

# Rural Growth

The College of Extension in association with the Southern Rangeland Pastoral Alliance is delivering the College's *Rural Growth* Program as part of the Farm Business Resilience Program in the Southern Rangelands and Mid West of Western Australia

## FBR and the Southern Rangelands – What's happening?

The College of Extension (COE) and its partners have been selected to deliver the FBR program in the Southern Rangelands of WA and we have an extensive and highly successful track record in delivering programs like the FBR and working in the Rangelands.

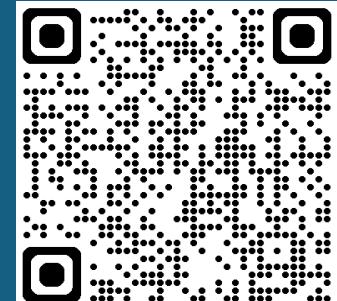
**The College of Extension's delivery of the *Rural Growth* program is being supported by key banks, insurance brokers and pastoral houses operating in the rangelands and livestock production, and at their discretion, some will offer incentives for their clients to participate – this could result in thousands of dollars of savings in fees and interest payments.**

***The COE has sponsored places available to those businesses that apply for subsidised places and complete the program - effectively meaning there are no direct costs of participation.***

The program offers \$10,000 of subsidised training per business, with two people per business eligible to attend. Each business is required to contribute \$500 (5%) towards the cost. The Australian and State Governments meet the rest of the costs. More participants from each business can attend but it may be at the full cost of the training which the College of Extension can subsidise – please call us to discuss. Travel support is available – see next page.

**Want to hear from pastoralists who have previously participated?  
Scan the QR code >>>>**

or go to [www.fbr.org.au](http://www.fbr.org.au) where you can find out some of the background to how the program is delivered, and from pastoralists Grant and Wendy Brooks of Limestone Station and other Midwest livestock producers about what they got out of participating in a previous delivery of the FBR with the COE delivery.



Subject to the number of enrolments, delivery of the program will be as close as possible to where the majority of participants run their business. We hope to minimise travel distances while providing the best possible learning opportunities. Some reimbursement for direct travel costs (milage) will be made available subject to conditions - travel of up to \$1000 per participant can be made available.

Any accommodation costs will be the responsibility of the participants.

### How is it delivered?

The program covers four modules:

- strategic business management and planning – Module 1;
- risk management and decision-making with a focus on financial performance and viability – Module 2;
- production and natural resource management - Module 3; and
- personal and social resilience - Module 4.

The delivery will be structured around two face to face workshops (Modules 1 and 2 in the first workshop and Modules 3 and 4 in the second workshop). Each workshop is over two days, and about two to three weeks apart, with an initial online introduction (Indicatively one hour) to the program and a follow up in the period between the two face-to-face workshops.

A tailored follow up session with each business, either face-to-face in person, or online, will follow the final workshop. The follow up session is designed to finish of the strategic plan that you and your business will build over the course of the program. Whenever possible, the final follow up session will be on the participants properties.

### So what's in it for your business?

By completing the *Rural Growth* program you can help build your resilience and boost productivity, profitability and sustainability over the long-term. Through the program you will be guided to build or refresh your own strategic business plan, and integrate the work completed in previous capacity building, planning and training programs.

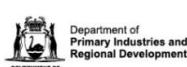
In preparing a strategic business plan for your business you will:

- Learn practical and longer-term business management skills to improve your business's resilience in the face of all kinds of challenges, including drought.
- plan on how to better manage when the times get tougher.
- find out about practical skills to take back to the business and share with those who work in your business.

### Sponsors and Supporting partners



Rangelands NRM  
Enabling Prosperity



The Farm Business Resilience Program is jointly funded through the Australian Government's Future Drought Fund and WA's Department of Primary Industries and Regional Development.

We all know that primary producers have been dealing with drought and climate-related events for a long time. But with droughts and extreme weather predicted to become more frequent across much of Australia, we need forward thinking to keep our businesses and land thriving.

