

# milestone report

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Prepared by: Maria Thompson and the national ICMJ Committee  
Australian Intercollegiate Meat Judging Association

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## Intercollegiate Meat Judging Program

### Report on Australian ICMJ 2019 National Competition

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## Abstract

This year the Intercollegiate Meat Judging (ICMJ) Association celebrated its 30<sup>th</sup> anniversary milestone and delivered the annual industry conference and competition in Wagga Wagga, NSW from 9-14 July 2019. Conducted over six days and five nights, the program included industry presentations, practical workshops and training, five industry sponsored dinners, professional development training, a careers expo and the meat judging competition (see program in *Appendix 1*).

This year's program again captured widespread student interest with a record 16 tertiary institutions/universities in attendance bringing the total number of students to 144, along with 38 coaches. The University of Tasmania (UTAS) competed for the first time and Tocal Agriculture College returned after a year off. Four international teams were present this year including teams from Indonesia, Japan, Pakistan and the USA (Texas Tech University).

In 2019 ICMJ also reached a record 45 businesses attending the ICMJ Careers Expo. This highlights that agricultural businesses and companies find value in attending the careers expo.

The feedback provided by the students and coaches through the evaluation process indicated that the program had a very positive impact on the students, with 93% of respondents rating the overall program as 6 or higher out of 7 for meeting expectations (mean of 6.66 and standard deviation of 0.63) and 95% are 'Very likely to recommend the ICMJ program to a friend'.

The Wagga program continues to achieve the ICMJ mission of '*Inspiring and developing future professionals in the global red meat industry*'. The ICMJ program is also a growing platform for other industry organisations to offer bursaries through our program with scholarships being offered by Australian Pork Limited (APL), Cattle Council of Australia (CCA) and Integrity Systems Company (ISC).

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# **1 Project objectives**

The objective of the ICMJ program is to provide a platform that educates students about the industry, meat science, the importance of the consumer and which advocates exciting career opportunities that exist within the industry.

The program objectives from 2016-17 to 2020-21 are:

1. Organise and deliver an annual five-day industry education workshop and meat judging competition and expose students to career path prospects within the meat and livestock industry including a career expo
2. Select, train and provide appropriate coaching for the Australian Team to participate in the annual US intercollegiate meat judging competition
3. Develop, implement and expand the ICMJ alumni program
4. Develop and implement systems to more accurately measure the impact of the program
5. Enhance the interaction between companies and students
6. Increase industry and stakeholder interest and student participation in the program
7. Promote the ICMJ competition to industry and wider community, through mainstream and social media channels

## **2 Methodology**

### **2.1 Program Coordination**

#### **2.1.1 Planning**

The program was coordinated and conducted by the ICMJ Association committee, which involves 12 voluntary members from various sectors of the meat and livestock industry and who are largely previous ICMJ students. This in itself adds value to the program, showcasing to program participants where ICMJ students can be positioned with meat and livestock industry careers. Additionally, an ICMJ Coordinator is contracted by the organisation. The ICMJ committee and their industry roles are listed in Table 1.

Table 1. ICMJ 2019 Committee

Name	ICMJ committee role	Industry role
Dr Peter McGilchrist	President	Lecturer, University of New England
Hamish Irvine	Secretary	National Key Account Manager, Bindaree Beef Group
Tim Ryan	Treasurer	Market Insights Analyst - Europe, SEA and Industry Projects, MLA
Demelsa Lollback	Vice President	Value Chain Relationship Manager, Integrity Systems Company
Melanie Smith	Presenter Coordinator	Postdoctoral Research Associate, Sydney School of Veterinary Science, University of Sydney
Ben Thomas	Sponsorship and media coordinator	Senior Finance Manager, Rabobank
Nick van den Berg	Australian Coach	Sheep & goat producer, Meat Researcher
Michael Campbell	Venue and product coordinator	Lecturer, Charles Sturt University
Sarah Stewart	Australian Coach	Post-Doctoral Fellow in Meat Science, Murdoch University
Kiri Broad	Social media and website	Woolworths Australia
Ethan Mooney	ICMJ Northern Conference Chair	General Manager, Biloela Teys Australia
Rozzie O'Reilly	Careers Expo coordinator	LambPro, NSW
Maria Thompson	ICMJ Coordinator	AgSTAR Projects

It should be noted that the above committee (with the exception of Tim Ryan and Ben Thomas) have also been elected as the 2019/20 ICMJ Committee at the AGM held on 14 July 2019. Gabby Ryan and Clara Bradford will replace Tim and Ben, who have resigned from the committee after several years of service.

### 2.1.2 Location and timing

The facility requirements that the tertiary ICMJ program requires continues to be very unique (student accommodation, lecture theatres, meat laboratories, training areas and an abattoir in close proximity) hence the program is limited to locations appropriate to host the annual program.

The 2019 program was once again held at Charles Sturt University, Wagga Wagga (CSU). The University, has suitable facilities for ICMJ, including lab-style rooms for training workshops, refrigeration for storage of meat product, large lecture theatres and most importantly campus accommodation and catering services. The close proximity to the Teys Australia abattoir, for the purpose of the judging contest, also makes CSU an attractive location.

The program is held mid-year annually, to coincide with the common university semester break. This timing also provides sufficient time for finalists to be selected and further trained

later in the year before the selection of a suitable team to represent Australia on the US trip in January.

### 2.1.3 Program participants

Table 2 shows the various universities and colleges involved in the 2019 competition and workshop. The capping policy of a maximum of 15 students per institution was in place again this year ensuring workshops and contests provided an effective and interactive learning environment.

The dedication of the students and coaches should also be acknowledged. The majority of the students participate in ICMJ as an extra-curricular activity to their university commitments, including the many training sessions they attend prior to the July program. The ICMJ program is a very intense five-day workshop and the students stand up to the expectations in networking and engaging with the industry representatives they are exposed to.

Table 2. Summary of 2019 ICMJ participants by institution

<b>Institution/Team</b>	<b>Students</b>	<b>Coaches</b>	<b>Observers</b>
Charles Sturt University - Wagga	12	3	
Japanese National Team	5	3	2
Texas Tech (USA)	5	3	5
University of New England	15	2	
University of Sydney	12	3	
University of Queensland	14	2	1
University of Central Queensland	6	2	
University of Adelaide	15	3	
University of Melbourne	8	2	
Pakistan	3	2	
La Trobe University	5	2	
Marcus Oldham College	12	2	
Murdoch University	7	2	
Bogor University (Indonesia)	5	2	
<b>TOTAL</b>	<b>144</b>	<b>38</b>	<b>8</b>

## 2.2 The ICMJ program

Whilst the official ICMJ program commenced on Tuesday evening, over half of the teams took the opportunity to arrive in Wagga one or two days earlier to conduct their own training sessions around the Riverina area.

