

Name: Colin Royden Seccombe

Date of Birth: 18 April 1944

Educational Qualifications: Diploma of Agriculture
Teaching Degree – Kelvin Grove Teachers College

Employment History: Sales Manager, Hylan Seed Company, 1971
Sales Supervisor, Pacific Seeds Australia, 1972
Marketing Manager, Pacific Seeds Australia, 1974
General Manager, Pacific Seeds Australia 1983
Managing Director, Pacific Seeds Australia, 1989
Regional Business Manager, Zeneca Seeds ,1993
Chief Executive, Garst Seeds Inc USA, 1995
Regional Director, Advanta, 1996

- **Australian Sunflower Association**

Colin Seccombe was instrumental in creating this association in partnership with other industry leaders in 1976. At the establishment of this organisation Mr Seccombe was elected to the position of Secretary/Treasurer of the ASA, a position he held for 16 years. In that time this association under Mr Seccombe's management, achieved a financial position where sponsorship and travel assistance are provided enabling the valuable exchange of technical, scientific and industrial information. This association continues to provide strong support and initiatives for Industry Workshops and research bursaries and awards.

- **International Sunflower Association**

In March 1982 the 10th International Conference was held in Surfers Paradise, Australia. Mr Seccombe was on the Executive Committee responsible for the establishment and organisation of this Conference in Australia.

In 1982 Mr Seccombe took on the role of Secretary/General of the International Sunflower Association. In this position he was a significant contributor in the organisation of three International Conferences (Mar Del Plata Argentina, Novi Sad Yugoslavia and Pisa Italy). He was also instrumental in creating the International Sunflower Year Book, a publication providing technical back up to the sunflower research community throughout the world.

This position was held by Mr Seccombe for over 10 years. During that time the ISA developed into a very professional and financially viable support organisation for the sunflower community.

It must be emphasised that without the sound financial management of our industry associations, the vehicles for technical, scientific and industry information exchanges cannot continue to develop without the same momentum. This must be looked on as a very significant contribution to our industry. This is one aspect that has been overlooked in all previous awards.

In Mr Seccombe's role as Secretary Treasurer of the ASA, Secretary/General of the ISA and General Manager of a major seed company, he has played a significant role in developing the hybrid sunflower seed industries in Australia, India, Thailand, South Africa, the Middle East and Northern Africa.

He has also provided an international link between the industry in Australia and many other countries, not only in a seed business sense, but as a sunflower industry representative.