

The value of the livestock advisor

9 July 2025

Rockhampton, QLD



8.00am Registration desk opens, tea and coffee available

Session 1 – The value of the advisor

9.00am Meat & Livestock Australia welcome and update
Michael Crowley – Managing Director, Meat & Livestock Australia

Finding value in yourself and your work
Tammy Kruckow – Top End Leadership

10.45am Morning tea

Session 2 – Making data work for you

Managing what we measure: A herd inventory tool
Harry Evans – Bush AgriBusiness

myFeedback: Using data to improve eating quality
Will Atkinson – MSA Business Development Officer, Meat & Livestock Australia

The role of AI and data in agriculture
Jason Clark – Australian Regional AI Network

Panel: The use of data in advisory
Dr. Joanne Connolly – Facilitator

12.45pm Lunch

Session 3 – Reproductive health and market readiness

Reproductive diseases
Dr. Lee Taylor – Zoetis

CQLX operation overview and tour

3.00pm Afternoon tea

Session 4 – The Advisor career space

Understanding the value of the livestock advisor
Gordon Stone – Agri-Business Development Institute

Panel: Collaboration not competition: Getting the most out of your advisory networks
Sophie Wilkins – Facilitator

Session 5 – Event wrap-up

Wrap-up
Keely Kovacevic – Project Manager, Adoption Capability Building, Meat & Livestock Australia

5.00pm Networking, canapés and drinks



Scan or click the QR code to register

► For more information contact **Keely Kovacevic** –
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