Training venues and visits included Teys Australia, Knights Meats, Gundagai abattoir, Rennylea Angus and Lambpro. Each of these businesses have opened their doors for consecutive years to ICMJ students. This is of extreme value to Australian and International ICMJ students, where often they are unable to gain access to such industry insights and training environments.

The program was broken into several key areas: industry presentations, interactive learning workshops, training workshops, careers expo, industry dinners and the competition, all of which were a success in 2019. To review the final program please refer to *Appendix 1*.

### 2.2.1 Industry presentations

Mornings of both Day 1 and 2 consisted of twelve presentations from key industry stakeholders, researchers and service providers (see table 3 and 4). The intent of these presentations was to provide relevant, commercial information to students, which may not be experienced during their university degrees. It also aims to showcase the diversity of career opportunities that exist in this industry.

A number of the speakers had either participated in ICMJ themselves or had backgrounds, which related to the students (i.e. from family farm, started a business etc.) and resonated well. The ICMJ committee ensured the entire supply chain was covered during these presentations to highlight the expertise required in each area.

Following on from its introduction in 2017, was the 'Careers Panel Sessions'. This involved four panellists and was facilitated as part of the RAD Meat Professionals project (an MLA project investigating ways to attract and retain RD&E professionals in the red meat industry). The panel session was very well received by most students again this year.

The variety and calibre of speakers from across the sheepmeat, beef, pork and goat industry's and across the value chain were well received with the speaker presentations rating very highly in the evaluations.

A representative from each of the international countries present also provided a short overview regarding the meat and livestock industry in their respective country. These presentations were conducted as part of a rotating schedule during the small stock-judging contest on the Friday afternoon.

Table 3. Feedback results for Wednesday morning presentations (1=poor, 7= excellent)

<b>Wednesday morning</b>	<b>Average score out of 7</b>
Attracting skilled labor & utilizing innovation- Amanda Carter, AMPC	5.36
The importance of eating quality to the pork industry- Rachael Bryant, APL	5.53
Australia's Role in the Global Red Meat Market- Tim Ryan, MLA	6.28
Improvements in meat science over the last 30 years- Prof Dave Pethick, Murdoch University	6.49
Challenging the traditional sheep production paradigm – the future of lamb production- Tom Bull, Lambpro	6.33
A Sheep Processors Story -Servicing customers through feedback and technology- Will Barton, GMP	6.16
The red meat industry in 30 years- Jason Strong, MLA	6.12
Future of Industry Q&A Panel Session	6.12

Table 4. Feedback results for Thursday morning presentations (1=poor, 7= excellent)

<b>Thursday morning</b>	<b>Average score out of 7</b>
Beef's social license, dealing with the activists and fake meat- Tom Maguire, Teys Australia	6.33 (SD- 0.87)
Linking animal health, disease, and nutrition to production value – what does it all mean?- Paul Cusack, ALPS	5.71 (SD 1.34)
Overview of the rangeland goat industry- present & future- James Boland, Big Ampy Rangeland Goats	6.41 (SD 0.88)
Understanding consumer insight - how it has changed over the past 30 years and how can we help promote meat products into the future?- Wendy Umberger, Uni of Adelaide	6.02 (SD1.11)
Up in smoke – building from the ground up and diversifying to generate profits - Rob van Barneveld, SunPork	6.39 (SD 0.78)
Career Panel Q&A session featuring:1. Robert van Barneveld, SunPork2. Paul Cusack, Australian LivestockProduction Services (APLS)3. Wendy Umberger, University of Adelaide4. James Boland, Big Ampy4. Kiri Broad, Woolworths	6.11 (SD 1.25)

### 2.2.2 Interactive learning workshops

To stimulate further learning about the meat industry, using different learning principles, a series of interactive, hands-on workshops are held on the afternoon.

Table 5. Feedback results for Wednesday Afternoon (1=poor, 7= excellent)

<b>Wednesday afternoon</b>	<b>Average score out of 7</b>
Coaches Professional Development with Stuart Eastwood	5.79
Retail Cut Identification	6.17
Beef Value add- low'n slow BBQ	6.33
Understanding lamb carcass yield- Dr Dave Pethick and Knights Meats	6.33
Pork Talk – Boston butts and budget cuts!	6.26

### 2.2.3 Training workshops

Whilst some teams have completed training for several months prior to attending the ICMJ program, training exposure can be variable depending on accessibility to abattoirs/product etc. Training workshops are held on the afternoon of Day 2 to provide last minute refresher training, with the ability for students to ask questions of official judges and therefore provide a consistent message to all students.

The interactive training workshop rotations focused on meat judging techniques required in the competition. The five rotations included:

1. Pork carcase judging
2. Judging primals – pork and beef
3. Lamb judging including how to write effective observations and answer questions
4. Primal identification



## 5. Writing reasons

Table 6. Feedback results for Thursday Afternoon training session (1=poor, 7= excellent)

Thursday afternoon	Average score out of 7
Coaches Surprise Tour	6.46 (SD 1.38)
Pork carcass judging	6.49 (SD 0.88)
Judging primals- pork and beef	6.35 (SD 0.93)
Lamb judging (incl how to write effective observations & answer questions)	6.44 (SD 1.01)
Primal identification	5.94 (SD 1.40)
Writing reasons	5.76 (SD 1.67)

The training was delivered by ICMJ committee members and was assisted by two meat judging students from Texas Tech University (TTU) - who are annually sponsored by Dr Mark Miller of TTU to attend and provide assistance to our program.

### 2.2.4 Coaches

Coaches of each team are fundamental, not only for the success of the annual ICMJ program, but to the industry in general as they are key leaders. They have the drive, passion and initiative to organise and educate the next team from their respective institutions. It is these undergraduate and postgraduate coaches, which upon graduation will have a big impact on the industry in which they are employed. For this reason, the ICMJ Association provides personal and professional development for the ICMJ coaches, which started in 2015.

In 2019, coaches were taken on a tour of the CSU winery. Coaches also engaged in an afternoon workshop with Stuart Eastwood from CSU, where they engaged in discussions on principles of learning and dealing with different personality types.

Whilst the students participated in the small stock judging contest, coaches were also provided with an exclusive professional development workshop with Jeanette Long, which focused 'Mentoring and how to be a mentor'.

## 2.3 Careers Expo

Day 3 features a Careers Expo, which continues to grow each year as leading industry companies see the value in having access to a large group of dedicated students. In 2019, there was a record number, with 39 companies represented in the Expo. These are listed below in *Table 7*.

