



South Australian Division

Creating Opportunities in Consulting

A workshop on growing and diversifying the business

Thursday 5th March 2015

Meeting rooms 1 & 2
SARDI Plant Research Centre, Urrbrae, South Australia

Who's Attending?

- > Practising agricultural consultants wishing to grow their services to existing and potential clients.
- > Those who work with farm systems groups in research and extension
- > Professionals engaged in the research and extension in the commercial and public agricultural sectors

Benefits of attending

- > Ongoing development and networking with other professionals in the field are key steps towards building a successful business as a consultant.
- > ***As with most AIA Programs the sessions will be interactive so come prepared to contribute as well as learn.***

Program and Registration Package

Register online at www.aginstitute.com.au

Ag Institute members \$70.00

Non members \$140.00

8:30am	Registration and Coffee	
8:50am	Welcome and introduction	Hamish Dickson
9:00am	Setting the Scene	Jon Lamb
9:10am	<u>Session 1</u> Business Planning Options, now and as you grow	Ken Solly Agribusiness Services

Assessing your current position

- > Identifying your current business, financial and personal position. Do they marry up or is it all work and no play (or worse, all play and no work?)
- > SWOT analysis –a challenging but informative tool

Where do you want to be?

- > Setting your goals
- > New opportunities within or outside ‘normal’ business - beneficial or simply a distraction?
- > Can your business structure accommodate new opportunities?
- > Skills review: will you need to employ, retrain or subcontract? What are the associated costs?

10:10am	<i>Morning Tea</i>	
10:30am	<u>Session 2</u> Diversifying the Business	Peter Scholefield- Scholefield Robinson Horticulture David Price- Consultant Mike Krause- P2P Agris

- > Identifying opportunities when you don’t know what you don’t know?
- > Can you broaden your area of activity? Diversification opportunities within, related to or outside your area of specialty and any specific implications (legal, insurance etc.).
For example loss assessment, expert witness, extension to applied research, evaluation of research outcomes, regulation....
- > Identifying your zones of opportunity: local, interstate and international

11:30am	<u>Session 3</u> Project work. How to Win Funds and Influence People	Allan Mayfield- Consultant Wayne Meyer- University of Adelaide Industry Reps
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PROGRAMME

- > Identifying and attracting funds from non-core sources – tendering, private funding, open calls for projects, identifying industry priorities etc.
- > What are the opportunities and the challenges with project work? Identifying the importance of targeting specific projects—direction and the need for funds whilst considering issues such as cost benefit, intellectual property, team structure and qualifications.

12:30pm

Lunch

1:30pm

Session 4

Partnering - Making working with others successful and painless

Paul Gordon

NDA Law

- > What types of partnerships are available?
Associate, sub-contractors, consortiums or do you go as far as setting up a formal partnership company???
- > Managing the challenges of forming and maintaining partnerships.

2:30pm

Short break

2:45pm

Session 5

Advertising & Marketing Your Business

Peter Fuller

***Fuller Brand +
Communications
Agency***

- > Increasing business exposure and customers -effectively communicating what you are now and what you are becoming.
- > The importance of an integrated marketing plan. Creating a symphony of direct advertising (print, online and social media) and targeted marketing methods.

3:45pm

Workshop Summary

Jon Lamb

4:15 – 5:15pm

Happy Hour

