



## Agribusiness Management

### Capability Statement

Rural Directions Pty Ltd is South Australia's largest private agribusiness consulting company. A previous winner of the Telstra South Australian Small Business of the Year, as well as the Australian and South Australian MYOB Small Business of the Year for businesses with between 5 and 20 employees, Rural Directions Pty Ltd has also been a previous finalist in the NAB Agribusiness Awards for Excellence - Risk Management Awards. These awards have recognised the commitment Rural Directions Pty Ltd has made to customer service, business excellence and innovation.

The Rural Directions Pty Ltd Agribusiness Management Services Team believes in achieving three outcomes when working with our clients:

- First, we strive to provide a solution, perspective or method "new" to the client
- Second, the client must achieve measurable improvement by adopting the improvement
- Third, the client must be able to sustain the improvement over time.



**Rural Directions**  
Pty Ltd

## OUR TEAM

The Agribusiness Management Services Team has extensive experience in the planning, delivery and reporting of agribusiness consulting projects and services. Our experience covers crop and livestock production, farm business management, business planning, agribusiness development, project management, marketing, human resource management, natural resource management and strategic planning.

## PROJECT AND SERVICES EXPERIENCE

Projects and services that demonstrate our capability in agribusiness management include:

- Delivery of the Breakthrough System agribusiness management program to 50 grain farmers across SA.
- The delivery of the Bestprac project to 40 SA rangeland wool and sheep producers since 1998.
- Developing business plans with approximately 400 farming families over the last 10 years.
- Initializing the development and advisory boards for selected agribusinesses.
- Annually benchmarking 100 farms across the grain production region of SA.
- Development of strategic agribusiness plans that assess the technical and commercial feasibility of:
  - Grain processing and containerisation
  - Capital raising for rural land acquisition
  - Syndicating machinery
  - Corporatisation of the family farm
  - Leasing, share farming and other business models

These projects have provided our consultants with:

- An in depth understanding of the financial performance of South Australian farms.
- Exposure to the challenges and opportunities associated with managing a family or corporatised farm and agribusiness in today's business environment.
- Empathy and an understanding of the common issues facing family farms.

The agribusiness management services team is complimented by business capacity in research and development, grain marketing and submission writing.

## LARGE SCALE PROJECT EXPERIENCE

The Agribusiness Management Services Team has also been involved in managing large scale projects that have focused on farm management capacity building, natural resource management and property management planning across Australia. Examples of projects include:

- South Australian and National coordination of the Bestprac Project 1998 – present for Australian Wool Innovation Limited.
- South Australian coordination and delivery of the Porkbiz project 2000 – 2001 for DAFF.
- National Coordination of the Property Management Planning project 1997 – 2000 for DAFF.
- Project management of the Arid zone grazing management project 2005 – 2007 for the National LandCare Program.
- Preferred supplier status for the delivery of the Stockplan project for Australian Wool Innovation Limited.
- Delivery of the developing entrepreneurs project for AusIndustry and the Mid North Regional Development Board 2005 – 2007.

These projects have provided our team with expertise in:

- Large scale project management
- National networks across a range of industries
- Development of management systems that result in effective management, communication and evaluation of projects

## RESOURCES

Rural Directions Pty Ltd has the resources to provide high quality and professional consultancy services to large companies, small business/farms and industry/community groups. Such resources include:

- Equipment for delivering workshops, seminars and related presentations to client groups at any location.
- Up to date technology and tools to aid decision making.
- A database system that facilitates effective project management, service delivery and consistency.
- A professional team who are continuously undertaking professional development.
- Extensive administration support team, business systems and infrastructure to effectively address your project / business needs.
- Additional specialist skills include database and desk top publishing.
- A commitment to the continuous professional development of young rural people.

## Capability Statement



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