

A course developed by ...



RANGELANDS AUSTRALIA

# Success in Diversification: Thinking through Opportunities, Options and Implications

- Short Course -

## INTRODUCTION

So, you are not comfortable with having 'all your eggs in one basket', or can see some other opportunities for making money. You are seeking ideas, or have an idea and you're not sure what to do with it or where to take it. Or, you think there may be a better way of doing things and you're not sure where to find the information you need.

This two-day short course is designed to help you explore the practicalities of diversification and, most importantly, discuss processes and tools that will enable you to evaluate the pros and cons of a new business idea.

This workshop will provide a framework and checklist to assist people, who desire to diversify from their present income-generating activities, to establish another enterprise or to add value to their existing assets. The course will encourage you to think creatively and provide tools to help you evaluate ideas for diversifying your enterprise. You will learn lessons from case studies of successful initiatives, and will be provided with examples of business plan templates and business planning tools that might be used to establish your new endeavour. Finally, it will also provide a means to conduct a comprehensive review of your business or enterprise, and explore several of the factors that need to be considered in marketing your product(s).

*Note: You will be asked to bring to the course an idea for review and/or development. This should be something that you would really like to explore and work on over the two-days, and which may or may not develop into a diversification proposal. The activities we have designed will help you evaluate your idea and further develop it to the stage where you may decide to develop a business plan to assess its commercial viability and its implementation.*

## LEARNING OUTCOMES

- Explore the reasons why people might seek to diversify or develop a new industry in the rangelands
- Participate in a range of activities that encourage the development of creativity and creative and lateral thinking i.e. looking at and doing things differently
- Develop an understanding of what an entrepreneur is and identify your own entrepreneurial strengths and weaknesses with a view to developing your entrepreneurial skills
- Share and discuss a range of ideas relating to diversification and new industries
- Examine a number of case studies relating to diversification and new industries in the rangelands
- Develop an awareness of the purpose and importance of research in investigating ideas and the type of research required for investigating your particular idea
- Identify the most appropriate form/s of research for your particular idea
- Identify existing programs to assess diversification of enterprises and evaluation of new industries.
- Identify potential sources of funding and information.
- Develop an awareness of the different elements of business plans and become familiar with a range of business plans
- Develop an understanding of a Holistic Review and how that might apply to your idea
- Discuss the importance of performance indicators – both personal and business -and identify the ones that have relevance to your idea
- Develop an awareness of the eight P's of marketing and how they might apply to individual situations
- Explore the concept of 'social conscience marketing' and the relevance of this to your plans for diversification or a new industry.

*NOTE: This course is NOT designed to complete a feasibility study and business plan for your idea. The course aims to get you started on these elements and to provide you with the resources, understandings and activities to be able to achieve this. However, finishing these activities will take some considerable time and work outside the workshop.*

Completion of this course can help you gain further formal qualifications such as a Certificate IV, Diploma or Advanced Diploma. This is because the content of the course has been mapped to one or more units of competency from nationally accredited training packages such as the Conservation and Land Management training, Amenity Horticulture, Rural Production and Business Services training packages. If you satisfactorily complete all the assessment activities during and after the course, you will be awarded a **Statement of Attainment**. This is issued by the University of Queensland Gatton Campus Vocational Training Framework. You will learn more about these requirements at the course.

Of course, if you are **not interested** in gaining **formal recognition** for the course, your participation will still be formalised with a Statement of Participation, issued by Rangelands Australia, so that you have a record of the learning which you have completed.

## COURSE STRUCTURE

Course modules will cover:

- Thinking about diversification?
- Where do new ideas come from?
- Managing change
- Entrepreneurial characteristics: Daring to be different
- The eight P's of product development and marketing
- Social conscience marketing
- Where to from here

## FACILITATOR

**Terry Elliot** is a beef producer, organic farmer and Director of Quality Agricultural Services Pty, Ltd. Terry's consultancy business provides auditing services for producers who are wishing to become organically certified and also provides advice in relation to farm management systems, to Ausmeat and the horticultural industry. Terry has been based at Jackson for some time but has recently purchased a new property at Chinchilla where he will undertake organic livestock farming, honey production and possibly dryland organic grain production. Terry has considerable practical experience in diversification and new industries in the rangelands and is also an experienced presenter and facilitator of education and training activities.

## TIME

8 + 8 hours (ie. two consecutive days), scheduled to suit the group.

## PARTICIPANT AUDIENCE

Pastoralists/graziers, Local government, industry advisors and facilitators, agribusiness, consultants.

## DELIVERY

This course will be activity-based and delivered at various locations in a face-to-face workshop in the rangelands. Minimum numbers apply.

## COST

\$950 plus GST, less any State/Territory applicable FarmBis or other subsidies available to eligible persons.

Participants would be responsible for their own accommodation arrangements/expenses for the 2-day course.

## BACKGROUND TO THIS COURSE

The need for this course was identified by a national survey of education and skills needs for success in the rangelands. This was informed by the views of over 450 producers, agency staff and other stakeholders.

The structure, critical content and key resources were influenced by a panel of people with experience of successful diversification initiatives in the rangelands and/or business development skills.

The development of this course was funded by Meat and Livestock Australia and The University of Queensland.

## PARTICIPANT FEEDBACK

- *"Very well presented. I gained a lot from the course"*
- *"A very good starting point, particularly when just starting out or contemplating a new business or diversification"*
- *"A good overview of the principles and processes needed if you are to diversify"*
- *"Excellent, well worth attending. This will be an important step in the journey towards diversifying"*
- *"Extremely valuable. I would certainly recommend this course to anybody wishing to raise their awareness on starting or diversifying into another business"*

## FURTHER INFORMATION

Contact Rangelands Australia by telephone on (07) 5460 1660 or by email at [rangelands@uqg.uq.edu.au](mailto:rangelands@uqg.uq.edu.au).