



WESTERN AUSTRALIA MARKET IMMERSION

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Western Australia Market Immersion
14 February - 21 February 2024



WESTERN AUSTRALIA MARKET IMMERSION



Net Promoter Score: 66.67

Participant Rating ★★★★★ (4.78)

NEW ZEALAND AGRITECH

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WESTERN AUSTRALIA FIELD TRIP AGENDA

- Welcome breakfast with Western Australian Government - Department of Primary Industries and Regional Development (DPIRD)
- Visit with Wide Open Agriculture Limited - regenerative food
- Visit with Patane Produce - leading supplier of carrots, potatoes, onions and broccoli
- Visit with Bluemoon Orchard - orchard growing apples and avocados and stone fruit
- Visit with Bluemoon Packing - using state-of-the-art technology
- Visit with Agristart Innovation Cluster - specialise in agrifood and agtech innovation programs
- Visit with Rocky Ridge Brewery - Australia's first Sustainable Brewery - committed to NetZero emissions
- Visit with S Camarri & Co Feedlot - Third generation beef producer
- Visit with the Food innovation Precinct Western Australia (FIPWA) - Western Australia's first centre for agri-food innovation excellence
- Visit with the Australian Automation and Robotics Precinct (AARP) - unique testing and development environment that is unparalleled in Australia
- Visit with Edith Cowan University (ECU) - 3D printed fruit and vegetables, cybersecurity and drone park