Table 7. Companies represented at ICMJ 2019 Career Expo

Angus Australia
Australian Country Choice (ACC)
Australian Lot Feeders Association (ALFA)
Australian Meat Processing Corporation (AMPC)
Australian Pork Limited (APL)
Andrews Meats
AACo
AMIST
Apian Animal Health
Alltech Lienart

Bindaree Beef
Cattle Council of Australia
Commonwealth Bank
Coles
Chloe Dutschke Contracting
Delta Ag
Department of Agriculture
Elders
Fletchers International
Future Farmers Network (FFN)
Fulton Marketing Group
Food & Veterinary Services
Gradlink
Hancock Agriculture
JBS
Intergrity Systems Company
Kilcoy Global Foods
LambPRO
Landmark
Landmark International
MLA
Mort & Co
NAB
NH Foods
NSW Farmers
Rivalea
Ruralco Holdings
Meat Industry Researchers (Peter McGilchrist)
Sandalwood Feedlot
Sheep Data Management
Sunportk
TAFE NSW
Teys Australia
Van Hessen
Woolworths
Zoestis

The Careers Expo was held as a concurrent session. In conjunction with the Careers Expo, two professional development workshops were held. The concurrent sessions allowed for greater face-to-face interaction with Careers Expo companies due to smaller numbers in each rotation.

All students engaged in a session with Jeanette Long from AgConsulting who was contracted by ICMJ to deliver a professional development session on 'The Importance of having a Mentor', plus a session with Rimfire Resources on 'Getting LinkedIn'. These sessions are fundamental in the preparation of students for a life beyond university.

Feedback was very positive about Careers Expo, evidenced on individual feedback as the highlight of the program from the students attending. 97% of students rated the careers expo a 6 or higher out of 7.

Table 8. Feedback on the Careers Expo & Concurrent sessions (1=poor, 7= excellent)

<b>Careers Expo</b>	<b>Average score out of 7</b>
How valuable did you find the careers expo overall?	6.79 (SD- 0.61)
Workshop 1- Preparing for your first job- GradLink	6.04 (SD 1.15)
Workshop 2- Finding a mentor- Jeanette Long	5.18 (SD 1.57)
Was there adequate time for the careers expo?	5.49 (SD 1.60)
Was the venue adequate for the careers expo?	6.25 (SD 1.14)

## 2.4 Industry dinners

The industry dinners provide multiple opportunities throughout the program for:

- Student networking
- Continued industry education
- Engagement from sponsors and future potential employers

Dinners throughout the program were held at the Wagga Wagga RSL Club. ICMJ now has a good relationship with the RSL catering company, which permits ICMJ to customise the menu and externally source meat to suit the sponsor of the evening.

2019 dinner numbers were all up from the previous years with the following numbers:  
Dinners: Tues = 230, Wed = 220, Thurs = 238 Frida = 236, Sat = 260

### ***Tuesday - Sponsored by Teys Australia.***

Jasmine Green, a past ICMJ student, addressed the group providing an overview of Teys Australia, Jasmine's career and the impact that ICMJ played. A panel session was then held which included four Teys Australia employees from management, operations and two from of last year's ICMJ students who have entered the Teys Australia Grad program. This provided a great opportunity to showcase the range and variety of careers within a beef processing company.

The dinner included Teys Australia beef rump cap.

### ***Wednesday - Sponsored by Australian Agricultural Company.***

Simon Kensit, a past ICMJ student, addressed the student group providing an overview of AACo.

### ***Thursday – Sponsored by Hancock Agriculture***

ICMJ was delighted to welcome our newest sponsor Hancock Agriculture to the program. David Larkin, CEO of Hancock Agriculture addressed the dinner.

### ***Friday – sponsored by JBS Australia and Andrew Meats***

Kylie Schuller, a past ICMJ student, provided the keynote presentation by Andrews Meats.

### ***Saturday 30<sup>th</sup> Anniversary and Awards dinner – sponsored by Coles***

Ryan Poyner, Coles provided the keynote presentation by Coles. This dinner was held at the Rules Club in Wagga as the RSL was booked for another event. The dinner included catered for 260 attendees.

John Carter, founder of ICMJ also addressed the audience.

## 2.5 ICMJ Competitions

The competition element of the program is broken down into two sections – the small stock and the beef contests. The small stock contest was held in the Pre-Clinical Vet Centre at CSU. This contest involved five judging classes focused on pork, lamb and retail cut identification.

Saturday was dedicated to the beef judging contest held at Teys Australia, whom were extremely supportive and accommodating of the program. The students spent three hours in the chillers, competing in nine judging classes focused on beef. At the conclusion of the beef judging, the top 15 students were identified to have an interview with the Top 10 selection panel. This is the first year that the judging final and oral presentation has not been conducted.

Table 9. Participants response to the question 'Did you find the conduct of the contests satisfactory?' with 1 = poor, 7 = Excellent.

Contests	Average score out of 7
Did you find the conduct of the contests satisfactory? Small Stock (Friday)	6.5 (SD- 0.74)
Beef Contest (Saturday)	6.45 (SD 0.82)

## 2.6 30<sup>th</sup> Anniversary Celebrations

2019 marked the 30<sup>th</sup> anniversary for the Australian ICMJ which was founded in 1990 by John Carter. To celebrate this milestone, past ICMJ alumni were invited to attend the 30<sup>th</sup> Anniversary Awards dinner on Saturday 13 July.

The ICMJ Committee hosted an alumni breakfast which was sponsored by Hancock Agriculture and was held at a café in Wagga on the Saturday morning followed by the opportunity to the alumni to register for the Alumni Competition. The breakfast attracted 50 registrations and included a discussion on what a future ICMJ Alumni program could include.

The ICMJ 30<sup>th</sup> Anniversary dinner was held at the Rules club in Wagga and attracted 260 guests including students, coaches, committee, sponsors and alumni. It was also wonderful to have John Carter, the ICMJ Founder to address the dinner.

## 2.7 Results

### 2.7.1 Competition results

Prize winners were recognized and awarded at the Coles Awards dinner, with Gold and Silver level sponsors invited to present awards.

There was a wide spread of awards amongst individuals and teams this year, which provided an exciting and encouraging environment. This year, the prizes were provided for individuals from first to fifth place. Major prize winners were as follows, with a full list of award recipients on the [ICMJ Website](#).

