



# Plan, Prepare, Prosper

## Coming to the Beverley Recreation Centre

### **This July and August the Plan, Prepare and Prosper suite of workshops**

In partnership with the Beverley Women in Farming Enterprises Group, the Department of Primary Industries and Regional Development is pleased to offer the suite of Plan, Prepare and Prosper workshops. These are a **free** workshops designed to assist businesses involved in farming fishing and food processing to plan for and manage variability in the seasons, global markets and other challenges they may face.

The training you will receive and the business planning you will undertake in these workshops is intended to strengthen your business, help you find ways to increase your profitability, manage risk, support your family.

The Department is offering a six-day program at Beverley Recreation Centre starting July 25. Workshops will run from 8:30 am to 3:45 pm.

- July 25 Introduction to strategic Planning
- July 26 Financial Management
- July 27 Personal and Business Effectiveness
- August 1 Sales and Marketing
- August 2 Environmental Risk Resource and Production
- August 3 Planning Systems, Continuity, Innovation and change

### **Want to know more about these workshops?**

#### **Turn over for more information or contact:**

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**Sarah Woolford** on 0455 111 779 or email [sarah.woolford@postgrad.curtin.edu.au](mailto:sarah.woolford@postgrad.curtin.edu.au)

Or call the Department on 1800 198 231 or email [workshops@dpird.wa.gov.au](mailto:workshops@dpird.wa.gov.au).

### **Interested?**

If you would like to attend any of the Plan, Prepare and Prosper suite of workshops, register here at [https://agric.smartygrants.com.au/ppp\\_application\\_2015](https://agric.smartygrants.com.au/ppp_application_2015)

## Workshop overviews

### July 25 Introduction to strategic planning

You will begin to develop plans and tools to help your business thrive in the future.

You will learn how these plans and tools work together to help you handle challenges.

In this workshop we will:

- establish an understanding of strategic planning
- examine the structure of a strategic plan
- examine risk analysis as a tool
- discuss 'sphere of influence'
- draft a vision and consider your goals.

### July 26 Financial management

The financial management workshop will provide an understanding of business performance and what can be done to improve it.

You will ask the questions:

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

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

You will self-assess your business' key financial indicators and draft strategies and tactics.

This includes:

- using benchmarks
- using profit and loss statements
- calculating your profit ratios
- cash flow budget forecasting
- using balance sheets

### July 27 Personal and business effectiveness

In this workshop, 'performance effectiveness' means the environmental factors that affect people in your business. How people perform is critical to your business success.

In this workshop you will examine the tools of:

- effective communication
- leadership and high performance teams
- managing performance and conflict
- managing stress and self-care
- addressing continuity and succession.

You will develop strategies and tactics to for your business' human resource risks and opportunities.

### August 1 Sales and marketing

You will examine your marketing program and develop possible strategies to increase its effectiveness and impact.

This workshop will include:

- 'bow tie' marketing
- budget allocation for target marketing
- branding to build sales, profits and value
- practical marketing.

You will review your business's strengths, weaknesses, and assess what your customer is really looking for in your product and your brand. You will examine ways to cost effectively strengthen your brand and increase sales.

### August 2 Environmental Risk, Resource and Production

In the 'Environmental risk, resource and production' workshop you will identify and plan for projected changes in weather patterns and in the physical resources that underpin the productivity of your business. You will also develop initiatives to manage observed and likely threats from the environment to farm enterprises.

This workshop includes:

- an overview of projected changes
- The impact on plant growth and yields
- impacts on livestock production
- indicators for long term planning
- key messages for specific industries
- Risk management strategies.

### August 3 Planning systems, continuity, innovation and change

This workshop is about understanding and managing change. You will complete your strategic plan for your business.

You will:

- explore useful systems, processes and controls needed in successful businesses
- examine Key Performance Indicators and dashboards as tools in your business
- plan for continuous improvement and foster a culture of business innovation.

You will refine your business' vision, strategies and tactics. You will review your key viability performance indicators. Business managers will also discuss issues and barriers to ensure your strategic plan achieves the desired results.

### Important disclaimer

The Chief Executive Officer of the Department of Primary Industries and Regional Development and the State of Western Australia accept no liability whatsoever by reason of negligence or otherwise arising from the use or release of this information or any part of it.