

MONASH UNIVERSITY

in association with the

*Co-operative Federations of New South Wales, Queensland, South
Australia, Victoria and Western Australia and the
New Zealand Co-operatives Association*

proudly present

THE SIXTH ANNUAL AGRIBUSINESS CO-OPERATIVE LEADERSHIP AND GOVERNANCE FORUM

***THE 6th Annual SIR JOHN MONASH GOLD MEDAL AWARD
for
AGRIBUSINESS CO-OPERATIVE DIRECTORS***

and

inductions into the

***AUSTRALASIAN AGRIBUSINESS
CO-OPERATIVES HALL OF HONOUR***

CROWNE PLAZA, CHRISTCHURCH, NEW ZEALAND

SATURDAY 6th December and SUNDAY 7th December 2003

The 2003 Agribusiness Co-operative Leaders' Forum is presented with the support of:

RABOBANK

Sponsor of The Rabobank Fellow in Agribusiness Co-operation at the 2003 Agribusiness Co-operative Leaders' Forum

Rabobank is one of Australasia's leading and most respected rural financiers, and is the world's leading specialist agribusiness bank. With offices in 34 countries and over 9 million clients globally, Rabobank ranks among the world's 50 largest banks on assets.

In New Zealand and Australia Rabobank provides customised banking and finance solutions to businesses involved at all points along the food and agribusiness value chain, from the farm gate through processing, retail and import/export.

To find out more, in Australia call (02) 8233 8400 or in New Zealand call (09) 375 3700. Or visit www.rabobank.com.au or www.rabobank.co.nz

Piper Alderman

Sponsor of The Piper Alderman Chairman in Residence at the 2003 Agribusiness Co-operative Leaders' Forum

Piper Alderman is a national Australian law firm. It acts for some of Australia's largest agribusiness organisations and co-operatives involved in the wine, dairy, grain, timber, cotton, nut, fruit and horticultural sectors.

For professional legal advice based on a long term commitment to the co-operative and agribusiness sectors, please contact Piper Alderman.

Contact Doug Robertson, Partner in charge, Melbourne office

Phone +61 3 8665 5500 Email: [drobertson@piper-alderman.com.au](mailto:d Robertson@piper-alderman.com.au)

Spencer Stuart

Sponsor of The Spencer Stuart Chief Executive Officer in Residence at the 2003 Agribusiness Co-operative Leaders' Forum

For senior executive recruitment, Spencer Stuart is the agribusiness specialist.

For all your executive and board recruitment needs contact Michael Wheatley

Phone: +61 3 9654 2155 Email: mwheatley@spencerstuart.com

***THE RABOBANK FELLOW IN AGRIBUSINESS CO-OPERATION
for the
2003 AGRIBUSINESS CO-OPERATIVE LEADERS' FORUM***

Dr. Peter Davis, University of Leicester, England

Dr. Peter Davis is the Director of the Unit for Membership Based Organisations (UMBO) at the University of Leicester in England.

Peter is a specialist in the Co-operative and Mutual Society sectors and has twice been Chair for the Society of Co-operative Studies (1989-1998). In 1997 he was appointed a special advisor to the Development Trust of the International Co-operative Alliance in Geneva. He has worked in 2002 as a UN expert giving support for UN policy development towards Co-operatives and was engaged as a facilitator for a policy development workshop by the African Ministerial Conference of Co-operatives in Uganda in 2002.

He has published, researched and consulted widely to co-operatives. His recent publications include *The Governance of Co-operatives under competitive conditions: issues, processes and culture* and *Co-operative Management: a philosophy for business*. Peter is the Review Editor for the Journal of Co-operative Studies and has accepted the role of editor for the new International Journal of Co-operative Management.

