

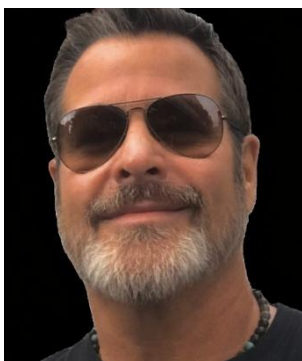
**SAPIA NATIONAL CONFERENCE  
28 AUGUST 2026  
ANNOUNCEMENT OF KEYNOTE SPEAKER**



## **Joe Wadkins: The Pioneer of Synthetic Turf Innovation**

Joe Wadkins, of ASK JW fame, is globally recognized as a pioneering voice and trusted authority in the synthetic turf industry.

With decades of hands-on experience, Joe has become a central figure in shaping how the world views, designs and installs synthetic turf systems. His reputation is built not only on technical mastery but also on an unwavering commitment to trust, integrity and helping others succeed.



Joe's influence extends far beyond installation sites. As a keynote speaker, he has inspired professionals worldwide, including at Australia's annual National Conference of the Sports & Play Industry Association (SAPIA). His ability to connect the psychology of craftsmanship with cutting-edge engineering has redefined industry best practices and continues to spark innovation across the globe.

Throughout his career, Joe has brought his expertise to a wide range of applications—from landscape projects and sports fields (football, soccer, baseball, golf greens and tennis) to pet facilities, rooftops, bocce courts and playgrounds. His collaborations with world-renowned architects, engineers and designers have elevated projects of every scale.

Certified in H.I.C. & GMAX Testing, Joe has played a pivotal role in advancing safety surfaces for commercial playgrounds, ensuring that performance and protection go hand in hand. His industry contributions extend through his widely read “Ask JW” columns, vlogs, and articles, where he provides valuable knowledge to contractors, designers, and business owners navigating the challenges of turf projects.

At heart, Joe is an innovator and inventor. He holds multiple patents for groundbreaking products—including the SuperSeam Tools, SuperSeam Adhesives and TurfBrush—which have transformed seam integration and set new standards of excellence for turf installation. These inventions have not only raised the bar technically but have also empowered installers with reliable solutions to long-standing challenges.

Joe Wadkins’ story is one of passion, innovation and service. His work is fuelled by a deep belief in #helpingotherssucceed and a relentless pursuit of excellence. From conference stages to project sites, from technical patents to educational outreach, Joe continues to lead the synthetic turf industry into the future, leaving behind a legacy of trust, creativity and innovation that will inspire generations to come.

SAPIA’s National Conference will be held on 28 August 2026 at Mantra On Salt Beach, Kingscliff in northern NSW, 20 minutes south of Gold Coast Airport. All interested parties, especially those involved in construction or surfacing of synthetic turf landscapes, playgrounds and sports facilities, are encouraged to attend. Visit <https://sapia.org.au/sapia-national-conference-2026/> for more information or contact the SAPIA office.

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