



Plan, Prepare and Prosper Workshop

Guide to program content

The Plan, Prepare, Prosper program is a five day training program designed to help farm enterprises develop robust strategic enterprise plans that will help decision making in times of risk and opportunity. The program is intended to shift farm enterprise decision making from crisis management to risk management.

Purpose of the program

The training in this program is intended to strengthen farm businesses, sustain farming families and build resilient rural communities. It is expected that the planning and knowledge developed will subsequently help businesses and communities respond and adapt to current tough financial times and plot a course for the future.

Course content

Day 1 Program Overview

Objective: To set the scene for participants and to ensure that participants understand the expectations and commitments of the program.

In this short morning session the participants will be introduced to the history and the objectives of the program as well as alternative support services should the program be insufficient to their needs.

Day 1 Introduction to 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.
- Discuss 'change' and how it affects the manager, their family and the business.
- Examine risk analysis as a tool for strategic planning.
- Introduce financial concepts for the financial management workshop.
- Trial a tool for improving business communication.
- Draft an enterprise vision.
- Consider their goals.

Day 2 Financial Management

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

The Financial Management workshop is about developing an understanding how to measure business performance and to identify what can be done to improve it. Regardless of the rational for farming, it is a business and a truly successful business should provide the income to support the lifestyle of its owners.

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?

“Supporting your success”

The aim of this Financial Management workshop is to teach participants how to measure business performance and evaluate its strength. This is achieved by providing a framework and method of analysis using one year's data which can be applied to other years.

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

Day 3 Work–Life Balance

Objective: In this workshop participants will consider family, social, communications and health factors within strategic planning, and especially succession planning.

For a more effective farm business participants will examine:

- The concepts of balance in work and life (to remove risk of forced time out)
- Through identifying opportunities to ensure that they can achieved the best balance between work and life, reducing stress and removing the risk that of enforced time out from farming operations
- To identify opportunities to take steps to stay fit and healthy
- To understand the role as a farm leader and how to make changes in the business
- To appreciate the role of family members in the business now and in the future.

At the end of the day participants will have the ability to draft strategies and tactics to ensure human resource risks and opportunities are planned for and managed.

Day 4 Environmental risk, resource and production

Objective: In this workshop participants will develop strategies to manage seasonal variability and to maintain and improve the condition of the land. This content will help participants develop risk management strategies for agricultural production systems.

To achieve this participants will be assisted to:

- identify and plan for projected changes in weather patterns and in the physical resources that underpin the productivity of the farm enterprise.
- develop strategies to manage observed and likely threats from the environment to farm enterprises.
- support the achievement of long-term economic viability of land under production through planning.

Content and supporting materials includes:

- an overview of projected changes in climate
- the impact of climate phenomena on rainfall
- the impact on plant growth and yields
- the impact on livestock production
- key messages for industry
- direct and indirect impacts of climate variability on land management on enterprises.
- causes of general patterns of weather and climate over Australia.

Participants will develop skills to assess and plan for climatic and environmental risk. They will draft strategies and tactics to ensure natural resource risks and opportunities are planned for and managed.

Day 5 Finalising your Strategic Plan

Objective: In this workshop participants will complete the strategic plan to so that it can be employed in the management of the farm enterprise.

Participants will refine the strategic plans vision, strategies and tactics. They will review their ability to self-assess key viability performance indicators.

Also discussed will be those issues and barriers that the enterprise managers will need to consider to ensure that strategic plan achieves the desired results. This is about understanding and managing change.

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