



Plan, Prepare, Prosper Food

Western Australian premium food producers looking to stage their product for luxury domestic and international markets are encouraged to participate in a series of free workshops to help build local food businesses.

The Department of Agriculture and Food, Western Australia's (DAFWA) Food Industry Innovation project is offering three business training workshops to help food businesses expand and develop strategies to manage the challenges of running a business.

Food producers can register to attend **any** or **all** of the modules. The workshops will be delivered by professional WA facilitators with experience in regional business development.

Location

Department of Agriculture and Food
Albany regional office
444 Albany Highway, Orana WA

Time

9.00am - 5.00pm (lunch provided)

2017 dates

Workshop 1 (30 May): Strategic Planning

Workshop 2 (6 June): Financial Management

Workshop 3 (13 June): Sales & Marketing

Course content

Workshop 1: Strategic planning

Objective: To help participants begin to develop plans and tools needed to manage and thrive in the future.

Demonstrate how these plans and tools work together to strengthen your ability to handle the challenges of farming.

In this workshop we will:

- establish a shared understanding of strategic planning
- examine the structure of a strategic plan
- examine the impact of work-life balance
- examine risk analysis as a tool for strategic planning
- discuss 'sphere of influence' and how it intersects with your business

- draft an enterprise vision
- consider their goals.

Workshop 2: Financial management

Objective: To understand and be able to administer key ratios on finance.

The financial management workshop will provide an understanding of business performance and what can be done to improve it. Regardless of the business rationale, it should provide income to support the owners' lifestyle.

Participants will ask the questions:

- Are you achieving the lifestyle you want?
- How do you know if you are running a successful business?
- How do you evaluate the performance of your business?

The workshop aims to help participants measure business performance and evaluate its strength.

Participants will self-assess key financial indicators and draft strategies and tactics to ensure financial risks and opportunities are planned for and managed.

This includes:

- components of profit
- using benchmarks
- using profit and loss statements
- calculating your profit ratios
- valuing your business
- cash flow budget forecasting
- using balance sheets
- debt to equity ratio.

Workshop 3: Sales and marketing

Objective: Participants will examine their marketing program and develop possible strategies to increase its effectiveness and impact.

This workshop will include:

- 'Bow Tie' model of marketing
- budget allocation for target marketing
- branding to build sales, profits and business value
- practical marketing.

Further information

To support WA agrifood businesses, DAFWA provides business planning workshops to build business skills, capacity and a better understanding of business profit drivers.

Please contact:

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Register online today:

agric.smartygrants.com.au/PPP_oneday