

ESPERANCE
WESTERN AUSTRALIA
MONDAY 8TH
FEBRUARY 2021

FARM TO PROFIT FARM BUSINESS UPDATE



Esperance, Western Australia, Monday 8th February 2021

Civic Centre, Council Place, Esperance
9.15 am to 4.00 pm (doors open at 8.30 am)



The economics of a changed world: where to next? (via Video Link)

Jeff Oughton is an insightful and practical economist who brings his considerable economic and financial credentials and experience to the program. Jeff draws on a diverse career including senior positions with Reserve Bank of Australia, National Australia Bank and Australian Bankers Association. Jeff will overview the key elements of re-building the post COVID Australian economy and the implications for different sectors and states.

Jeff Oughton, Economics & Beyond



Farming land price surge: the impacts on farm profitability.

WA land prices have increased on average 28% over the last 12 months. Ashley will utilise local farm data to analyse how this upward trend is impacting on farm profit drivers. Ashley is a farm management consultant with 27 years of experience working with WA farming families. He is experienced in benchmarking farming systems and has a detailed understanding of the profit drivers of each enterprise.

Ashley Herbert, Agrarian Management



Global geo-political power shifts and their impacts on agricultural markets and trade policy. (via Video Link)

Powerful forces are at play on global commodity trade; what are the implications and the most likely future scenario? Michael Every is a global strategist at Rabobank. He analyses major developments globally, including the Asia-Pacific region. Michael is currently based in Singapore and has over two decades of experience having previously worked in Hong Kong, Bangkok, London and Sydney.

Michael Every, Rabobank



Successful value adding to farm produce: what does it take?

Ashley and his wife Jo own and manage a 5,400ha farming operation at Narrogin. Over the past 10 years they have been one of three farming businesses who have grown and marketed quinoa. They now own and run a dedicated quinoa processing facility and market Australian quinoa under the 'Three Farmers' brand, as well as supplying Coles supermarkets with quinoa and 'Wheat-Free Oats'. Ash will provide an unedited, realistic assessment of what it takes to be successful at value adding agricultural products.

Ashley Wiese, Three Farmers



What is the culture of your family business: achieving trust, communication and success.

Families in business can be exceptionally efficient and effective. Trust and communication are key factors in success. Is a culture of trust and effective communication driving your business forward? Back by popular demand, Stuart will delve into understanding your business culture and provide practical steps to help you build the culture you desire.

Stuart Wesley, Oasis People & Culture



Motivating and managing your farm team: a case study.

Paul will share his personal experiences and tips with maintaining a happy and motivated farm work force. Paul and wife Jill are the principals of Butterfield Beef a 3,300 hd beef operation near Daniels Well in the Stirling Ranges. The operation integrates grass rearing and grain finishing of cattle with broad acre cropping. The business employs up to 14 people in the busy times.

Paul O'Meehan, Butterfield Beef



Practical safety measures for your farm business.

Recent industrial manslaughter legislation reinforces the need for effective and compliant safety systems on all farms. Danielle established ProcessWorx in 2012 to provide HR and work safety guidance to small businesses including agricultural operations. Danielle will use practical and applied examples to outline how to implement clear and detailed policies, procedures and training to support safe work practices.

Danielle McNamee, ProcessWorx.

For enquiries: contact ORM Pty Ltd on 03 54416176 or email admin@orm.com

Click here to register and pay online

\$30 per person – Morning tea, lunch and proceedings included