14 February - Perth to Busselton

Welcome Breakfast with DPIRD

Accommodation in Perth

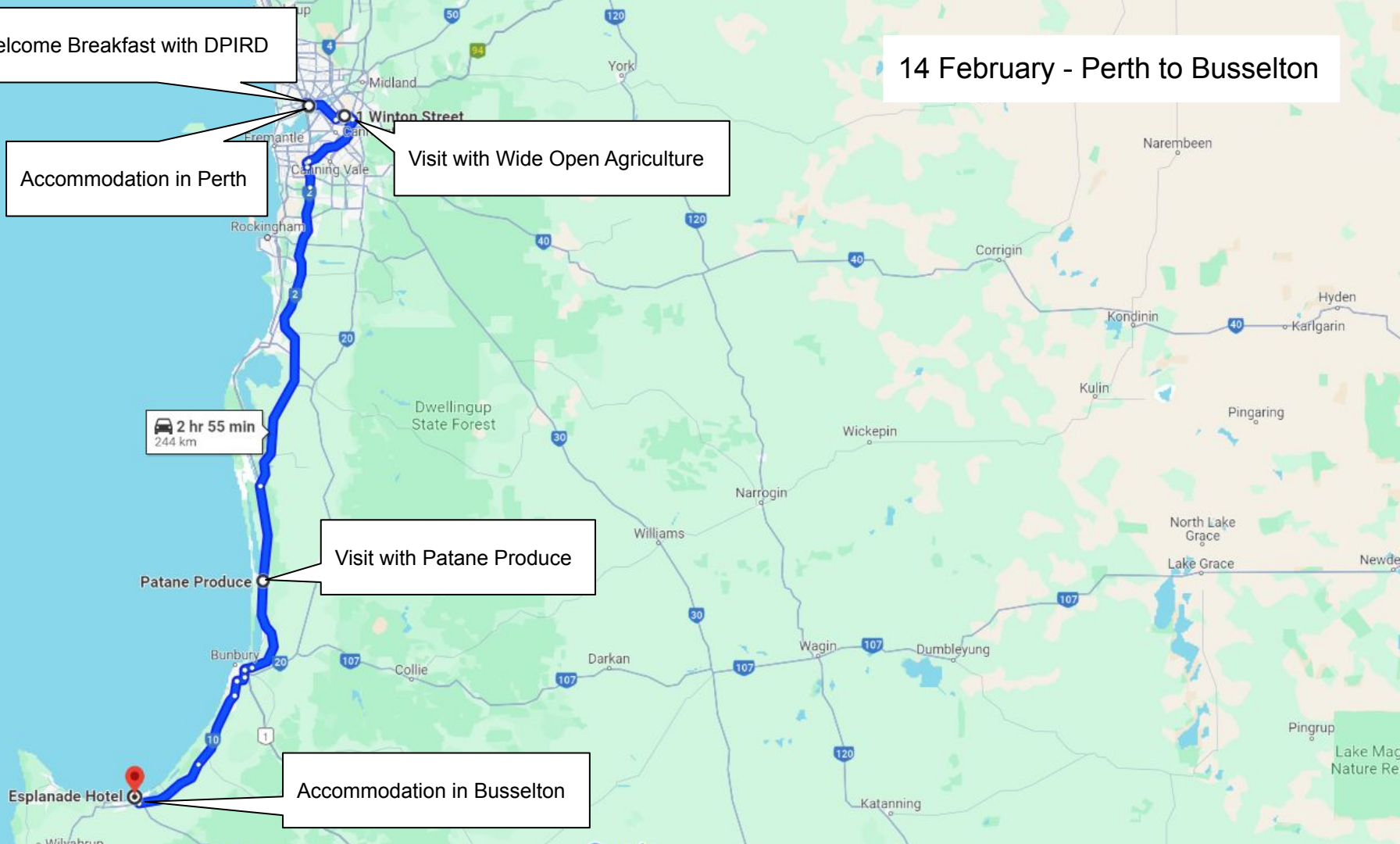
Visit with Wide Open Agriculture

🚗 2 hr 55 min
244 km

Visit with Patane Produce

Esplanade Hotel

Accommodation in Busselton



15 February - South West Region

