



# Media Release

October 22, 2014

## Conference explores global food security challenges

The 26th Royal Agricultural Society of the Commonwealth (RASC) conference continues after a successful opening day at the Brisbane Showgrounds yesterday.

Hosted by the RNA, the prestigious agricultural conference was officially opened yesterday with an address by Her Royal Highness The Princess Royal (Princess Anne) at the Royal International Convention Centre.

HRH paid tribute to Queenslanders in the wake of the 2011 floods and the resilience of Queensland farmers during this drought. She sent her best wishes and hoped rain would come soon for those struggling.

She praised the RNA for its vision and commitment to the \$2.9 billion Brisbane Showgrounds Regeneration Project.

She also praised Queensland's world-class primary industries.

The conference will continue today with international and local agricultural experts covering topics such as food security and the GM products debate, how to utilise social media, how to attract sponsorship and the secrets behind successful agricultural shows.

Founded in 1957, RASC is made up of over 50 leading national and regional agricultural show societies, agricultural associations and research bodies working in 20 Commonwealth countries. RASC members convene to discuss issues facing agricultural industries and societies.

### RASC 26<sup>th</sup> Commonwealth Agricultural Conference

#### DAY TWO HIGHLIGHTS – Wednesday October 22, 2014

#### 9:00am – “The tsunami of disappointment – managing Gen Ys and Millennials”

**Keynote speaker** – Professor Peter Little AM - Deputy Vice-Chancellor (Corporate Programs and Partnerships), Queensland University of Technology and RNA Councillor.

Professor Little will cover topics including Generation Y and the challenges they and their employees and educators may face. Generation Y, the largest generation to enter the workforce, has been identified as having high expectations of workplace satisfaction and progression. Similarly, status is an important factor in their working lives, leading to a desire to regularly take “the next step”. But, is a tsunami of



disappointment about to break across these high expectations. Technological innovation is predicted to displace nearly half of the presently identified employment categories over the next two decades, if not sooner, a phenomenon which will be compounded by global competition for jobs. This will necessitate a full commitment to lifelong learning by Generation Y and the agility to adapt to fast changing circumstances and careers. There are profound challenges not just for Generation Y but also for employers and educators.

### **11:00am “Food security: Challenges in an inter-connected developing world”**

**Keynote Speaker** – Professor Paul P.S. Teng - Dean, Graduate Studies and Professional Learning, National Institute of Education and concurrently, Senior Fellow (Food Security), S. Rajaratnam School of International Studies, Nanyang Technological University, Singapore. He is also Chair, Asia BioBusiness Pte. Ltd.

Professor Teng believes food security is a defining issue of the 21st Century and requires concerted and collaborative action to adequately address its multiple dimensions of food availability (production and imports), physical access to food (supply chains and supply stability), economic access to food (pricing, affordability) and food utilization (nutrition, safety). He will talk in detail about the Asian market.

### **1:45pm “Food Security- The GM products debate”**

**Keynote speakers** - Hon. James Elles, the UK Conservative Member of the European Parliament for South East England and Scott Kinnear, Director of The Safe Food Foundation and Institute.

### **3:15pm “The importance of the primary production sector to every family”**

**Keynote speaker** – Charles Burke, CEO AgForce Queensland

For a full list of the RASC program [click here](#)

Ends

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