

Industry Development

Assisting rural and regional industries become sustainable and competitive



For industry and government organisations seeking change and advancement, we have a skilled team with the knowledge and experience in building capacity.

Our services are built on awareness of and insight into client needs and a practical understanding of industry, resulting in a high probability of uptake and on-ground impact.

We have delivered national change programs with industries as diverse as grain, seafood and camels. Our highly experienced team has the capacity, skills and reputation to develop your industry.

Our portfolio of services



Our portfolio

- **AGRICULTURAL EXTENSION PROGRAMS**
Communicate best management practices, practical case studies and on-ground benefits.
- **PROGRAM AND PROJECT MANAGEMENT**
Leverage industry investment to build proactive and effective industry networks and initiatives. Ensure that industry achieves strategic outcomes with effective management of programs and projects.
- **INDUSTRY PLANNING AND DEVELOPMENT**
Build industry value through strategic planning and support to implement new business ventures.
- **INDUSTRY BENCHMARKING**
Provide industry connection and benefit through insightful, on-ground analysis for diverse industries.
- **TRAINING**
Targeted and practical training programs that deliver high value outcomes.
- **CAPACITY BUILDING**
Developing the leadership capacity of people at the community, region and industry level.

Our Industry Development services are available stand-alone or packaged to meet individual industry needs.

We are also able to respond to tenders in instances where project requirements are already specified by the industry.

Our team

Rural Directions team members have formal training in entrepreneurship, innovation, commercialisation, extension and project management, coupled with technical know how. This expertise is applied in a number of ways that deliver industry development outcomes.

Why Rural Directions?

Our services, delivery approach and skill base means that services will be delivered on time, within budget and to a high standard, so there is a high likelihood of industry adoption and change. Ongoing benefit is ensured, through better adoption of research and development, positioning industry to be responsive and competitive into the future.



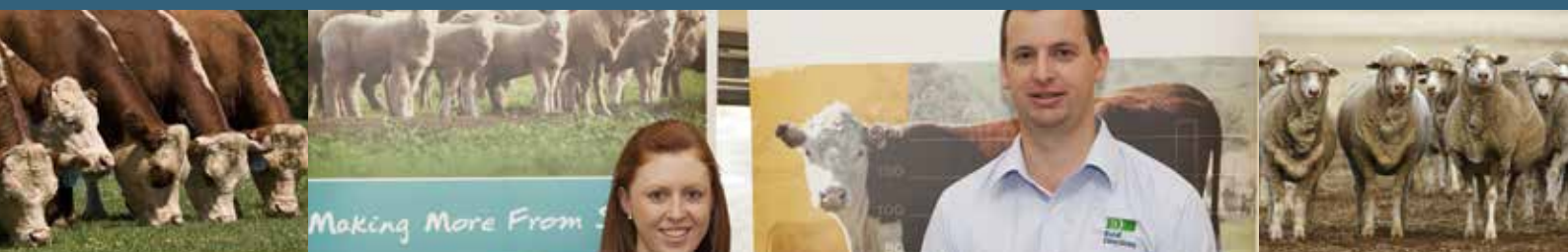
Principles for service delivery

Industry development services are delivered using underpinning principles. These include:

- **PREPARATION OF A PROJECT BRIEF**
A detailed project brief is prepared to ensure that industry requirements are identified, communicated and understood.
- **IDENTIFICATION AND INCLUSION OF ALL STAKEHOLDERS**
This may include the use of project steering committees for larger projects.
- **A PARTNERSHIP APPROACH**
The funding provider and industry stakeholders are viewed as collaborators who are regularly communicated with.
- **USE OF A PROJECT MANAGEMENT SYSTEM**
We have developed a purpose built database for project management. It maps, in detail, milestones and associated tasks, allocated resources, required time and budget.
- **APPOINTMENT OF A PROJECT LEADER**
An assigned project leader becomes the contact point for the project. They are also responsible for developing a project plan and monitoring progress against it.
- **ESTABLISHMENT OF A DELIVERY TEAM**
We will provide you with access to a diverse and multi-skilled team for project delivery. This may be solely Rural Directions employees, or can include partnership with others to ensure availability of required expertise.
- **CONSIDERATION OF TECHNICAL AND COMMERCIAL OUTCOMES**
Our consultants have skills in both technical and commercial analysis. Viability of any solution is considered from both viewpoints.
- **CONSIDERATION OF ALTERNATIVE APPROACHES**
Projects in the grain, wool, beef, sheep, goat, chicken meat, vegetable, fishing, oyster, dairy, horticultural, pork, olive, indigenous and wine industries, at regional, state and national scales, have been delivered. Experience working across a number of industries reinforces the need to understand industry context, needs and to tailor deliverables accordingly.
- **LINKING POLICY TO ON GROUND ACTIVITY**
We work with industry at the policy and producer level, providing strategic insights that ensure policy can be practically applied.
- **MONITORING AND EVALUATION OF PROJECTS**
Considered an essential component of all industry development services activities, it is built into project plans.