Agristart Innovation Cluster

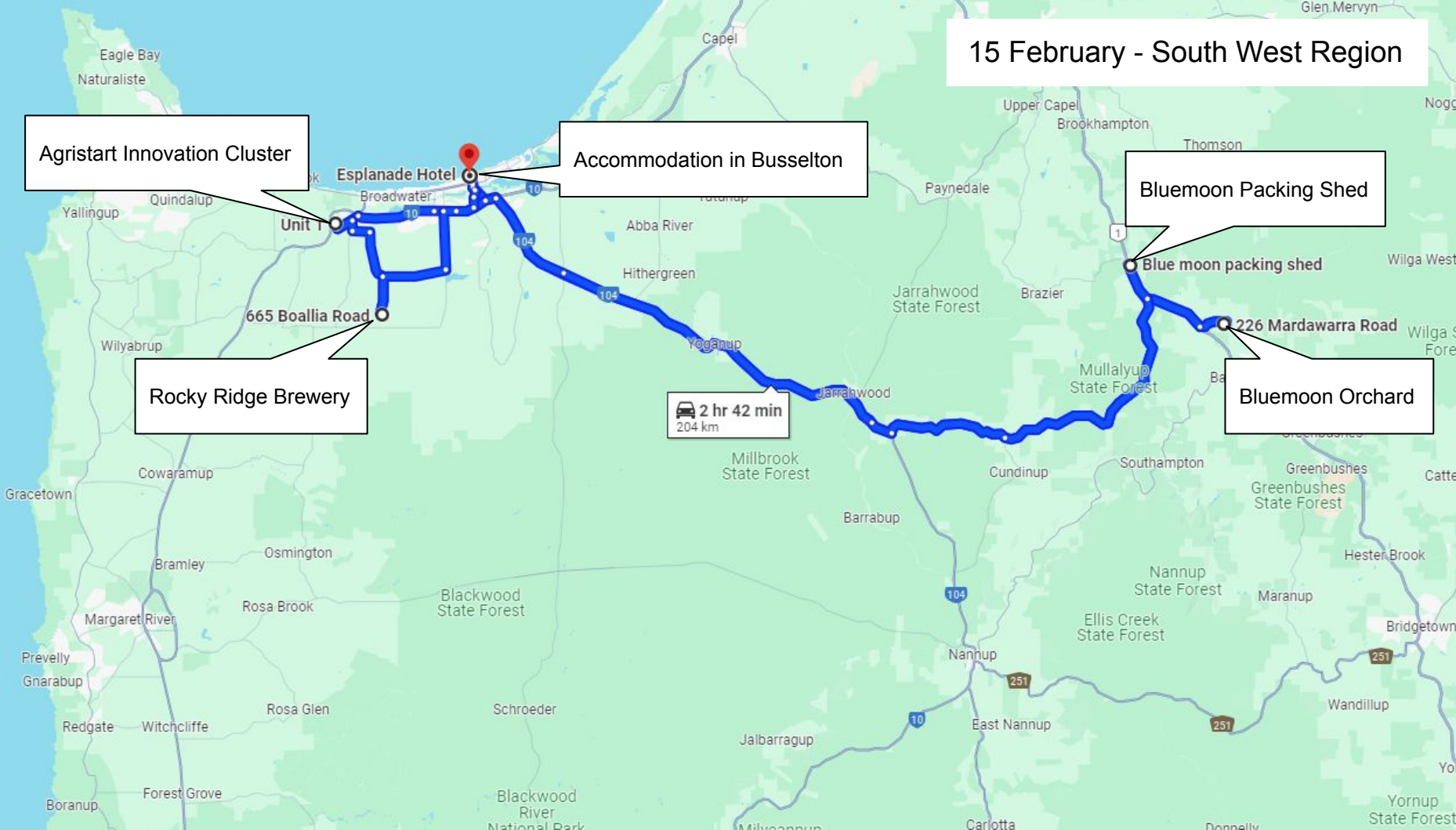
Accommodation in Busselton

Bluemoon Packing Shed

Rocky Ridge Brewery

Bluemoon Orchard

2 hr 42 min
204 km



16 February - Busselton to Perth

Accommodation in Perth

Oaks Perth Hotel

Food Innovation Precinct Western Australia (FIPWA)