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**Retail Cut & Saleable Item Identification - *Sponsored by JBS/Andrews Meats***

**Champion Individual** – Sherri Halstead, Texas Tech

**Champion Team** – Texas Tech

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**Commercial Evaluation - *Sponsored by NH Foods Australia***

**Champion Individual** – Rhett Elliott, University of Queensland

**Champion Team** – University of Sydney

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**Placings - *Sponsored by Hancock Agriculture***

**Champion Individual** – Matt Hocking, CSU

**Champion Team** – Texas Tech

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**Questions and Reasons - *Sponsored by AACo***

**Champion Individual** – Kieran Smith, UNE

**Champion Team** – Texas Tech

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**Beef Judging - *Sponsored by Teys Australia***

**Champion Individual** – Kate Werfel, University of Adelaide

**Champion Team** – Texas Tech

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**Lamb Judging - *Sponsored by Coles***

**Champion Individual** – Kieran Smith, UNE

**Champion Team** – Murdoch University

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**Pork Judging - *Sponsored by Australian Pork Limited***

**Champion Individual** – Salman Halstead, Pakistan

**Champion Team** – Texas Tech

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**Champion Individual (John Carter Founders buckle) - *Sponsored by AMPC Australia***

Kate Werfel, University of Adelaide

**Individual Overall Runner Up** - Kieran Smith, UNE

**Champion Team - *Sponsored by Meat & Livestock Australia***

Texas Tech

Sherri Halsted, Jacie Henefy, Grant Kitten, Paige Williams

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**2019 Coach of Champion Team**

Tommy Fletcher, Cole Perkins & Dr Mark Miller

**2019 Tom Carr Award for Coaching Excellence**

Farrah Preston, University of Adelaide

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**2019 Students selected for Industry Development & Education Program**

Kate Krause- University of Adelaide

Hamish Fuller- University of Sydney

Claudia Nielsen- Murdoch University

Kate Werfel- University of Adelaide

Kieran Smith- University of New England

Jennifer Mitchell- University of New England

Claire Marriott- University of New England

Jess Paton- University of New England

Emma Peters- University of Adelaide

Priscilla Evans- University of Sydney  
Margot Sullivan- Marcus Oldham

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**Coaches XI selected for Industry Development and Education Program**

Adelaide – Jade Marshall  
Tocal – Josh Turner  
Murdoch – Renae Piggott  
UQ – Sally Morrissey  
Marcus – Angus Rigney  
UTAS – Hannah Commins  
Uni Sydney – Archibald Weston  
CQU – Gabby Parker  
CSU – Nicole Fairley  
La Trobe – Madi Gallagher  
Uni Melbourne – Mitchell Priestly  
UNE - Ben Wieland

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**Australian Pork Limited Industry Scholarship**

Archie Weston  
Renae Piggott

**Cattle Council of Australia Industry Scholarship**

Farrah Preston, University of Adelaide  
Lauren Smith, Murdoch University

**Integrity Systems Company Scholarship**

Lauren Rowlands, UTAS

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**Alumni Competition**

**Alumni Champion – Eating Quality Class**

Tammy Biffin

**Alumni Champion – Saleable Items Identification**

Keeley McGregor

**Overall Alumni Champion**

Tie breaker- Keeley McGregor from Tammy Biffin

### 2.7.2 Australian Team Selection

At the Wagga competition, previously the top 15 students individually from the contest go through to the final class with oral presentation. However, from 2019, the committee decided to change this to a face to face brief interview with a 'Top 10' selection panel (made up of the Australian coaches and a committee member. From this group of 15, ten finalists are selected based on their:

- Placings in the final class
- Interview
- Resumes and application letters
- Interaction and behaviour throughout the Wagga week

In 2019, it was agreed by the committee to take 11 finalists to southern Queensland for the Industry Training and Development program in September where the top five are selected to become the next Australian National team.

This selection is based on:

- Attitude and merit throughout the week
- Interaction at industry visits, calibre of questions plus willingness to learn
- Career aspirations of the student and their eagerness to be part of industry after graduating from University
- Potential benefit gained by industry from the student when they return to industry

### 2.7.3 Coaches XI

An initiative of ICMJ, introduced in 2015, was to invest further into exposing worthy students to the Industry Training and Further Development Program week in Brisbane. Based on student and coach feedback, the Brisbane program is held in high regard amongst this group and is a cost-effective way of ICMJ rewarding students for the efforts and interest in the industry, as well as providing this opportunity to all universities.

As such, each Australian institution was asked to nominate one student from their meat judging group, regardless of judging performance, who would most benefit from attending the training program in Brisbane. A total of 12 hand-selected students will accompany the top 11 finalists to Brisbane to undertake the training program. Whilst not eligible for Australian team selection, they will be provided with an exclusive experience. ICMJ plans to continue this initiative into the future.

## 2.8 Sponsors

The ICMJ program relies heavily on industry sponsorship to encourage vested interest in the program, as well as an ability to maintain an affordable yet effective workshop program for students.

The program is generously supported by Platinum sponsors, MLA and AMPC. Currently students pay an attendance fee, with on campus or external accommodation options. Regardless of accommodation, the fee is structured to cover 45% of the actual costs of their attendance. This figure is considered to be affordable for students and so sponsorship is required to ensure the program can remain sustainable.

Sponsorship of the ICMJ program is provided in a number of ways:

- Monetary support from industry businesses and organisations

- The majority of industry speakers are asked to contribute their time and cover travel arrangements
- The University supports the program through use of facilities
- Meat donations from companies for meals aid in reducing catering costs
- Companies provide in-kind sponsorship of products to run workshops and training
- Teys Australia provide the venue and resources to conduct the judging contest.

The ICMJ sponsorship package has a tiered structure based on financial contribution with appropriate sponsor benefits. This structure also offers extended sponsorship terms for up to three years. This was introduced in 2014 and, as such, a number of companies had signed a 3-year sponsorship term.

Table 10. Sponsors of the 2019 ICMJ Program

<b>Platinum sponsors</b>	
Meat & Livestock Australia	Australian Meat Processor Corporation
<b>Gold sponsors</b>	
Coles	Australian Pork Limited
Teyes Australia	Hancock Agriculture
<b>Silver sponsors</b>	
JBS Australia/ Andrews Meats	Australian Agricultural Company
NH Foods Australia	
<b>Bronze sponsors</b>	
Knights Meats	Fletchers International
Rimfire Resources	AMIST Super
Gradlink	
<b>Other contributions</b>	
Mort and Co	
<b>Industry Scholarship providers</b>	
Cattle Council of Australia	Integrity Systems Company
	Australian Pork Limited

The presenters and helpers who attend throughout the week, must also be acknowledged for their in-kind contribution to ICMJ (through their time and/or covering their own travel expenses) to either present at the ICMJ conference or to assist with the workshops and competitions.

The companies and organisations that employ our dedicated Committee members must also be acknowledged for providing support, encouragement, and time for the committee members to attend the Wagga ICMJ Conference and the other ICMJ Initiatives throughout the year.

## 2.9 Promotion of the ICMJ

### 2.9.1 Media Coverage

ICMJ has approached MLA to provide media monitoring reports following key events. When this is available, ICMJ will provide a supplement to this report.

In the lead up to the Wagga Program, most of the media coverage was on the individual teams.

There was good media coverage this year from ABC, Prime, Channel 9, The Land, and local newspapers.



ICMJ also invited Jon Condon and James Nason from Beef Central to attend the conference. The outcome from this was numerous ongoing ICMJ articles.

