

A collaboration between



APSA



SIPP Seed Academy

**Build Capability. Strengthen Your Team.
Lead the Industry.**

SIPP Seed Academy

A globally recognised professional development program designed specifically for the seed industry.



Program overview

A smarter way to develop your team.

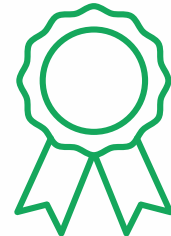
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How it works

Simple, scalable, effective.

1



What your team earns

Industry recognition that matters.

1



What your team learns

Practical, industry-relevant skills.

2 - 3



Pricing & enrolment

Flexible for every business.

4



Program partnerships

Go beyond training, become a program partner.

4

SIPP x Seed Academy is a globally recognised professional development program designed specifically for the seed industry.



Program overview

SIPP x Seed Academy has been developed by the Australian Seed Federation in collaboration with the Asia & Pacific Seed Alliance. The program delivers **high-impact, practical training** through a flexible online platform.

What makes it valuable for your business?

- Industry-recognised training that builds **real capability across your workforce**
- Structured learning pathways from **foundational knowledge to advanced expertise**
- Employees earn **Professional Development (PD) points** and industry-recognised accreditations
- Access to education **built by the seed industry for the seed industry**
- A simple **12-month subscription model** tailored to your team size



How it works

Getting started is easy – and the ASF and APSA teams handle the heavy lifting.

- **Enrol your team** – from individuals to entire departments
- Full **onboarding and support managed by ASF**
- Instant access to **20+ courses and 10+ expert webinars**
- **100% online and on-demand** – your team learns when it suits them
- Employees **progress at their own pace**, earning PD points along the way
- Receive **quarterly team progress reports** to track development and ROI



What your team earns

Your employees don't just learn – they gain credentials that **elevate your business reputation**.

Foundation Accreditation

- Achieved by completing 8 essential courses covering core seed industry knowledge
- Recognises employees as **qualified seed industry professionals**

Advanced Accreditation (SIP Advanced)

- Earned through advanced coursework and PD point accumulation
- Demonstrates deep expertise in plant science and seed business

Additional benefits:

- Official **certificates of achievement**
- Recognition across ASF and APSA member companies
- Opportunity to be **featured in industry communications**

This isn't just training –
it's an **investment**
in **performance, compliance,**
and **long-term growth.**



What your team learns

Foundation training Build essential knowledge

Courses are designed for immediate application in your business, whether your staff are new to the industry or highly experienced.

- Build **essential knowledge** across key topics relevant to seed.
- Each **online short course** takes around **1 hour to complete**.
- All **8 foundation courses** must be complete to earn the **Seed Industry Professional Accreditation**



Seed 101

Introduction to seed and how it works.

Seed Certification

Australian and international certification schemes and what is involved.

Plant Breeder's Rights

What is PBR, how it works and how it is managed in seed companies.

Plant Breeding

How are new plant varieties created and the processes involved.

Seed Import & Export

Bringing seed into Australia, and sending it out, what you need to know as a seed company.

Seed Molecular Testing

Understand the process of molecular testing and why it is used.

Seed Processing

The processes involved and machinery used to process seed.

Seed Production & Seed Coating

How seed is produced, stored, moved and the steps in between.



What your team learns

Advanced training Take a deeper dive

A range of **advanced training** is available with a focus on **seed business** and **plant science**. Take a deep dive into topics that are relevant to your business and team interests.

Each **advanced online short course** takes up to **3 hours to complete** and combines webinars and interactive modules.

Completion of **5+ advanced courses** will earn the **level 2 accreditation**.



Seed Coating

Different processes, techniques and coatings available.

Biosecurity, Seed Inspection

DAFF deliver a walk through on what is involved before seed is cleared for entry into Australia.

Endophytes

Learn what endophytes are and their role in the pasture industry.

Seed Movement (Australia)

Get tips and tricks on moving seed around Australia covering state by state biosecurity regulation.

IP Protection

An international perspective on IP protection for the seed industry.

End Point Royalties

Understanding what EPR is, how it is managed in Australia and business considerations.

Plant Breeder's Rights (ASF)

Take a deeper dive into PBR and what to be across in your business.

Plant Breeding Advanced (APSA)

Take a deep dive into plant breeding techniques and processes.

Seed Dormancy

Understand seed dormancy and the science behind seed.

Seed Upgrading

Get up to speed on different processes and techniques for upgrading seed.

Watermelon Genomics

Take a deep dive in understanding plant breeding for watermelon varieties.

Speed Breeding

Take a deep dive on the plant breeding technique of speed breeding and international advances.

Field Crops Breeding Technology

Take a deep dive in understanding breeding process and practice for breeding different field crops.



Build a team that is **more skilled, more efficient,**
and **better equipped** to innovate.



Pricing & enrolment

The SIPP x Seed Academy platform is designed to be flexible for every business, offering 12-month subscription options for both ASF and APSA member companies.

Pricing is **tiered to reflect company size and number of users**, ensuring accessibility across the industry.

To learn more about pricing and packages, contact Fergus Brown for ASF members and Kharath Samnang for APSA members.



Go beyond training - become a program partner!

Are you looking to position your company as a leader in industry development?

We're inviting forward-thinking companies to:

- Sponsor the program and gain industry recognition
- Partner with us to deliver or co-develop training content
- Access exclusive opportunities and visibility

If this sounds like you, get in touch with the team.



Why choose SIPP x Seed Academy?

- ✓ Develop a **high-performing, knowledgeable workforce**
- ✓ **Strengthen compliance** and industry standards
- ✓ Improve **employee retention and engagement**
- ✓ **Stay ahead with cutting-edge industry knowledge**
- ✓ **Elevate your company** as a leader in the industry

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Contact ASF



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