Food Innovation Precinct Western Australia

3 hr 30 min
296 km

Bunbury Farmers Market

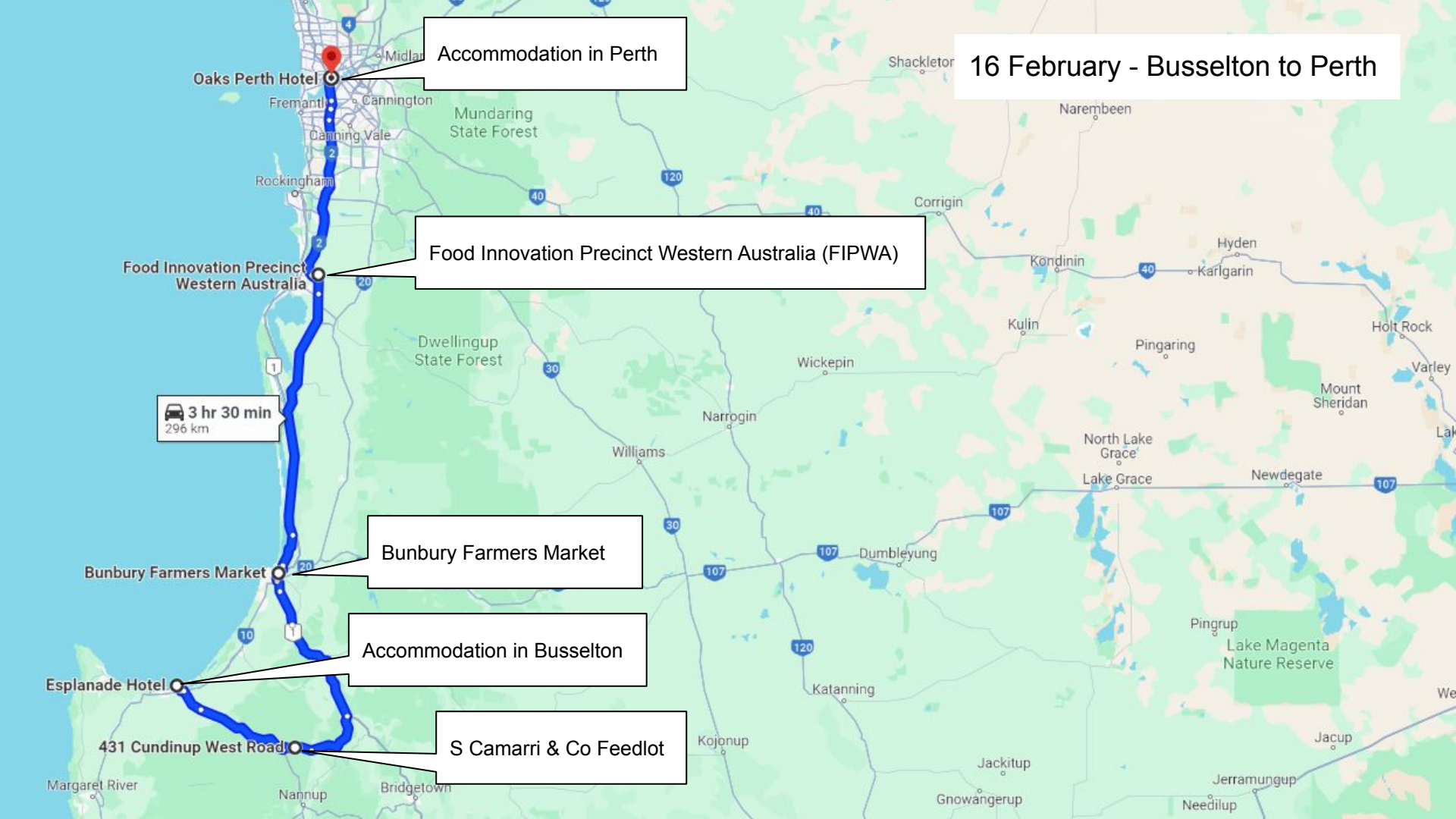
Bunbury Farmers Market

Accommodation in Busselton

Esplanade Hotel

S Camarri & Co Feedlot

431 Cundinup West Road



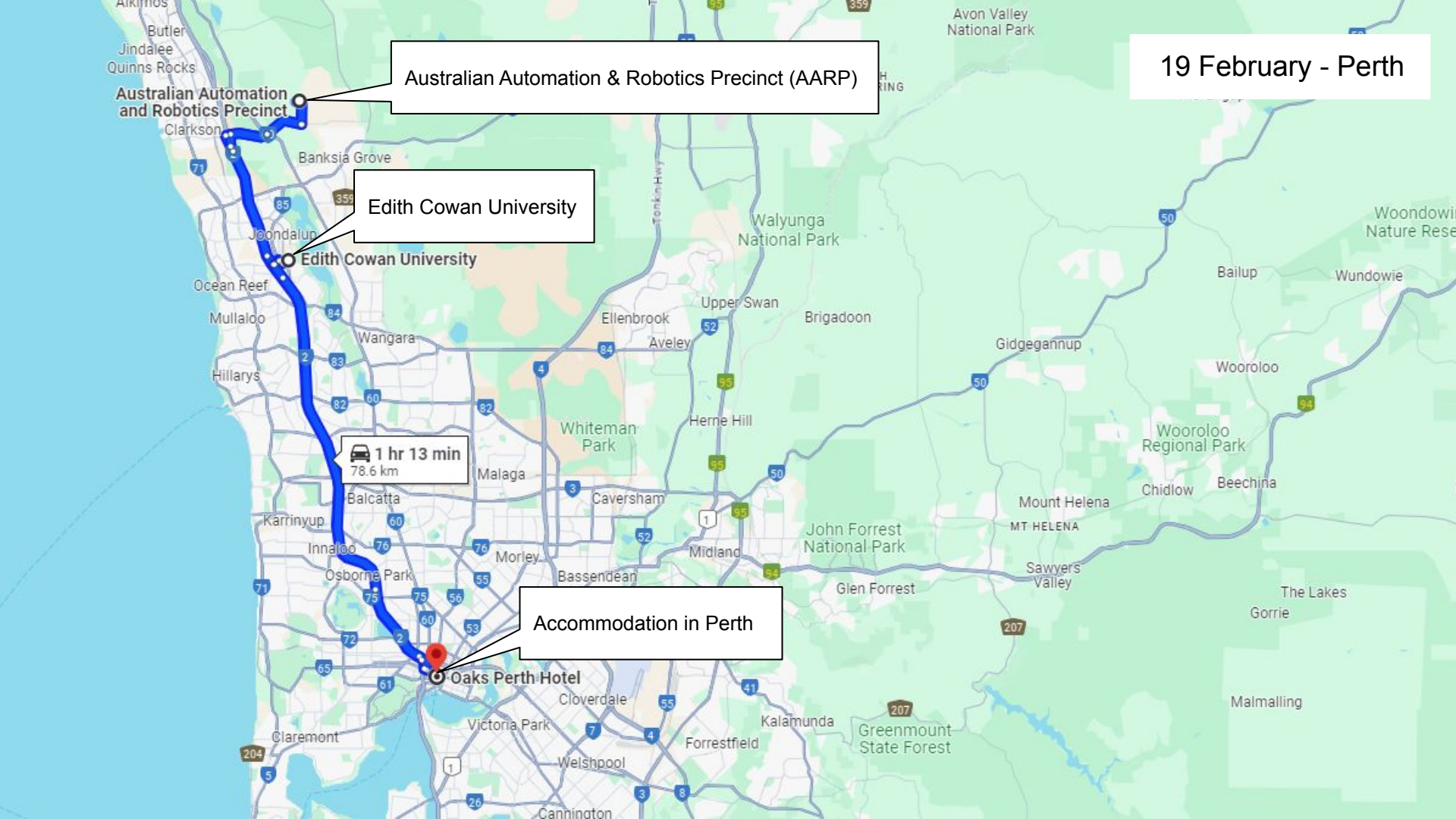
19 February - Perth

Australian Automation & Robotics Precinct (AARP)

Edith Cowan University

1 hr 13 min
78.6 km

Accommodation in Perth



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WESTERN AUSTRALIA MARKET IMMERSION

Net Promoter Score		66.67
Overall Experience	★★★★★	4.78
Activities		
Relevance of the activity	★★★★★	4.63
Overall value of this activity	★★★★★	4.63
Welcome breakfast with DPIRD	★★★★★	4.43
Visit with Wide Open Agriculture	★★★★★	4.43
Visit with Patane Produce	★★★★★	4.29

9 participants responded (100%).



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WESTERN AUSTRALIA MARKET IMMERSION

Activities continued

Visit with Bluemoon Orchard	★★★★★	4.71
Visit with Bluemoon Packing Shed	★★★★★	4.57
Visit with Agristart Innovation Cluster	★★★★★	4.50
Visit with S Camarri & Co Feedlot	★★★★★	4.43
Visit with Food Innovation Precinct Western Australia	★★★★★	4.63
Visit with Australian Automation & Robotics Precinct	★★★★★	4.67
Visit with Edith Cowan University	★★★★★	4.33



WESTERN AUSTRALIA MARKET IMMERSION

Experience

Communication before the trip	★★★★★	4.88
Accommodation	★★★★★	4.43
Catering	★★★★★	4.63
Transport	★★★★★	5.00
Callaghan support	★★★★★	5.00
Smooth running	★★★★★	5.00



9 participants responded (100%).