Articles include but are not limited to:

<https://www.mla.com.au/news-and-events/industry-news/icmj-to-celebrate-30-years/>

<https://www.beefcentral.com/processing/icmjs-2019-wagga-workshop-to-celebrate-30-years/>

<https://www.stockjournal.com.au/story/6275314/university-of-adelaide-team-steaks-its-claim-at-icmj/>

<https://www.beefcentral.com/news/adelaide-uni-student-claims-top-meat-judging-prize-as-icmj-celebrates-30-years/>

<https://www.beefcentral.com/processing/feedback-drives-gundagai-meat-processors-move-into-dexa/>

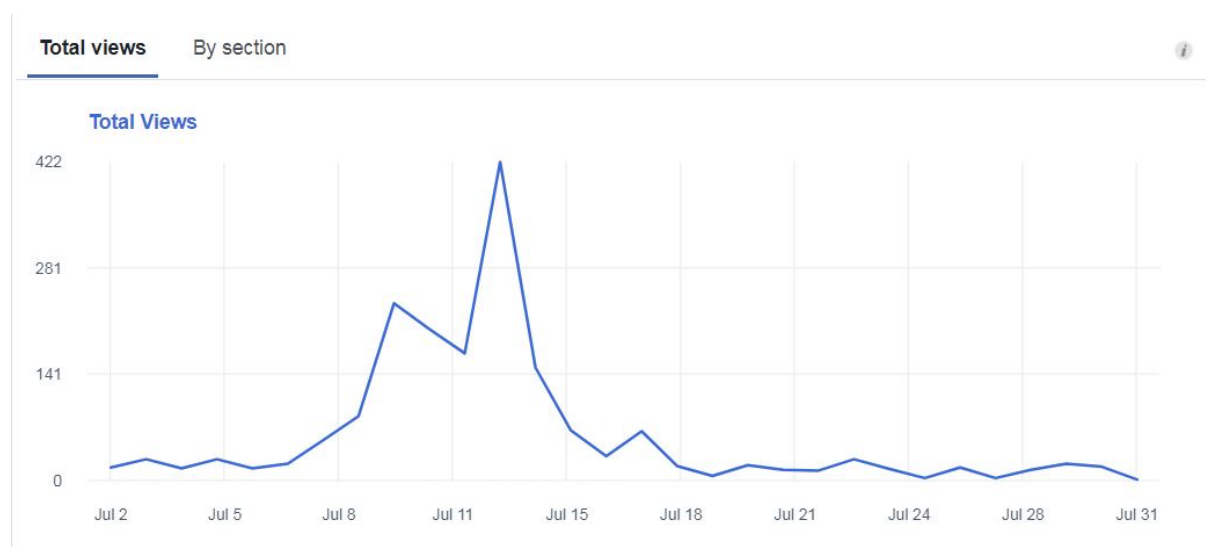
<https://news.csu.edu.au/latest-news/charles-sturt-university-hosts-30th-intercollegiate-meat-judging-conference>

<https://www.sheepcentral.com/tom-bull-at-icmj-lessons-from-a-livestock-leader/>

<https://www.beefcentral.com/production/big-ampi-aiming-to-take-goat-business-to-next-level/>

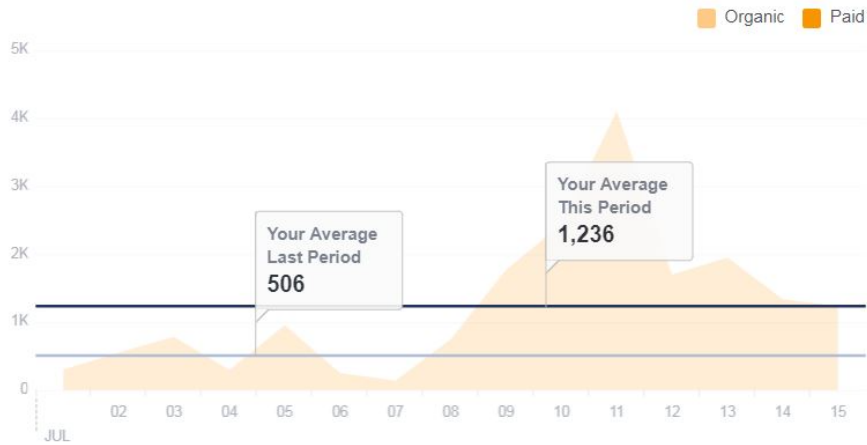
## 2.9.2 Social Media

In the lead up to the Wagga program, throughout the 5 day workshop and contest and post-contest, social media networks have endeavoured to keep past ICMJ participants and interested external parties updated. ICMJ has approximately 809 Twitter followers, 508 Instagram followers and 1733 Facebook Page followers (up from 1180 in 2018), see below the following Facebook Insights for July 2019. The average post reach from 1-15 July was 1236 with 4105 being the highest. With the actual ICMJ period from 8-14 July the average was 1712.



### Post reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.



#### BENCHMARK

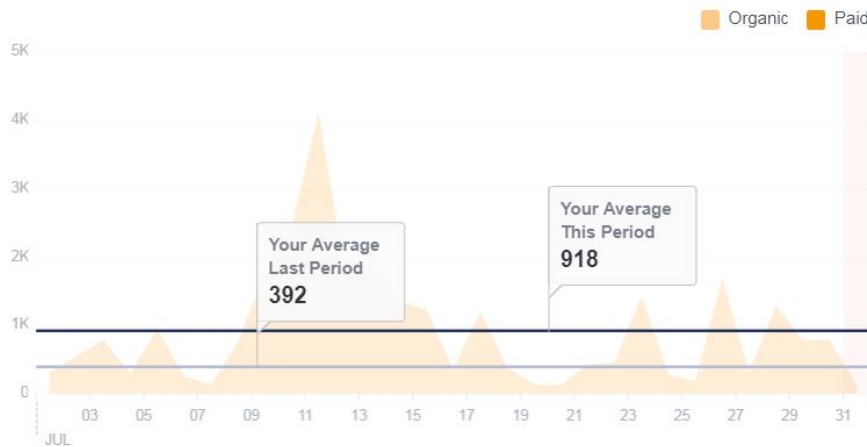
Compare your average performance over time.

Organic ☒

Paid

### Post reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.



#### BENCHMARK

Compare your average performance over time.