***THE PIPER ALDERMAN CHAIRMAN IN RESIDENCE FOR
THE 2003 AGRIBUSINESS CO-OPERATIVE LEADERS' FORUM***

Peter Jensen, Chairman of FMG, New Zealand

Peter Jensen lives in the Bay of Plenty Region of New Zealand. He is Chairman of FMG (formerly known as Farmers' Mutual Group, a rural financial services group) and immediate past Chairman of Ballance Agri-Nutrients Co-operative as well as a director of other co-operative businesses. Peter is a highly regarded co-operative leader who has contributed widely to the co-operative sector.

***THE SPENCER STUART CHIEF EXECUTIVE OFFICER IN
RESIDENCE FOR THE 2003 AGRIBUSINESS CO-OPERATIVE
LEADERS' FORUM***

John Newland, CEO, Farmlands Trading Society Ltd, New Zealand

John Newland, CEO at Farmlands Trading Society Ltd, is based in Hastings in the Hawkes Bay. Farmlands is a very successful trading society focused on the rural market and offering services throughout the North Island. John is experienced in both co-operatives and company business, having come from a brewery business background before coming into Farmlands.

**KEY TOPICS FOR THE 2003 AGRIBUSINESS CO-OPERATIVE
LEADERS' FORUM**

CO-OPERATIVE LEADERSHIP AND GOVERNANCE: A VALUES –BASED APPROACH

Dr. Peter Davis, Rabobank Fellow in Agribusiness Co-operation, University of Leicester will address the unique advantages of the co-operative business model. He will describe a practical and coherent values-based philosophy for co-operative leadership through a challenging new application and understanding of management theory. Seven principles of co-operative management will be applied to managing purpose, values, processes and techniques. Building on past theories Peter will propose an evolutionary development towards a new co-operative understanding. Whilst stressing the special challenges of co-operatives and other membership-based organizations, this approach is relevant to all forms of business and ownership structure.

CREDIT RATINGS FOR AGRICULTURAL CO-OPERATIVES

This session will be based on an analysis of the methods used to establish credit ratings for agricultural co-operatives. **Brenda Wardlaw, Director, Corporate and Infrastructure Finance Ratings, Standard and Poor's** will discuss the impact of factors such as financial flexibility, operating efficiency, market position, regulatory environment, ownership, diversity, access to capital and risk mitigation strategies on the credit ratings of agricultural co-operatives.

KEY FINANCIAL GOVERNANCE ISSUES IN CO-OPERATIVES The recent spectacular corporate collapses have emphasised the need for boards to be more proactively involved in strategic financial governance. **Alan Robb of the University of Canterbury, New Zealand** will outline the responsibilities of Directors of agricultural co-operatives and provide guidance on this essential duty of Directors.

THE CEO-BOARD RELATIONSHIP

John Newland, Spencer Stuart CEO in Residence and CEO of Farmlands Trading Society will discuss the dynamics of the CEO-Board relationship, which is central to the successful governance of co-operatives.

THINGS I WISH I HAD KNOWN.....Peter Jensen, The Piper Alderman Chairman in Residence and Chairman of FMG, will provide his personal perspective on the policies and practices for effective board governance.

CASE STUDY The case study integrates the seminar by addressing the challenges of values-based leadership and governance within the co-operative context.

THE PROGRAM

SATURDAY 6th December 2003, Limes Room, Town Hall

10.00 am Arrival, registration and morning tea

10.45am Welcome by **Honourable Damien O'Connor MP** and opening of program
by Chairperson, **Alex Wright, Chair of the NZ Co-operatives Association**

11 am to 12.30 pm Co-operative Leadership and Governance: a values based approach
**Dr. Peter Davis, Rabobank Fellow in Agribusiness Co-operation, University of
Leicester, England**

12.30pm to 2.00pm Lunch

2.00 to 3.00pm Credit Ratings for Agricultural Co-operatives
Brenda Wardlaw, Standard and Poor's, Australia.

