

**AGMENT
ATION**



CLIMATE ADAPTIVE AGRICULTURE

5.30pm - 7pm Thursday July 28 at NOVA, UNE SRI
7am - 5.30pm Friday July 29 at UNE SMART Farm
Innovation Centre, Armidale NSW

unesri.com.au/agmentation



**AGMENTATION 2022 IS AN
OPPORTUNITY TO COME
TOGETHER IN AN INTENSIVE
SPRINT AND PITCH SOLVING
PROBLEMS THAT MATTER TO
AGRICULTURAL PRODUCERS
AND RURAL COMMUNITIES.**

**AGMENT
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**JOIN US FOR AGMENTATION 2022
A SPRINT AND PITCH HACKATHON HELD AT THE
UNE SMART FARM INNOVATION CENTRE / KIRBY FARM**



**UNE SMART REGION INCUBATOR INVITES YOU
TO JOIN AGMENTATION 2022**

We invite you to join us at Agmentation and connect with business opportunities that tap the region's talent within the agricultural sector, technology companies, students and founders across the region.

Agmentation brings together diverse talent from high schools, UNE students and researchers, startups and businesses, producers, innovators and technologists to combine their ideas and scope a solution.

Armidale is centrally located in the New England North West region and in the heartland of agricultural production including grazing, cropping and controlled environments. Our region has a population of 190,000 people.

Problem statements will be developed with partners and on the day of Agmentation teams will form to create a solution by the end of the day using a human centred design approach.

**INVEST IN YOUR TEAM AND
JOIN AGMENTATION 2022.
BE PART OF CREATING CLIMATE
ADAPTIVE AGRICULTURE AT
NEW SOUTH WALES' PREMIER
ON-FARM STARTUP EVENT.**



Australia has a real opportunity to be a world leader in the AgriTech space...Agmentation enables people to come together to apply startup solutions where they are really needed"

Matthew Pryor / Co-Founder of Tenacious Ventures
Mentor Agmentation 2019

Rural communities know and feel the impact of climate. Whilst agricultural production is vulnerable so too are our small rural towns with devastating consequences for health, trade, sport, investment, education - it impacts every part of our lives. Over the last few years the region witnessed destroyed habitat, pasture, homes and infrastructure. Many were left feeling vulnerable, whilst some relocated, others are looking to build skills and prepare for a different regional future.

Agmentation 2022 brings us together to build solutions to:

- 1 How might we identify the tools that add value to our farm businesses to increase resilience to climate variability?**
- 2 How might we design our communities differently to best prepare for climate variability?**
- 3 How might we protect biodiversity in times of climate crisis?**



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ABOUT AGMENTATION

As the annual flagship event for the UNE SMART Region Incubator in Armidale, Agmentation began in 2017 and explored a range of ideas for on-farm safety, health, data services, weed management, weighing livestock and sustainability.

The purpose of Agmentation is to engage diverse talents in problem solving challenges within our communities and to develop solutions that can grow into opportunities for more innovative practices in organisations or as startups. The startup methodology of human centered design thinking is used to bring forward rapid prototyping of ideas.



#futureNENW Our purpose is to make a difference to regional jobs, economic and social prosperity by working with industry, educators and local governments. #futureNENW is a way of capturing opportunities for people, the communities we serve and the challenges we face.

WHY AGMENTATION WORKS

Agmentation is supported by regional collaborators including Armidale Regional Council, NSW Government, University of New England, InAgTech, the Southern Queensland and Northern NSW Innovation Hub, the SMART Farm, the UNE SMART Region Incubator, their mentors and amazing networks of community supporters.

The UNE SMART Region Incubator puts community first. By focusing on the best possible experience for participants, year on year, we deliver creative and innovative hackathon-style events.

Agmentation at its core is about enabling organisations to partner with the broader community to showcase and celebrate participatory agricultural innovation and co-creation. When you join us you will have the opportunity to engage with teams to further the development of ideas and projects.



YOUR SUPPORT

In 2022 your support with a registration fee ensures we provide free registration for young people to join this unique opportunity to develop pathways to opportunity.

TO FIND OUT MORE

Contact: Lou Conway
0429629747 • mconway@une.edu.au

Register: Online via unesri.com.au/agmentation

Cost: Student: Free / Other: \$50

Agmentation at its core is about unlocking opportunities and sharing the tools of design to build solutions. When you join Agmentation you are growing our broader community to celebrate participatory agricultural innovation to address some of the big challenges of our time.

ABOUT THE UNE SMART REGION INCUBATOR

The UNE SMART Region Incubator is a community of founders who are bringing to market innovative solutions for agriculture, health, our environment and people. A community that supports, connects and extends opportunities so that everyone shares the benefits. This community of founders is strengthened by its diversity and collaborations with researchers to generate impact through commercial and community outcomes.

The UNE SMART Region Incubator opened in 2017 and now supports over 60 founders located across the New England North West. Thankyou to our funding partners NSW Government through Investment NSW, Regional NSW and nbnCO.



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Register online and find out more:
unesri.com.au/agmentation