Organic ☒

Paid

## L.MSG.1706 – Intercollegiate Meat Judging Program

18/07/2019 10:33		ICMJ: Consumer focus 'biggest change in 30 years' Addressing a			823		81 27	
17/07/2019 21:33		Last week at the Intercollegiate Meat Judging annual conference in Wagga			947		76 63	
17/07/2019 17:28		Job alert 🐾 Animal Health Australia has a job opportunity for a project			1.1K		216 14	
16/07/2019 08:25		Thank you to Angus Australia for donating copies of "The Story of			616		83 47	
15/07/2019 16:16		THE Australian Intercollegiate Meat Judging Association celebrated its			1.3K		263 178	
15/07/2019 12:17		Thank you for the messages, emails and calls congratulating ICMJ on our			921		52 91	
13/07/2019 21:57		Thank you to our 2019 ICMJ committee for another awesome			1.2K		315 194	
13/07/2019 19:49		We're live from the 30th anniversary ICMJ presentation dinner			1.3K		549 147	
13/07/2019 19:01		Our 30th anniversary presentation dinner, sponsored by Coles has			1.1K		201 69	
12/07/2019 11:09		Our biggest ever ICMJ careers expo, supported by GradLink is well and			1.6K		451 105	
11/07/2019 20:10		Thank you to tonight's dinner sponsor Hancock Agriculture for the insight			738		66 39	

11/07/2019 14:48	 Day 3 has been another big one... thank you to our industry speakers			3.7K		950 141	
11/07/2019 11:51	 Here are some more great roles with MLA in the awesome MSA team!			823		214 15	
11/07/2019 09:51	 It must be job season! Here's another great role going with the Qld Dept Ag			1.4K		156 33	
11/07/2019 09:51	 It must be job season! Here's another great role going with the Qld Dept Ag			192		0 1	
10/07/2019 19:35	 Thank you to our long time sponsors Australian Agricultural Company for			766		141 27	
10/07/2019 16:11	It was great to welcome Beef Central to #CMJ2019 this year. Thanks for coming			747		60 32	
10/07/2019 15:33	 All things Low N' Slow and how to successfully 'defeat' a brisket with Dr			1.2K		256 85	
10/07/2019 15:20	 All things Low N' Slow and how to successfully 'defeat' a brisket with Dr			1K		176 61	
10/07/2019 14:56	 Professor Dave Pethick, Sarah and George smashing out			1.5K		374 93	
10/07/2019 14:42	 Great pork value add and butchering session this afternoon with			2.3K		268 123	
09/07/2019 19:50	 Day 1 of #ICMJ2019 - 'Celebrating 30 years of ICMJ' has commenced.			1.3K		529 118	

Twitter insights included:

#### JUL 2019 SUMMARY

Tweets

12

Tweet impressions

6,527

Profile visits

373

Mentions

37

New followers

18

## 2.10 Benefits

### 2.10.1 Student benefits

Participants in the ICMJ Workshop and contest benefit on a range of levels.

*A. Student networking*

The ICMJ program offers students an avenue to meet other like-minded students from across Australia and other countries who share similar interests in the meat and livestock industry. Many past ICMJ students, who now hold positions within the industry and have presented at the ICMJ workshop, have recalled the networks and friendships they have maintained post-ICMJ and the importance of these in their everyday business. The international contingent of the program allows students to interact and learn from some of our major trading partners, building international networks for the future.

*B. Exposure to a large number of key meat industry representatives*

The workshop program is an intense overview of the meat and livestock industry. The 2019 program exposed students to representatives from over 45 different meat and livestock companies and organisations. The ICMJ program is unique in being able to expose students to such a large variety of commercial organisations all in one place. There are limited opportunities, outside of ICMJ, for university students to have interaction with such key stakeholders.

Further to networking between students, the ICMJ format allows students to interact with people who are already involved in the industry. This often leads to work experience placements or similar advantages. This benefit is two fold; the benefit to the student, but it also benefits the industry, as students tend to develop a better understanding of the industry and focus their career aspirations to within the meat and livestock sector.

*C. Exposure to career opportunities*

The students also are exposed to a range of opportunities available in the meat industry for graduates and assists in broadening the students' understanding of what careers are available to them. As stated previously there were 45 companies represented at the careers expo, all vying for graduate attention.

Recognition is growing within the commercial industry due to the quality of applicants that ICMJ provides. The ICMJ program is highly influential over students selecting the meat and livestock industry for their career and this will only continue, as the program is clearly an initiative for attracting and building future leaders of the industry.

## **2.11 Program evaluation**

For each day of the ICMJ program, an electronic survey via Survey Monkey was utilised to receive feedback on:

- Industry speakers
- Workshops
- Catering and accommodation
- Careers Expo
- Contests
- Overall value

Survey Monkey was used again this year to capture student feedback. Student participation in the surveys varied over the week and ranged from:

Pre-survey = 93, Wed= 119, Thurs= 111, Friday =114, Overall feedback = 101.

The feedback provided by the students and coaches through the evaluation process indicated that the program had a very positive impact on the students with 93% of respondents rating

the overall program as 6 or higher out of 7 for meeting expectations (mean of 6.66 and standard deviation of 0.63) and 95% are 'Very likely to recommend the ICMJ program to a friend'.

Some notable comments from students and coaches include:

**ANY COMMENTS?**

The focus the industry placed on sustainability & the focus on the customer was a huge driving point I took away

It was another fantastic week and I really enjoyed coming back as a coach and having the chance to learn even more!

It was focused so much more on the corporate/industry of ag instead of just being about the competition. Incredible job

best week of my university degree so far

The whole week was fantastic, from the accommodation, to the meals, to the companies that were there each day.

It was a fantastic week with an amazing group of people and great facilities

Expectations were exceeded!

The chance to network and also listen to what the industry had on offer for graduates was absolutely amazing. Loved creating connections with other participants as well.

The lectures in the morning were the most valuable part of the week to me.

The competition was well above expectations in all ways!!

It was a good week, glad I came.

The careers fair was by far the best part of the week and also the most unexpected as I enjoyed it a lot

Loved it, great networking and some awesome opportunities.

It was such an amazing week

Yes. It exceeded my expectations. Food was fantastic and company was great

It was an excellent program. I found it extremely enjoyable and fun

Such a jam packed schedule and it ran so smoothly

An absolutely amazing event!!

Yes, loved the whole trip, looking forward too seeing many familiar faces in the industry

Fantastic event

Exceeded my expectations.

100%, fabulous event

Far exceeded expectations thankyou so very much

Table 11. Student responses when asked of their favourite and least favourite aspects of the program.

<b>Favourite</b>	<b>Least favourite</b>
Everything	Lack of free time, lack of sleep
Interacting with other students	Conferences
Meeting industry people and creating networks	Early starts
Careers expo	Feeling rushed all week
Networking Dinners	The competition
Workshops	Morning presentations needed breaking up more
Presentations from industry speakers and range of speakers and topics	Some of the presentations at the dinners
The whole program	Long Presentation sessions without any break/stand up stretch
The training and competition	Sitting and listening to talks
Seeing the opportunities available in the meat industry	Saturday night dinner / Steak at the Rules Club
Presentation night	Some of the speakers too long and were repetitive
The international students	Mentoring session
The Q&A Careers panel	The breakfasts
Coaches tour	
Party on Saturday night	
Professional development opportunities	
The food	
Smoker	



Figure 4. Favourite part of the week word cloud.