3.00 to 3.30pm Afternoon tea

3.30 to 4.30pm Key Financial Governance Issues in Co-operatives
Alan Robb, University of Canterbury, New Zealand

4.30 to 5.30 pm The CEO-Board Relationship
**John Newland, Spencer Stuart CEO in Residence,
Farmlands Trading, New Zealand**

5.30 to 6.30 pm Introduction to case study and formation of syndicates

7.30pm DINNER AND PRESENTATION OF the 6th annual
SIR JOHN MONASH GOLD MEDAL AWARD
*and inductions into the Australasian Agribusiness Co-operatives Hall of Honour
Conference Rooms 1 & 2, Town Hall*

SUNDAY 7th December 2003, Limes Room, Town Hall

8.30 to 11am Case study discussions: Meeting Rooms 1-5, Convention Centre
**Dr. Peter Davis, Rabobank Fellow in Agribusiness Co-operation,
University of Leicester, England**

11 to 11.30 am morning tea

11.30am to 12.30 pm Things I wish I had known.....
**Peter Jensen, Piper Alderman Chairman in Residence,
Chairman, FMG, New Zealand.**

12.30 to 2.00pm Lunch

2 to 3.30pm Roundtable discussion with **Dr. Peter Davis, Peter Jensen and
John Newland.**

3.30 to 4.00pm Close of program and presentations by sponsors:
Rabobank, Piper Alderman and Spencer Stuart.

Note forum costs cover accommodation for Saturday night ONLY. Accommodation for additional nights should be booked directly with Crowne Plaza Christchurch and paid for separately. You can make these additional bookings by contacting Crowne Plaza from Australia on phone 0011 643 365 7799 or fax 0011 643 365 0082.

Post Forum Field Trips Organised by the New Zealand Co-operatives Association

One –day Tour: Monday 8th December

8.30 am Depart from Crowne Plaza for tour to:

- MG Marketing (produce marketing co-operative)
- Foodstuffs South Island (grocery wholesaling co-operative where computerized warehousing system improves efficiency)
- Environmental Research Farm at Lincoln University
- Tour includes Lunch
- Returning to Crowne Plaza around 5pm on Monday 8th December

Three-day Tour: Tuesday 9th -Thursday 11th December, includes accommodation and all meals

- Depart from Crowne Plaza Christchurch at 8 am on 9th December
- Central Otago winery
- Super-fine merino wool producer
- Deer farming operations
- Dairy co-operative processor and other agri-based businesses
- Travel through Christchurch, Queenstown, Dunedin and return to Crowne Plaza Christchurch around 5 pm on Thursday 11th December

Note: Post Forum Field Trips have a maximum number of 20 places and require a minimum of 15 to start. *Programs are subject to change.*

THE LOCATION

Christchurch, the “Garden City of the World” is located on the east coast of the South Island of New Zealand and has regular flights from the major Australian cities. With a population of 310,000, Christchurch offers the facilities of larger cities without the stress of more urbanised cities.

The expansive parks and gardens include the centrally-located 161 hectare Hagley Park, the Botanic Gardens, the four leafy inner city avenues, Victoria Square and spectacular gardens such as Mona Vale on the banks of the River Avon.

The Canterbury region around Christchurch, was built on primary products and Canterbury has long been recognized as living “off the sheep’s back”. Although its economic beginnings were in refrigerated sheep and dairy meats and in other dairy products, Canterbury now has a diversified regional economy with growth across a range of “new economy” sectors.

Within one or two hours drive from Christchurch to the east is the open ocean and the Banks Peninsula, featuring sheltered bays, sandy beaches, bush clad valleys and rocky coastlines and the picturesque township of Akaroa, established by the French. To the west, fertile river plains lead onto forested foothills and **the tallest mountains in Australasia, the Southern Alps.**

To the north of the Canterbury Plains are rolling hills and on the coast at **Kaikoura** (2 hours drive) is **the internationally famous whale-watching centre.**

The forum will be held at one of Christchurch’s premier landmark hotels, the **Crowne Plaza Christchurch**. Crowne Plaza is an international brand offering first class accommodation with enhanced services and facilities in over 40 countries worldwide.

