



NSW DEPARTMENT OF
PRIMARY INDUSTRIES

Primary
Industries
Innovation
Centre

symposium

New Pathways to Adoption and Diffusion
of Primary Industries Innovations

UNE
UNIVERSITY OF
NEW ENGLAND

24 - 25 November 2008

We have overwhelming support to bring a diverse group of professionals together to identify ways to facilitate the adoption of innovation in the primary industry sector.

Our supporters include the Primary Industries Innovation Centre (PIIC), School of Business, Economics and Public Policy (BEPP) University of New England (UNE), Beef CRC, Sheep CRC, Meat & Livestock Australia (MLA), Australian Centre for International Research (ACIAR) and Australian Wool Innovation (AWI).

Focus and Expected Outcomes

Rates of adoption of innovation across primary industries are with a few exceptions, low.

This is a fundamental challenge for both the research and farming communities, but we do not seem to have a sufficient strategy to overcome it.

The aims of this symposium are to identify impediments to innovation adoption and potential solutions to them, and to propose a research strategy to implement these solutions.

This symposium is an opportunity to gain an appreciation of the success and failure of innovation adoption and to examine the intrinsic nature of winners and losers.

Who Should Attend

This symposium will be of interest to researchers, agricultural advisors, rural R&D investors, industry organizations, agencies, government, agribusiness and farmers.

Call for Papers

The symposium will consist of a session focusing on innovation adoption that involve all aspects of the process, from ideas and project inception right through to the market.

The symposium abstracts will be printed as proceedings and selected papers will be included in a special edition of the *Australian Journal of Experimental Agriculture* (AJEA). All papers will be peer reviewed by at least two reviewers.

Abstracts and papers will be selected based on their originality, significance, correctness, and clarity of presentation. Abstracts should be submitted no later than 30 September 2008. Submissions intended for Journal publication should include an abstract submission by 30 September and the full paper submission by 31 October 2008. Poster submissions, also including an abstract, will be accepted. All submissions should be sent to the following e-mail address: edavies4@une.edu.au

Papers should present original work, which has not been published or being reviewed for other conferences. The name and affiliation of authors should be omitted on the paper. A separate page must be included with each paper, containing, the names, affiliations, postal address and e-mail addresses of authors as well as the address of contact author.

Important Dates

30 September 2008, submission of abstracts and papers to the conference.

17 October 2008, notification of acceptance.

Conference Cost

Registration for the conference is \$250. This covers the symposium, proceedings book, dinner, basic accommodation and a copy of the special edition *Australian Journal of Experimental Agriculture*. An early bird fee of \$200 is available for registrations received before 19 September 2008.

Venue

The symposium will be held at the Seminar Room, Drummond and Smith College, University of New England. Registration will commence at 10.30am for an 11.00am start on Monday 24 November finishing at 5.30pm. The second day will commence at 8.30am and finish at 4.00pm.



Registration

The early bird registration deadline is
19 September 2008

Please print or type in BLOCK LETTERS and send to:

Elizabeth Davies

Primary Industries Innovation Centre (PIIC)

University of New England

Armidale 2351

Fax: (02) 6773 3238

All enquiries: (02) 6773 2745

Personal Details

Title	Name		
Organisation			
Job title			
Postal address			
Post code	Country		
Phone	Fax	Email	
Preferred name on badge			
Accommodation required. Please specify nights			
Attending dinner Yes / No			
Please tell us of any special dietary or other requirements			



Keynote Speaker

Professor John Bessant - BSc, PhD

Professor John Bessant, John currently holds the Chair in Innovation and Technology Management at Tanaka Business School, Imperial College where he is also Research Director. He previously worked at Cranfield, Brighton and Sussex Universities.

In 2003 he was awarded a Senior Fellowship with the Advanced Institute for Management Research and was also elected a Fellow of the British Academy of Management.

Author of 15 books and many articles, he has acted as advisor to various national governments, international bodies including the United Nations, The World Bank and OECD and companies including Lego, Novo Nordisk, Mars, UBS and Morgan Stanley.

Conference Themes And Speakers

This symposium will examine the innovation process from the determination of market needs through R&D to delivery of products. The processes that lead to successful and unsuccessful innovative change will be scrutinised through the examination of real life case studies. Delegates will learn about issues that relate to a whole of pipeline approach to innovation to adoption, and will draw on the expertise of participants to explore and deliver new ways of targeting and delivering innovation.

We have engaged professionals that will provide insight into real life innovation success, highlighting the key reasons for failure to achieve innovation and how these might be overcome in the future.

Our speakers will draw from a broad industry and research experience base to deliver ideas which will be used to focus specifically on the question "how can we systematically improve the rate of adoption of production innovation", and as a subset of this, to identify what sorts of research is needed to achieve this improvement.

Workshop

A workshop will take place on the afternoon of day 2 to synthesise the ideas and information presented at the symposium, and specifically to identify and develop the required hypotheses, and create the research collaborations, which will allow us to answer the following questions.

1. How can innovations be designed and created which do have a high potential for adoption into use?
2. What strategies for introduction of innovation will lead to maximum market adoption in the shortest time?
3. What are the institutional impediments, and how can these be minimised?
4. What integrated strategies of design, introduction, communication and management will be most effective in maximising adoption into use?

Registration

The early bird deadline is 19 September 2008. Registrations accepted till 10 November 2008.

Please send registration form to:

Elizabeth Davies

Primary Industries Innovation Centre (PIIC)

University of New England

Armidale 2351

Fax: (02) 6773-3238

All enquiries: (02) 6773-2745

Payment details

Payment of the registration fee of \$250 (or early bird \$200) must accompany all registration forms.

Bookings will be confirmed by email when full payment is received.



SHEEP CRC



Australian Wool Innovation Limited



Australian Government
Australian Centre for International Agricultural Research



Registration Details

Please tick applicable boxes on the form.

Payment Details

Payment of the registration fee of \$250 (or early bird \$200) must accompany all registration forms. Your registration WILL NOT be confirmed until payment is received in full.

Note: Bookings will be confirmed by fax or email when full payment is received.

Payment must be made in Australian dollars (AUD).

Payment Method

I wish to pay the sum of AUD\$ By Credit Card: Visa Mastercard Bankcard

Name of cardholder

Signature of cardholder Expiry date

Card number

A cheque is attached for the sum of AUD\$

Cheques are payable to **University of New England**

