

Future Orchards 2012 – Stanthorpe, Queensland Orchard Walk March 2007

Promotion:

- Growcom issued the press release and organised one advertisement in the Stanthorpe Border Post (20/0307). Unfortunately, the press release was not printed in the Border Post. Nor has there ever been any post OW stories with coverage of the latest OW.
- Allan McWaters did a radio interview on 4wk (22 March 07) for their afternoon rural show.
- DPI&F staff faxed 40 plus growers the week before the OW and just prior to the OW with information and reminders.

DPI&F Involvement:

- Allan McWaters and Clinton McGrath act in the role of facilitator on behalf of Growcom.
- Allan McWaters and Clinton McGrath ran the OW4 programme which included setting up the Pozieres Cold Store venue with chairs and AV equipment, setting up field day signs, meeting with Ross Wilson, the Nufarm guest speakers and the block owners prior to the OW. Overall co-ordination of the afternoon.
- DPI&F provided the chairs and AV equipment for the meeting at the Pozieres Cold Store (at no cost). DPI&F staff also provided refreshments to the OW participants when the sponsor failed to show up with afternoon tea due to a mix up with dates out of the control of the DPI&F facilitators.
- Dr Simon Middleton attended the MB owners meeting along with Allan McWaters and Clinton McGrath. After meeting in the Pozieres Cold Store building, a visit was organised to the DPI&F Research Station at Applethorpe to confer with Dr Simon Middleton in his close planted orchard trials.