The Crowne Plaza Christchurch is situated in the heart of Victoria Square on the banks of the Avon River at:

Corner of Kilmore and Durham Streets, Christchurch

Phone: 0011 643 365 7799 (from Australia)

Fax: 0011 643 365 0082 (from Australia)

Email: reservations@crowneplazachristchurch.co.nz

REGISTRATION

THE MONASH UNIVERSITY AGRIBUSINESS CO-OPERATIVE LEADERS FORUM

THE SIR JOHN MONASH GOLD MEDAL AWARD FOR AGRIBUSINESS CO-OPERATIVE DIRECTORS

and inductions into the Australasian Agribusiness Cooperatives Hall of Honour
Saturday 6th December and Sunday 7th December, Crowne Plaza Christchurch,
New Zealand

**FAX TO: DR. LAWRIE DOOLEY, AGRIBUSINESS PROGRAMS DIRECTOR,
MONASH UNIVERSITY, FAX NO: (03) 9903 1558**

(1) YES, I will be attending the co-operative leaders' forum (**\$985 per person including tuition costs, accommodation, meals, course notes and Monash University Certificate**)

Signature.....

NAME.....Position.....

Organization.....

Address.....

.....postcode.....

PHONE NO:.....FAX NO:.....

EMAIL:.....

(2) Accompanying non-participants (\$285 includes all meals, accommodation and access to facilities)

Name(s):.....

(3) Extra dinner guests for Saturday 6th December (\$85 per person)

Name(s):.....

(4) One-day Field Trip on Monday 8th December (\$145 per person).....

(5) Three-day Field Trip (\$1,145 per person).....

TOTAL PAYMENT: \$985 + (2) + (3) + (4) + (5) if applicable

Note: all payments are in Australian dollars and inclusive of GST

Payment by cheque made payable to : MONASH UNIVERSITY

(ABN: 12 377 614 012) and forwarded by 20th NOVEMBER TO:

**Agribusiness Co-op Forum, ATTENTION: DR. LAWRIE DOOLEY,
Agribusiness Programs Director, Department of Marketing,
Monash University, PO Box 197, Caulfield East, VIC. 3145 Australia**

THE SIR JOHN MONASH GOLD MEDAL AWARD

FOR AGRIBUSINESS CO-OPERATIVE DIRECTORS

This award seeks to recognise outstanding contributions by co-operative directors and is open to all current agribusiness co-operative directors in Australia and New Zealand. The winner will be selected by a prestigious judging panel based on the following **five key selection criteria**:

- **Sustained and substantial contribution to the ideals of the co-operative movement**
- **Demonstrated leadership and policy innovation**
- **Contribution to sustained growth and profitability of a co-operative**
- **Demonstrated capacity to cooperate with internal and external stakeholders**
- **Demonstrated capacity to balance a market oriented, global vision while still meeting local member needs**

Applications which address these key selection criteria within **two typed A4 pages** should be forwarded by **20TH NOVEMBER** to:

***AGRIBUSINESS CO-OPERATIVE DIRECTORS AWARD
ATTENTION: DR. LAWRIE DOOLEY, AGRIBUSINESS PROGRAMS
DIRECTOR,
DEPARTMENT OF MARKETING, MONASH UNIVERSITY,
PO BOX 197, CAULFIELD EAST, VICTORIA 3145***

PHONE: 03-99032757 FAX: 03-99031558

EMAIL: lawrence.dooley@buseco.monash.edu.au WEBSITE: www.agribis.net

The winner of the 2003 award will be announced on Saturday 6th December at the Dinner of the Agribusiness Co-operative Leaders' Forum.

The decision of the judging panel will be final and no correspondence will be entered into. **Application form overleaf.**

Profiles of previous winners are on our WEBSITE: www.agribis.net

**APPLICATION FOR SIR JOHN MONASH AWARD FOR
AGRIBUSINESS CO-OPERATIVE DIRECTORS**

NAME OF APPLICANT:.....