Through the program, affordable and accessible learning and development opportunities are made available for primary producers, managers, and employees - focussed on improving strategic management capabilities.

Once you have completed or refreshed your strategic plan, our partner, [Ruralwest](#) – who for some 20 years has provided a range of services to pastoralists including Rural Financial Counselling Services, will deliver an independent assessment of the viability of your plan.

### ***How is the program delivered?***

Key facets of the program delivery are:

- Delivery methods are tailored to your needs to ensure learning and support is available no matter where you are.
- Gaining access, at low cost, to people who will deliver both individual support and group workshops to prepare you and your business to be better prepared to bounce back in the face of adverse challenges.
- Improving your understanding of your “books” and, in the process, find new ways to build the financial viability of your business.
- Becoming more confident in making business decisions and managing risk.
- Working with new skills and techniques to build your own personal resilience, to help you focus on the opportunities and be equipped to deal with challenges.
- Making future-focussed decisions about your business operations.

### ***Planning for the future***

As part of the program:

- You’ll have access to one-on-one professional and tailored guidance to learn how to start, develop and implement your business plan.
- If you already have a plan but haven’t updated it in a while. The program will help incorporate new learnings into your plan to take your business to the next level, tailored to your circumstances.
- Develop plans designed to identify risks and actions needed to build resilience and will outline an approach to implementation that suits you and your business.
- Learn to effectively communicate the plans in your head to staff, family and financial institutions.

### ***Comparing performance and Benchmarking***

Learnings from the programs will enable you to:

- Assess your business performance from year to year, identify opportunities to build resilience, and develop or update your business plan.
- Remain aware of your business performance overtime with follow up benchmarking
- Improve the profitability of your business in preparation for challenging times, including drought and increased climate variability.

## ***Peer and Ongoing Learning***

Together with other pastoralists, you will:

- Develop skills, share industry knowledge, and establish peer networks to help you and your business to manage during challenging times.
- Meet like-minded people looking to improve their business resilience for the long-term.
- Connect with other people who are interested in improving their natural resource management and planning skills through learning and development.
- Connect with professionals through the program and build your networks.

The program:

- establishes an environment for ongoing peer-support and continuous learning. It gives primary producers the tools and support needed to improve practices and better prepare for tackling challenges, including drought.
- offers primary producers the opportunity to stay connected through follow-up activities.

## ***Tailored, flexible delivery***

Experienced facilitators will deliver learning opportunities tailored to the needs of your business. They will provide expert assistance to help take your business to the next level.

*These tailored sessions will provide you with the knowledge and skills you need to get the most out of your business. You can talk about anything with your facilitator - everything you discuss is confidential.*

The program is tailored to a local conditions to address your specific pastoral industry and individual business needs.

The program is delivered flexibly - it's designed to facilitate small-group conversations, offering both face-to-face and online interaction.

Delivery dates and locations are all subject to enrolment numbers.

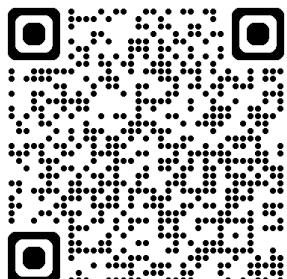
We envisage each face to face two-day workshop will start at 10 am and conclude at 5 pm, restarting at 8:00 am the next morning and finishing at 2pm. Travel support is available.

**We are planning to deliver the program in March and April 2026 in the Gascoyne (Carnarvon), Murchison (Geraldton), North East Goldfields and Nullarbor regions**

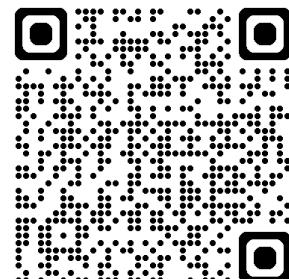
To register your interest in attending [please download the enrolment form at  
www.fbr.org.au](http://www.fbr.org.au)

or Scan the QR code below

Rural Growth – FBR Website



Enrol or I am interested form



or email [info@fbr.org.au](mailto:info@fbr.org.au) with your name and contact details or call/ text 0404 819 501