

ROSEWORTHY OLD COLLEGIANS ASSOCIATION INC

2009 / 2010 Year

It is my pleasure to provide a brief outline of the 2009/2010 ROCA year. This has been my second stint as President, the first being some two decades ago. Something I have come to realise over many years is to

In my 30+ years on the ROCA Committee, the organisation has never been more relevant than at the present time.

While the external appearance of courses offered by Roseworthy Campus may have altered somewhat from that of Roseworthy have not. Roseworthy Campus has been positioned to produce graduates possessing hands-on and theoretical professional expertise in agriculture, but now primarily with an animal focus. Linked to the new Agriculture Degree course administered from the Waite Institute, Roseworthy Campus also retains its role as an education and research site for broadacre agronomic industries.

greatly to the future of regional Australia.

One challenge for ROCA is to capture the hearts & minds of current Roseworthy Campus students to ensure they relate to the organisation and can see value in becoming aligned with it in the long term. Even prior to the merger of Roseworthy College with Adelaide University, ROCA found it difficult to attract new membership from graduating students.

firm commitment to continue this into graduate years. The current generation of students at Roseworthy Campus is looking to link in with a sense of history, tradition and heritage. With some considered thought, ROCA could easily profile itself to meet this need.

A second challenge for ROCA is to retain its current membership and ensure graduates of past eras do not communicate with the membership. E how to best