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REVIEWS

Review of Western Australia Market Immersion

- It was a wonderfully planned and very useful tour into the WA market - I wouldn't be able to access this level of understanding of the market without this tour - which is shortening our time to market. Most of the visits were very relevant, and actually great leads for our business and growth into AU. Logistics was amazing - and now - after being in the second Market immersion - it is not just luck - but a winning team of Sophie and Kerrie.
 - It would be impossible to individually create a programme of visits and access to people and places that we received on the immersion programme. Even if some visits weren't directly relevant to our product/market the feel you get for what customers are dealing with as a whole and what other opportunities may exist was invaluable. If you can't spare a week to do this, you shouldn't be considering the market. Just go.
 - Great opportunity to network and build connections with a wide range of stakeholders and I really valued the thorough discussions with other NZ businesses on the immersion. The fact you visit a wide range of end users provides great learnings and insights of key problems across a variety of industries.
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REVIEWS

Review of Western Australia Market Immersion

- The market Immersion was a perfect way to gain valuable market research in a area that we have had no commercial relationship with. The range of different producers and researchers provided a excellent slice of the agritech and producer environment in WA, with each of the visits building and expanding my knowledge from the previous.
 - Market Immersion trip was great, understand who you are visiting and what applications to your product are relevant to get the best out of it. Highly recommend.
 - The emerging markets relating to technology and opportunities, place Australia as the logical place to engage and develop relationships. Without doubt this initiative is a must to understand and develop NZ Companies.
 - Fantastic opportunity for market discovery of the Western Australian Agritech sector. Amazing networking with the local ecosystem, along with the Kiwis and international attendees.
 - An excellent and varied itinerary that gave a really good overview of the landscape in terms of different Ag sectors and the gov and research set up.
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Wide Open
Agriculture

**DIRTY
CLEAN
FOOD**
EAT LIKE YOUR FUTURE DEPENDS ON IT

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SUGGESTED IMPROVEMENTS

How could we improve the Western Australia Market Immersion?

- I think this should be much bigger delegation - there are so many young businesses in NZ that could and should enjoy this level of collaboration between the Kiwis and Aussies.
 - The Market immersion was near perfect, the range of sites catered to everyone on the trip. There could have been a benefit by having 1-2 more companies attending. But keeping the group small was very beneficial for getting pseudo 1-1 time with the producer.
 - Arrange group pricing for evokeAG tickets. Follow-on session and possible assistance (NZTE co-ordination?) to encourage action after the immersion.
 - More engagement and visits to end users.
 - Only because you asked, these don't come to mind as criticism, DPIRD breakfast was great, possibly a more private room to drive a better chance to talk to them (although we did meet them several times).
 - Keep your team together who created this.
 - Was it too long? Not for attendees but those who couldn't spare 10 days. Should we do it weekend to weekend (i.e. a week).
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WA MARKET IMMERSION - NEW ACTIONS TO UNDERTAKE

As a result of your experience, what new actions will you take?

- Have a lot of new leads and follow up - like in Patane, Bluemoon and more. Will assign all to the GM in AU to follow up.
 - We will be contacting various different producers in Australia as a whole to continue our market research. After completing this, if the market exists, we intend to develop new automation technology to assist producers with labour problems in NZ and Aus.
 - Attend asian beekeepers conference mid June and spend extra time with BICWA. Visit with other orchardists to validate opportunity identified during immersion contacts. Review market/product fit. Budgeting/planning for establishment of shared/part-time person in WA.
 - Complete follow ups with key connections.
 - We will develop business into Australia.
 - Continue to assist the NZ companies in Australia.
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WA MARKET IMMERSION - NEW BUSINESS DECISIONS

As a result of your experience, what new decisions have you made about your business?

- Reconsidering if to add a person on the ground in WA - positively.
 - Nothing conclusive has been decided, but see Q8 for actions that will lead to decisions about Trinders expansion of our horticulture sector.
 - WA is a good option for sales/support base in Aust to augment NZ timezone, pre-dominant market is East Coast based, but support well covered by NZ, and can handoff to Perth in the afternoon for extended coverage. WA presents a good test market for a new vertical application of our tech stack. Additional analysis of market needs/competitor offerings Investigate costs/resource availability for establishing in Perth. Investigate opportunities in Asia if we base in Perth.
 - We have far greater insight into the Western Australian market and have our first units going into the biggest grower in Australia now.
 - We have added collaborations post the trip.
 - Always looking to improve how we do these market immersions.
-

WA MARKET IMMERSION - PURSUING AUSTRALIA

As a result of your experience, will you pursue business development opportunities in Australia, tell us why?

