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Media Release

The future of farming is here: Sheepvention August 4 to 6.

A new concept in 2019 is Sheepvention's CRT Innovation's Hub. The Hub came to fruition due to a gap in the market between the new digital farming products and the education of farmers on use of new technology. "Once we started investigating all the new products and even new networks it became overwhelming. We wondered how the local farmers were going to navigate around all these tech products and understand what was best for their farms. So the aim of the new Hub is to provide advice and information in simple terms. We have so much on offer, including master classes and advice on the right technology for individual applications." Sheepvention's Business and Events Manager, Peta Anderson said.

Sheepvention has partnered with CRT, The GSC Food and Fibre Council, and SMART Farming Systems among others to produce a fabulous SMART Stage program. There will be presentations and demonstrations on a huge range of topics including: A range of monitoring sensors that have been trialled locally – electric fence, water tank, weather; plus Drones, precision fertiliser application, robotic shearing and ear tag technologies and so much more.

The inventions competition will be housed with the pavilion. "We anticipate great entries this year with Dr Chris Russell as one of our judges as well as a keynote speaker. Dr Russell is best known for his role as a judge on the New Inventors on ABC. We have over \$6000 in prize money across the four categories plus the student inventions. Entries close 26 July." Said Ms Anderson

The pavilion is full with a huge range of exhibition stands plus consultation opportunities with an intellectual property lawyer to discuss trademarks and patents for inventions. We are also offering sessions with Push Start who assist companies in their development, and provide resources for funding opportunities- which is perfect for new inventions.

There will be activities for children with Lego Brickz for kids including lego robotics and duplo, the animal nursery and RIST's new virtual reality classroom program from Think Digital. "Our hope is to inspire the children to think about agriculture in a different way. We also want to motivate our farmers to learn about new technology and embrace the changes that are inevitable in the agriculture sector." Said Ms Anderson.

Sheepvention will be held on Sunday, Monday, Tuesday, August 4 to 6. All program details and ticketing is available on our website www.hamiltonshowgrounds.com.au For any enquiries please call 03 5572 2563 or email info@hamiltonshowgrounds.com.au

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