Signature of applicant:.....

NOMINATED BY: (optional).....

Signature of nominator:.....

Current position of applicant:.....

Organisation:.....

Address:.....

.....**Postcode:**.....

Phone:.....**Fax:**.....

Declaration:

*I certify that the attached application which addresses the **FIVE KEY SELECTION CRITERIA** is true to the best of my knowledge and if I win the award I give permission for the publication of its details to promote the Sir John Monash Award for Agribusiness Co-operative Directors. I agree that the decision of the judging panel will be final and no correspondence will be entered into.*

Name:.....

Signature.....

Date:.....

Forward the application form with two A4 typed pages which address the FIVE KEY SELECTION CRITERIA by 20TH NOVEMBER 2003 to:

AGRIBUSINESS CO-OPERATIVE DIRECTORS AWARD
Attention: Dr. Lawrie Dooley, Agribusiness Programs Director, Department of Marketing, Monash University, PO Box 197, Caulfield East, Vic. 3145, Australia
ph 03-99032757, fax 03-99031558 email:lawrence.dooley@buseco.monash.edu.au

**THE AUSTRALASIAN AGRIBUSINESS
OPERATIVES HALL OF HONOUR**

CO-

Formed to honour the lifetime achievements of leaders in the Australasian Agribusiness Co-operatives Sector.

Nominations of **both historical and living leaders** will be considered by an Australasian wide panel for individuals who meet the following criteria:

- 1. contributed significant and sustained lifetime leadership to the agribusiness co-operative sector as a director, executive, official, member or in some other recognized capacity***
- 2. maintained co-operative vision and values in the face of adversity***
- 3. demonstrated ethical leadership during periods of conflict***
- 4. inspired loyalty, commitment and trust from members***
- 5. recognised as a role model for fostering co-operative values in the wider community***

Applications which address these five key selection criteria within five typed A4 pages should be forwarded by 20th November to:

**Australasian Agribusiness Co-operatives Hall of Honour
Attention: Dr. Lawrie Dooley,
Food and Agribusiness Programs Director,
Department of Marketing, Monash University, PO Box 197,
Caulfield East, Victoria 3145, Australia**

Phone: 03-99032757, Fax: 03 99031558

Email: lawrence.dooley@buseco.monash.edu.au

WEBSITE: www.agribis.net

The inductions into the Australasian Agribusiness Cooperatives Hall of Honour will be performed at the dinner of the Agribusiness Cooperative Leaders' Forum on Saturday 6th December at the Crowne Plaza Christchurch, New Zealand.

The decision of the panel will be final and no correspondence will be entered into. **Nomination form overleaf.**

**NOMINATION FOR
THE AUSTRALASIAN AGRIBUSINESS
OPERATIVES HALL OF HONOUR**

CO-

2003

Name of Nominee:.....

Address of nominee (if applicable).....

.....postcode.....

Phone:.....Fax.....

Email.....

NOMINATED BY:.....

Current position of nominator.....

Address of
nominator:.....

.....postcode.....

Phone:.....Fax.....

Email.....

Declaration:

I certify that the attached application for the Australasian Agribusiness Co-operatives Hall of Honour which addresses the **FIVE KEY SELECTION CRITERIA** is true to the best of my knowledge and if I am inducted I give permission for the publication of its details to promote the Australasian Agribusiness Cooperatives Hall of Honour. I agree that the decision of the judging panel will be final and no correspondence will be entered into.

Signature of nominee(if applicable).....

Signature of nominator.....

Date.....

Nominations should be forwarded by **20TH NOVEMBER 2003** to:

**Australasian Agribusiness Co-operatives Hall of Honour
Attention: Dr. Lawrie Dooley,
Food and Agribusiness Programs Director,
Department of Marketing,
Monash University, PO Box 197, Caulfield East, Victoria 3145, Australia**