- That's for sure - the AU market is little behind the NZ - mainly around connectivity and adoption of technology - and yet it is much larger market with many more large players - not like in NZ - which is relatively limited to its size. Therefore it is quite obvious to go over the ditch in order to keep the growth pace. It is not a cheap thing to do - and therefore a boost from the government can make a real different.
 - Yes, Trinder is already looking to export some of our products in to Australia (forestry mainly) so if we develop something for Hort/ Agritech we would look to export this as well. Because Australia is a bigger market that we would like to access.
 - Yes, already active in QLD, NSW and SA. Australia is part of our market expansion plan.
 - Yes, we will continue to develop our product roadmap and most importantly our sales network to be able to effectively sell into Australia at scale - Trimax. Yes we will identify key test partners, test cases, early adopters and investment opportunities - MAW.
 - Yes, very good market fit across a number of market sectors for us.
 - Yes - because the market is vast and proximity to NZ.
 - Continue to assist the NZ companies in Australia.
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WA MARKET IMMERSION - CONNECTIONS MADE

Did you make any useful connections during the market immersion (either with NZ companies or hosts)?

- We just started - so it is just a matter of time to try and reconnect with Patane, Bluemoon and Wide Open Agriculture - as we have a lot commercial potential with them.
 - Yes, in particular the producers and DPIRD, and AARP.
 - Yes, both internally around common product and business challenges, good feel for customer responsiveness and ease of doing business in WA, and with govt/business support in WA. Good discussions with BICWA and will attend the asian bee conference being run in conjunction with BICWA in June. Connections we would not have been able to make without involvement in the immersion and introductions.
 - Yes lots - too many to list but that was the most valuable part of the trip for me.
 - Yes.
 - Definitely, with both, always great to establish a good relationship with the kiwis and make new overseas contacts.
 - Yes.
 - Yes, amazing for connections.
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100% of respondents stated they made useful connections on the Western Australian Market Immersion



LET'S CONNECT EVENT



Sunday 18 Feb 2024



NEW ZEALAND



Department of
Primary Industries and
Regional Development

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LET'S CONNECT NETWORKING EVENT

NPS Score		80.65
Overall Experience	★★★★★	4.61
Activities		
Overall value of this activity	★★★★★	4.58
Opportunity to Network	★★★★★	4.65
Representation of sector at event	★★★★★	4.42
Atmosphere	★★★★★	4.45
Venue	★★★★★	4.13
Catering	★★★★★	4.32

NPS Score for the Let's Connect Networking Event
80.65

97% of respondents stated they made useful connections at the Let's Connect Networking Event.



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LET'S CONNECT - REVIEWS

Review of Let's Connect Networking Event

- Good event and a great opportunity to network with other agritech companies.
 - A friendly but professional atmosphere with an easy facility to network.
 - An awesome event for networking with the largest diversity of attendees from different international markets.
 - Was great to meet and greet - wonderful to see other colleagues, from other nationalities.
 - An unmissable opportunity to kick start evokeAG by connecting with a cross-section of the local and international agritech community - before the craziness of the full event gets underway.
 - Excellent networking with many relevant people in this business.
 - Great opportunity to meet and connect with other delegates and industry before the conference.
 - A great event to make connections, discuss local issues and get a good heads up and orientation prior to the main conference.
 - Great opportunity to put a face to name/s and break the ice before the main event i.e. evokeAg. Very valuable.
 - This was a great opportunity to meet others from New Zealand, Australia, and other destinations in a smaller event with a casual atmosphere.
-

