

Project: PLN00013-A: ‘Be as good at farm business management as you are at farming’. Assessment of Business training options for WA farm business managers.

BIO:

This project was compiled by Peter Newman, Rob Grima and Cameron Weeks from Planfarm. Through their experience working as Farm Management consultants at Planfarm, Rob and Cameron often comment that ‘A love of farming often equates to being good at farming. But a love of farming may have little to do with being good at the business of farming’. We believe that being good at the business of farming is critical to farming success, and we plan to combine our farm business consultant’s expertise in business with Peter Newman’s expertise in extension / training to deliver business skills training to a vast audience.

TRIAL PROGRESS:

We undertook an assessment of what business skills training options are currently available to Australian farmers to determine if there was a gap in the market. We then surveyed 630 businesses currently on the Planfarm recipient register with 86 responses. Armed with this information, we then investigated a range of delivery options.

KEY POINTS:

- There are limited farm business skills training courses currently on offer in Australia.
- 95% of those that responded to the survey indicated that at least one member of their farm business would attend such a course.
- We proposed that the ‘flipping the classroom’ model of delivery would be best and 85% of survey respondents agreed. This involves course participants undertaking some on-line learning in the form of videos / worksheets / webinars followed by a single face to face workshop

FURTHER WORK REQUIRED:

A farm business skills training course should be developed and delivered to Australian farm businesses.