The results of these evaluations have also been reviewed by the ICMJ Committee in a debrief report provided by the ICMJ Coordinator. The committee continue to take board the feedback received and will make number of minor changes to be implemented in 2020 to help improve the program.

Overall feedback and impact of the program:



I just wanna say thanks a lot to all committees and sponsors that have arranged this spectacular event. although it's too many food and busy schedules but they have given the best. I can't forget this ICMJ experience

---

I loved the week at ICMJ both years and although I'm still keen on pursuing a career in the dairy industry at this stage, if I lose interest in that I know that this is the industry I would move on to and that is solely due to ICMJ.

---

I did a ton of networking and learned how to set up my career a little better

---

It changed my thinking about the production side of the industry and how much the processing industry has develop to allow for the best outcome on farm

---

No

---

I believe that it opened up many more opportunities for me, allowed me to gain so many connections within the industry and it also brought me out of my comfort zone. I am not the most experienced when it comes to this industry however, the people that were there during the week made me feel comfortable and helped me gain the connections i needed to then apply myself within the field of work id like to experience.

---

ICMJ gave me an insight about meat industry and made me relize how big this industry and also relize me that we still have many homework to finish In Indonesia.

---

ICMJ is the best

---

It was great and I hope I can do something for my country (i.e. applying technology)

---

Very beneficial week, I enjoyed every bit of it! I learnt about new opportunities and challenges within several enterprises of the meat industry. The careers fair was amazing, all companies were very accommodating and enthusiastic about careers for young graduates.

---

I'm going to single myself out here and say as a vegetarian, I wasn't exactly looking to pursue a career long term in the meat industry. However, listening to the presentations, talking to industry, and talking to other participants has made me reconsider my career direction. I can very easily see myself either becoming a producer or working within sales. To that I really do need to thank ICMJ for the opportunity to expand my knowledge and my available options.

---

The content provided was all very interesting, a wonderful combination of speakers and workshops were present. The biggest issue was how many things were packed into each day, with early starts and late finishes everyone was exhausted by the end of the week. I sincerely believe starting the sessions on Tuesday morning and scheduling a rest period on Thursday afternoon would be of great benefit. The sessions would not need to be rushed, and the students would be able to perform to their best abilities during networking opportunities and in the competition. Overall I am very appreciative of the ICMJ committee for providing such an insightful week.

---

Maybe a session on how to communicate with professionals and ideas on how to form a network with them

---

ICMJ has opened up a wonderful opportunity for me within the meat industry. This has been an invaluable experience for me. Thank you all so much!

---

Absolutely loved the week and it has made me even more passionate about the red meat industry.

---

Going into the week I had no idea what I wanted to do, but after attending ICMJ it has helped me figure out that I definitely want a job in the red meat industry!

---

You have run a wonderful programme that influenced many people in very positive ways so you are changing lives and the future of the industry

---

## 2.12 Industry Training and Development Program week in Brisbane

The finalist training and Coaches XI will be held in September 2019. This year, 23 students will attend the training development program, which will be coordinated by committee members Melanie Smith, Nick van den Berg and assistance from Kiri Broad.



Over the five days, the students will visit all sectors of the value-chain from production to retail as well as networking with host companies and amongst themselves. This increase in investment by ICMJ in the ten Coaches pick students is invaluable as it:

1. Allows each university to identify their student with the greatest potential ensuring the elite undergraduates are chosen;
2. Provides these students with a broader insight into the industry highlighting the variety of careers available to graduates across the industry;
3. Directly builds connections between students and commercial industry; and
4. Ensures that each university has a 'champion', which safeguards the continued ICMJ involvement of students from that university.

### **2.13 Secondary Schools program**

The secondary schools ICMJ programs also experienced record interest in 2018–19 with over 300 students competing at three separate competitions. The secondary schools competitions are held annually at Gympie Carcass Classic in Gympie QLD, Upper Hunter Beef Bonanza in Scone NSW, and Wingham Beef Week in Wingham NSW. The ICMJ association feels strongly that grass roots education of secondary schools students is very valuable as it can position students to see the industry as progressive, rewarding yet challenging allowing them to make informed life decisions at a younger age. There is also great potential to develop the secondary schools program to be more educational and informative.

## **3 Success in meeting the milestone**

The objectives of the program are to expose young, enthusiastic tertiary students to the opportunities available in the red meat and livestock industry for a challenging and rewarding career. The program also aims to foster and encourage the formation of life-long networks amongst like-minded students.

In addition, the program is intended to build relationships between keen, educated students and key industry organisations. The objectives ultimately aim to provide security for the future of the Australian meat and livestock industry by continuing to inspire young people to consider this industry for their future careers. It is the view of the committee that the ICMJ programs of 2019 excelled at fulfilling these objectives.

## **4 Conclusions**

The 2019 30<sup>th</sup> anniversary ICMJ conference and competition has been another great success and continues to attract a dedicated and enthusiastic group of students from across Australia and internationally. The 2019 program ran seamlessly, which can mostly be attributed to the fine-tuning of the program over the years, along with the dedication and commitment from the committee.




The program continues to showcase past ICMJ students as invited guest speakers, sponsors and Careers Expo exhibitors. This is an important aspect of ICMJ to acknowledge the impact ICMJ has had in attracting young people to the meat and livestock industry.

With ongoing industry support, ICMJ continues to provide a unique experience to tertiary students and coaches and is an important program in building the capability of the industry.



Most importantly, the program exposed students to industry representatives and educated them on opportunities in the meat and livestock industry. With the growth and development of the ICMJ program, there is an increased ability to influence a greater percentage of the participants and to attract them to a career in the meat and livestock industries. It is purely the support of the industry, which allows ICMJ to be successful in achieving this.