LET'S CONNECT - REVIEWS

Review of Let's Connect Networking Event

- This was a fantastic event full of all number of innovators and industry experts from across the globe.
 - Thanks Callaghan Innovation for another fantastic event with many networking opportunities to meet new connections and reconnect with old ones.
 - A unique opportunity to meet and network with not only fellow kiwi delegates, but a select group of other international and host representatives.
 - This event brought together many of the organisations I was hoping to talk to at evokeAG so a good way to meet before the event.
 - This was a great networking opportunity event and I made some really useful connections in a setting that lent itself well to conversation. It was unfortunate about the weather but not something you could control directly.
 - Great networking, atmosphere and catering. Thank you.
 - Unfortunately the weather was really harsh, taking that into consideration, I think the event had the expected result for me, I made a lot of contacts, and hope to expand on them in the future.
-

LET'S CONNECT - REVIEWS

Review of Let's Connect Networking Event

- Great mix of attendees, perfect 'pre conference' event, loved poster of who's in the room to make connecting people even easier.
 - It was a good event where we got to connect with the rest of the attendees prior to the start of the evokeAG. Only issue was the weather which was scorching.
 - Great opportunity to meet and connect with like minded people in Agri-Tech sector. Wide range of technologies and ag sector interests plus others from finance and business support. Good international mix.
 - Very good, just a bit hot outside!
 - Let's Connect was a great introduction to evokeAg and an opportunity to make new connections leading into a busy week.
 - Incredible opportunity to make new connections.
 - The event was great - it's always well run and has a fantastic mix of delegates attending from across the globe representing numerous industries.
 - This event is the perfect start to the evokeAG week, many of the key contacts you will want to meet at evokeAG were at this event, this is one of the highlights of the evokeAG week 2 years running.
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LET'S CONNECT - SUGGESTED IMPROVEMENTS

Suggestions on how could we improve the Let's Connect Networking Event?

- Low score on atmosphere was due to the heat, if it was in doors it would have been a near perfect event.
 - Great outdoor venue but unlucky with weather which was ~40C.
 - It was too hot to have it outdoor, really bothered and I kept looking for a place to cool... Food - was moderate....
 - Avoid outdoor venues without fans! However the fact that most people stayed for the long-haul speaks volumes about the quality of the event and networking.
 - Opening speeches weren't easy to properly hear.
 - None, it was a great event, well run. (actually, fans would have been good..)
 - Control the weather - no jokes aside it was very well run.
 - My only comment (the 2 x 4*s above) was that I do think that the extreme heat in Perth did impact on comfortability. How you address that, I'm not sure. It was exceptional on the day so no implied criticism!
 - The matchmaking was really helpful and the list of delegates beforehand is also great.
 - No - I like it how it is. I'd suggest something indoors or ventilated as Queensland can be just as hot, humid or even raining in February. But big enough to facilitate the number of people to have good quality discussions. Really appreciate the invite.
-

LET'S CONNECT - SUGGESTED IMPROVEMENTS

Suggestions on how could we improve the Let's Connect Networking Event?

- Maybe choose an indoor, air conditioned venue if in a city prone to extreme temperatures.
 - No, I think it is the only way to do it. The only possible addition I might suggest is a list of participants, their fields, and contact information. I am sure that I did not meet everyone, and might have missed some opportunities.
 - It was very hot. Beautiful venue and location but would have been great to have been in aircon.
 - May be better to hold it in an indoor place if the weather gets unbearable.
 - A bit cooler ! The attendees board was really useful.
 - Choosing a venue that's appropriate to the weather conditions: the choice of an outdoor beer garden on a 43 degree day was the only negative to a great event.
 - A little more attention to the audio as it was very difficult to hear what was being said.
 - Obviously it was hard to escape the heat, but my only suggestion may be to consider having an indoor event.
 - Badges for everyone, one entry point, more CI staff and team members getting name badges on to everyone. Heating turned down :)
-



EVOKEAG CONNECTIONS



Tuesday 20 - Wednesday 21 February 2024



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EVOKEAG CONNECTIONS CONFERENCE

Overall Experience



4.00

Activities

Relevance of the activity



3.78

Overall value of this activity



4.00

Support from Callaghan Innovation



4.89



9 participants responded (100%).