



2012 Bob Hawke Landcare Awards Winner, Lynne Strong's acceptance speech

Firstly, I would like to thank the Bob Hawke Landcare Award and Department of Agriculture, Fisheries and Forestry for this opportunity. I am humbled and honoured to have been announced the inaugural Bob Hawke Landcare Award winner this evening.

Secondly it would be very remiss of me not to start with a big thank you to the three different groups of people who thought of me, and what I stand for and represent when this prestigious award was first opened for nominations and then went through what turned out to be a very rigorous process indeed to nominate me and get to this point in time tonight.

A very big thank you to:

Southern Rivers Catchment Management Authority team
Garry Reynolds Joy Gardner and Erin Lake
Dr Rob Greenall Dr Ian Lean and Sandy Rendel.

To me this award celebrates our farm's successful partnership between our cows, our landscape and all the phenomenal people on our team

Our team is:

The people we surround ourselves
The people we work side by side with everyday
The expertise we tap into
The people who share our vision for a dynamic, innovative, exciting and profitable agrifood sector. A sector that our next generation's best and brightest will see as a career of first choice .

The Prize Money offers me the chance to investigate change. We all know that to drive the process of change requires champions and leaders. But to change grass roots perceptions we need grass roots action. We also know that 9 out of 10 farmers learn from other farmers but unlike those at the other end of the supply chain our farmers don't have multimillion dollar media and communication budgets to help them tell the great stories of Australian agriculture and our farmers.

This prize money offers my team the opportunity to support the innovators, the early adopters, the people who ride the ridges, the brave and the inspiring to stand loud and proud and get the message out that Australian farmers are dynamic, innovative, exciting and are underpinning every single Australian's quality of life and they deserve to be profitable.

And to paraphrase Mr Hawke's speech in 1989 my award tonite won't solve everything. But with the right mix of political commitment and community support we can ensure that our country is simply the best in the world. We can ensure that our farmers are simply the best in the world.

This is our country, our future.

I give my commitment to you and to your children that I will spend the rest of my life working side by side with our farmers to not only hand you a better country, a brighter future and also to ensure that our farmers can share in this bright and healthy future.