## 5 Appendix

### 5.1 2019 ICMJ Program

Time	Activity	Presenter	Location
<b>Tuesday July 9th</b>			
2:00pm – 5:00pm	Pick up of accommodation keys		CSU accommodation
6:00pm	Registration and Networking & Communications session		
7:00pm – 9:00pm	Industry Sponsored dinner, Sponsored by Teys Australia		Wagga Wagga RSL Mirage Room
<b>Wednesday July 10th</b>			
7:00am	BREAKFAST		CSU Dining Hall #230
8:00am	Introduction & general housekeeping	Maria Thompson, ICMJ Coordinator	Wal Fife Lecture Theatre #14
8:05am	Welcome to the Australian 2019 ICMJ Conference & Workshop	Peter McGilchrist, President Australian ICMJ Association	
8:10am	Official welcome and opening Attracting skilled labor & utilizing innovation	Amanda Carter, AMPC	
8:25am	The importance of eating quality to the pork industry	Rachael Bryant Australian Pork Limited	
8:40am	Australia's Role in the Global Red Meat Market	Tim Ryan, MLA Market Insights Manager	
9:20am	Improvements in meat science over the past 30 years	Professor David Pethick, Murdoch University	
10:00am	MORNING TEA - sponsored by Fletchers		
10:30am	Challenging the traditional sheep production paradigm – the future of lamb production	Tom Bull, LambPro	
11:10am	A Sheep Processors Story -Servicing customers through feedback and technology	Will Barton Gundagai Meat Processors (GMP)	
11:50am	The red meat industry in 30 years	Jason Strong, MLA Managing Director	
12:30pm	Future of Industry Q&A Panel Session facilitated by Melanie Smith	Amanda Carter Will Barton Rachael Bryant	Jason Strong Tim Ryan
1:00pm	LUNCH		CSU Dining Hall #230
2:00pm – 4:00pm	Coaches professional development session	Stuart Eastwood, CSU	Green Room - Graham Building, CSU #229
2:00pm – 5:00pm	Students - INTERACTIVE WORKSHOPS Break into 4 groups (A-D) to rotate through practical activities, 45 min each session A. Retail cut identification training session B. Beef Value Add – American low'n slow BBQ - Dr Miller C. Understanding lamb carcass yield – Dr David Pethick and Knights Meats Butcher D. Pork Talk – Boston butts and budget cuts! - Shannon Walker & George Abourizk		Pre-Clinical Centre (PCC) #290 CSU Wagga
6:30pm	Industry Sponsored dinner, Sponsored by AACo - Speaker Simon Kensit		Wagga Wagga RSL Mirage Room

## L.MSG.1706 – Intercollegiate Meat Judging Program

Thursday July 11th			
7:00am	BREAKFAST		CSU Dining room#230
8:00am	Beef's social license, dealing with the activists and fake meat	Tom Maguire, Teys Australia	Wal Fife Lecture Theatre #14
8:40am	Linking animal health, disease, and nutrition to production value – what does it all mean?	Paul Cusack, Australian Livestock Production Services (APLS)	
9:20am	Overview of the rangeland goat industry - present & future	Captain James Boland, Big Ampy Rangeland Goats	
10:00am	MORNING TEA - sponsored by SunPork 		
10:40am	Understanding consumer insight - how it has changed over the past 30 years and how can we help promote meat products into the future?	Wendy Umberger, University of Adelaide	
11:20am	Up in smoke – building from the ground up and diversifying to generate profits	Rob van Barneveld, Managing Director, SunPork	
12:00pm	RAD Meat Career Panel Q&A Session featuring: 1. Robert van Barneveld, SunPork 2. Paul Cusack, Australian Livestock Production Services (APLS) 3. Wendy Umberger, University of Adelaide 4. James Boland, Big Ampy 5. Kiri Broad, Woolworths	Facilitated by Sarah Stewart	
12:40pm	LUNCH		CSU Dining room #230
2:00pm	Coaches Surprise Tour		
2:00pm	TRAINING WORKSHOP ROTATIONS – break into 5 (1-5), 40 min per session		Pre-Clinical Centre (PCC) #290
	1. Pork carcass judging 2. Judging primals – pork and beef 3. Lamb judging including how to write effective observations and answer questions 4. Saleable Items identification 5. Writing reasons		
6:30pm	Industry Sponsored dinner - Sponsored by Hancock Agriculture		Wagga Wagga RSL Mirage Room
7:30pm	Coaches/Team Leaders	Nick Van den Berg and Mel Smith	

## L.MSG.1706 – Intercollegiate Meat Judging Program

Friday July 12th			
7:00am	BREAKFAST		
8:30am – 9:20am	Introduce Careers Expo companies		Joyes Hall , CSU #209
9:30am – 12:30pm	<div>Careers Expo including workshops (Split group into groups A-D) – 45min per rotation. Morning tea - sponsored by AMIST - served during Careers Expo rotation</div> <div>1. Careers Expo 2. Getting LinkedIn – Nigel Crawley , Rimfire Resources 3. The importance of having a mentor - Jeanette Long</div> <div>AMISTSUPER Your industry fund</div>		Joyes Hall , CSU, Lecture rooms 182 & 178, Graham Building #229
12:30pm	LUNCH		CSU Dining room #230
1:30pm	Groups A – E - Small Stock Competition Session 1		PCC, CSU #290
1:30pm	Groups F – J 1:40pm International presentations (Japan/US/Indonesia/Pakistan). 15 minutes each		Lecture Room 182, Graham Building, #229
1:30pm – 3:00pm	Coaches Professional development workshop - How to find and become a mentor.	Jeanette Long	Green Room - Graham Building, CSU #229
3:15pm	Group changeover		
3:45pm	Groups F– J - Small Stock Competition Session 2		PCC, CSU #290
3:45pm	Groups A – E 3:55pm - International presentations (Japan/US/Indonesia/Pakistan) 15 minutes each		Lecture Room 182, Graham Building, #229
5:30pm	Spare time		
6:30pm	<div>Dinner Sponsored by JBS and Andrews Meats. Key note speaker - Kylie Schuller</div> <div>JBS</div> <div>ANDREWS MEAT INDUSTRIES SINCE 1966</div>		Wagga RSL
	Presentation from 2018 Australian team	Australian team	
8:00pm	Coaches/Team Leaders Meeting	Nick Van den Berg and Mel Smith	
Saturday July 13th			
6:00am	Travel to Teys Australia – Note students to arrange their own breakfast <i>Entry for the contest will be via the main employee carpark off Dampier St, and sign in through main gatehouse</i>		
7:30am – 11:00am	Meat Judging Contest – Beef		Tey's Australia
9:00am	<div>Alumni Brunch - sponsored by Hancock Agriculture</div> <div>Bookings Essential at <a href="https://icmj.com.au/product/2019-icmj-alumni-event-registration/">https://icmj.com.au/product/2019-icmj-alumni-event-registration/</a></div> <div>HANCOCK AGRICULTURE</div>		Uneke Warehouse, 140 Fitzmaurice Street
11:30am	ICMJ Alumni Competition Bookings Essential at <a href="https://icmj.com.au/product/2019-icmj-alumni-event-registration/">https://icmj.com.au/product/2019-icmj-alumni-event-registration/</a>		Tey's Australia
12:00pm	Lunch - generously donated by Teys Australia		Tey's Canteen
	Presentation from 2019 ICMJ Japan tour group	Hamish Irvine	
2:30pm	Return to CSU Campus		
6:00pm – 12:00am	<div>Australian ICMJ 2019 Coles Presentation Dinner - 30th Anniversary Dinner Presenter: Ryan Poyner <i>All guests to sign in to the club with their license or photo ID</i></div> <div>coles</div>		Rules Club, Wagga Wagga - Cnr Fernleigh & Glenfield Rd
Sunday July 14th			
9:00am	STRICT checkout of CSU accommodation		
8:30am - 10:30am	Australian ICMJ 2019 Annual General Meeting (AGM)		Pre-Clinical Vet Centre