

## ROCA AWARD OF MERIT 2015 – Richard Fewster

Graduating with an RDA from Roseworthy College in 1965, Richard Fewster has excelled in leading the agricultural, agri-political, marketing and communications industries for the past 50 years. Whilst pursuing a highly successful career as a leading journalist and public relations and marketing consultant for Australian and global agricultural companies, Richard has also had an immense influence in South Australia's horticultural and tourism industries.

Raised on a mixed horticultural property at Renmark and an RDA diplomat, Richard has a broad-based knowledge of all horticultural and agricultural industries.

During his public relations career and as founder and Managing Director of Porter Novelli Adelaide, Richard consulted to a broad range of companies and organisations in the area of agriculture and horticulture, environment and resources management, corporate public relations, strategic planning, issues and crisis management, marketing and media liaison.

For those who know Richard, one of his greatest strengths is understanding how primary producers and landowners think and react to change and new technologies and how messages need to be packaged to achieve successful outcomes.

The South Australian Royal Agricultural and Horticultural Show (RA&HS) has been one of Richard's greatest passions. At the RA&HS, Richard has been a member of the Council since 1976, a member of the Board of Management since 1997, a representative on the Executive Committee since 1997 and President since 2011.

Richard has been a key instigator of the proposal by the RA&HS, the University of Adelaide and the University of SA for the establishment of a collaborative SA Food Research & Innovation Institute, which is presently before the State Government.

Richard is a member and past President of ROCA and is a former Vice President of the Agricultural Technologists of Australia. The enormous contribution made by Richard to date, and the plans he has in the pipe line to continue the advancement of agriculture and agribusiness to this state, make him a highly worthy recipient of this Award. We are thrilled to bestow the ROCA Award of Merit to Richard and befittingly congratulate him on his Golden Jubilee graduation from Roseworthy.