Benefits of these principles

- Clarity in project requirements so that industry and funder goals are achieved.
- Buy-in that increases support and involvement by industry participants.
- Issues at the project or industry level are responded to, keeping projects on track and relevant.
- Progress is monitored against plans so projects are delivered on time and within budget.
- Industry and the funder have a known contact point and delivery is regularly tracked.
- Project milestones are delivered on time via careful resource planning.
- The risk of non-adoption by industry is reduced.
- Different approaches can be applied, increasing the probability of success.
- Policy linked actions that are more likely to be adopted on ground.
- Continuous improvements are made and successful approaches can be replicated.



Capability

Team members have the skills and knowledge base that is ideally suited to efficiently delivering industry development services that meet desired outcomes. Our capability includes:

- **WELL DEVELOPED COMMUNICATION SKILLS**
Team members are able to communicate at both the producer and industry level.
- **PROJECT MANAGEMENT SKILLS**
The portfolio of work is managed as projects, both for internal and external deliverables.
- **STAKEHOLDER ENGAGEMENT SKILLS**
The input, buy in and participation of stakeholders is critical to project success, so time is spent identifying and networking with stakeholders.
- **TECHNICAL SKILLS BASE**
Team members have specialist technical skills in a variety of disciplines, underpinned by formal training and ongoing professional development.
- **BUSINESS MANAGEMENT SKILLS**
Team members have well developed business management knowledge and skills. Commercial outcomes are considered.
- **INDUSTRY KNOWLEDGE AND AWARENESS**
Team members maintain knowledge and awareness of issues at the industry level across diverse industries.
- **PROFESSIONALISM**
A core value is professionalism in all that we do.
- **FOCUS ON QUALITY OUTPUTS**
A high quality output that addresses an industry need is a focus.
- **ENTREPRENEURSHIP, COMMERCIALISATION AND EXTENSION SKILLS**
The drivers of innovation, entrepreneurship, commercialisation and adoption are understood, with principles being applied to projects.
- **REPORT WRITING SKILLS**
Milestone and final reports, along with reports of a technical and business nature, have been successfully delivered.

Delivering projects at regional, state and national levels, we have worked with the grain, wool, beef, sheep, goat, chicken meat, vegetable, turf, fishing, oyster, dairy, horticultural, pork, olive, indigenous and wine industries. We look forward to helping your industry achieve its goals.

Portfolio of work

Capacity of the Rural Directions team is demonstrated through recent projects that have been successfully delivered. Examples include:

- **AGRICULTURAL EXTENSION PROGRAMS**
Community FarmLinkx, managed on behalf of the South Australia No-Till Farmers Association and funded through the National Landcare Program. A large scale, three year community consultation and extension project based in the Lower North of South Australia included demonstration sites, community surveys, extension workshops and publications.
- **PROGRAM AND PROJECT MANAGEMENT**
National Coordination of the AWI Bestprac network. Provides network management, industry consultation knowledge, diverse delivery methods and funding coordination to deliver on-ground and networking activities for rangeland wool producers, since 1997.
- **INDUSTRY PLANNING AND DEVELOPMENT**
Developing a Strategic Research, Development and Extension (R,D&E) Plan for the Dryland Victorian Mallee, for GRDC and the Victorian Department of Primary Industries. A strategic plan for the future of R,D&E in the Mallee outlined a future vision, strategies and goals to achieve it. Extensive desktop research, consultation with a steering committee and with industry stakeholders underpinned the plan.
- **INDUSTRY BENCHMARKING**
Characteristics of Profitable SA Farming Businesses from 2006 to 2010. For SA Rural Financial Counselling Service and Primary Industries and Resources SA. 32 businesses were surveyed and benchmarked using SnapShot Premium™ and SnapShot NOW™. Common characteristics of profitable farm businesses were identified. A report was prepared for industry, which has directed future funding models.
- **TRAINING**
Breeding Leadership with Australian Wool Innovation and the Australian Merino Breeders Association. A biannual leadership program designed for young merino breeders across Australia. The program coordination role includes managing funding, participants, guest presenters, delivery of training sessions and evaluation. The program has run since 2006.

For more information contact us on 08 8841 4500 or
visit www.ruraldirections.com