



# BusinessEDGE for grazing businesses



BusinessEDGE is a comprehensive two-day workshop for owners and managers of grazing enterprises. It's specifically designed to improve financial literacy and business skills.

**When:**  
19-20 Jun, Naracoorte  
26-27 Jun, Adelaide  
21-22 Aug, Coomandook  
18-19 Sep, Bordertown  
16-17 Oct, Robe

BusinessEDGE will be delivered by **Simon Vogt**, Agribusiness Consultant, Rural Directions

BusinessEDGE workshops have been run across northern Australia since 2010 with over 500 participants completing the course so far. This course follows from that experience and has been modified to have specific relevance to southern Australia, while still retaining all the key financial and business principles. Each participant will receive a full set of background and course notes, a hardcopy of the PowerPoint presentation used for teaching, and a USB drive with a suite of spreadsheet based decision support tools used in the course. The course is taught on a case study basis to bring more meaning to the underlying principles and with all the concepts taught and discussed well-grounded in a practical example from the case study.

- What you will learn**
- Why your income tax return is of limited value in business decision making
  - How to set up and use management accounts
  - How to interpret financial statements and understand what they are saying to you
  - Understanding the key profit drivers for the whole business, the herd and the flock
  - How to manage financial risk
  - How to allocate capital in a rational manner for a better return on the investment
  - ...and much more

**Prices (excl of GST)**  
1 person = \$1,500  
2 or more people from the same business = \$1,250 per person

**Early Bird Discount**  
\$250 less per person if registered 2 weeks prior to workshop.

**To register now**  
Contact Rural Directions  
T: 08 8841 4500  
E: [admin@ruraldirections.com](mailto:admin@ruraldirections.com)  
W: [www.ruraldirections.com/events](http://www.ruraldirections.com/events)

If you aren't satisfied that the workshop delivered value in excess of its cost, we will happily refund your registration fee with no questions asked!



## What do other producers think of Southern BusinessEDGE?

### General feedback

“One of the most influential courses I have done in agriculture... so much so I've done it twice!”

“Very beneficial in helping my ability to read financials and apply to my own business.”

“A complete new look at current practices in terms of profitability and efficiency.”

“Very beneficial moving forward. It will help us to create a clear path and directions for the business.”

“Most relevant workshop I've ever been to!”

“I came in with a below basic knowledge of business and am leaving with the confidence to really analyse our business.”

### The presenter

“Good depth of knowledge and how to communicate real examples.”

“Very good, like Simon's ability to answer questions and still deliver required content.”

“Very clear and precise awareness and knowledge on all aspects.”

“Excellent, well explained advice that seems easy to apply in a practical way.”

### Value for time & money

“A great investment, the overall business picture is priceless.”

“Very good value for money, would like to see more of our team attend this course.”

“Money and time well spent, priceless!”

“Excellent return on investment as I now know how to increase EBIT profit. This has a substantial \$ value!”



**Register now for Southern BusinessEDGE**

Places are limited. Register via

[www.ruraldirections.com/events](http://www.ruraldirections.com/events)



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