanding and managing performance issues to reduce operational risk.

Sally will provide further industry context about why building capability and capacity in our people is so important in the current operating environment and what are some of the external factors that are impacting the sector's ability to attract, develop and retain talent, such as labour availability, demographics, workforce composition, future of work, and global human resource trends.

## Meet the speakers

### MC

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#### **Ross Anderson**

Ross Anderson is a fourth-generation dairy farmer, born and bred on the family farm that he now manages in Gippsland. He returned to farming in 2006, after 10 years as a builder. Building took him from Queensland to London and then to Perth and surrounds.

Ross has been a director of GippsDairy and Hico and also Chair of Hico. He is a recent graduate of course 27 of the Australian Rural Leadership Program finishing in 2022.

Ross is proactive about taking opportunities that will enhance his skills and abilities to manage both his on-farm and off-farm activities.

### KEYNOTE SPEAKER

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#### **Oli Le Lievre**

Oli Le Lievre is the Founder of Humans of Agriculture, a social enterprise bringing the agriculture community together to connect, discuss, laugh and share their passion, one story at a time.

For more than a decade Oli has worked in a variety of roles and a variety of sectors in agriculture both in Australia and overseas. From inside the farmgate to corporate advisory and consulting, from AgTech startups to global agrifood sustainability events. He's passionate about highlighting the importance of agriculture in shaping the world we live in and is seeking to do this through the power of storytelling. The end result, Oli wants to raise consumer awareness, connect the next generation to opportunities in agriculture and show the businesses, people and innovation that make agriculture and rural Australia more broadly such an important part of society.

### FACILITATED DISCUSSION

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#### **Matt Harms**

Matt Harms is a private independent consultant, working throughout Gippsland as well as interstate on a one-on-one basis as well as delivering industry programs and running discussion groups. Matt has been involved in private dairy consulting for the past 15 years and has been the owner of ONFARM Consulting for the past eight years. Prior, he was Field Services Manager at Murray Goulburn Leongatha, and also worked with Ridley AgriProducts in sales and marketing roles. He is a former GippsDairy Board member.

During his close to 30 year career in Gippsland dairy and grazing industries, Matt has gained a deep understanding and passion for dairy farming systems, business structures, share and lease farm arrangements, employment issues and succession planning. His aim is to see farmers achieve their personal and business goals, whatever they may be, and operate their farms in a manner that meets these goals.

### BREAKOUT SESSION 1

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#### **Sally Murfet**

Sally Murfet is a People and Culture strategist, specialising in agriculture, with more than 25 years working both on-farm and agri companies and organisations.

In 2017, after completing a three-year contract with the state farming organisation in Tasmania, Sally established Inspire AG to help the agri sector increase productivity, performance and profit through its human capital.

Sally is on a mission to create teams that perform well together beyond the traditional tick-and-flick approach to people management. She is a sought-after consultant, facilitator and speaker on leadership development, team growth, performance management and succession planning for agriculture throughout Australia.

### BREAKOUT SESSION 2

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#### **Kylie Paatsch**

Kylie has over 25 years' experience in business, leadership, and people development, and is passionate about supporting leaders, small businesses, organisations, and the people within them to fulfill their potential.

Kylie is a certified coach, leader, facilitator, professional speaker, and meditation teacher and draws on the concepts of positive psychology, mindfulness, neuroscience and keeping things simple.

Raised in the country and a descendant of 3 generations of dairy farmers, Kylie is overjoyed to be facilitating a session for this year's GippsDairy event.

### BREAKOUT SESSION 3

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#### **James Freemantle**

James Freemantle is a highly engaging facilitator and coach specialising in leadership and communications. He is a program lead for the national Marcus Oldham Rural Leadership Program and has provided leadership and communications development for Dairy Australia, Apples and Pears Australia, Meat and Livestock Australia, Rice Growers Australia and Landpower Australia.

James was a reporter on 'Feedback TV' for MLA and for CLAAS agricultural machinery, founded REDgum Communications in 2008, became a partner in a leading leadership development consultancy People Measures in 2018, and founded Jonto.co in 2022. For 10 years he was a producer and presenter on Australian and international television and in 2019 he attended the Harvard-Kennedy school's *Art and Practice of Leadership Development* in Boston.



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