



BREEDING LEADERSHIP 2012



Applications are now open for the 2012 Breeding Leadership Course.

If you are passionate about your industry and want to develop your skills to make a difference in the future, then this course is for you!

Why Should You Attend?

Breeding Leadership is designed for anyone (20 to 35 years old) currently working in the agricultural industry with a focus on wool production.

Breeding Leadership is an excellent opportunity to network with over 20 likeminded people from around Australia. You will get the opportunity to learn from skilled deliverers in the areas of leadership and strategic thinking. There will also be expert industry guest speakers delivering some sessions and field trips to innovative producers.

Program Overview

The four day program covers a range of topics including leadership, personality typing, marketing, strategic planning, time management, managing change, and innovation.

At the end of the course, participants will have sound leadership skills that will enable them to become enthusiastic, influential, dynamic and dedicated leaders within the wool industry and their communities. Participants will achieve the following learning outcomes:

1. Develop knowledge of their personality type and the differences within the community;
2. Develop problem solving and strategic planning skills;
3. Develop understanding of corporate farming ventures and their governance;
4. Develop innovative and entrepreneurial thinking skills;
5. Develop knowledge of the processes of change and succession; and
6. Develop an action plan for the leadership role they will undertake within their community and industry.

Breeding Leadership is delivered by Rural Directions Pty Ltd. Rural Directions has previously delivered

the successful Breeding Leadership program in 2006, 2008 and 2010.

Example Session Plan

The four day program will involve the following sessions:

<i>Sunday</i>	Welcome barbeque.
<i>Monday</i>	MBTI Personality Type Indicator and Leadership.
<i>Tuesday</i>	Strategic Planning, Marketing and Leading and Managing People.
<i>Wednesday</i>	Corporate Governance, Succession Planning and Time Management.
<i>Thursday</i>	Entrepreneurship, Innovation and Managing Change Sessions will be held until lunchtime, participants will travel home after lunch.

What is involved?

The program will be delivered from Monday, 27 February until Thursday, 1 March 2012 in Clare, South Australia. Participants will arrive on Sunday, 26 February. The Clare Country Club will be the venue for all sessions and is also where participants will stay.

Australian Wool Innovation is investing a large amount in this program and is subsidising a significant percentage of the course costs. Each participant will pay \$330 (GST inclusive) to attend the Breeding Leadership course. A cancellation policy will apply to this fee. All meals, accommodation and travel costs will be paid for and pre-arranged for participants.

Feedback about previous Breeding Leadership programs:

- ✓ Participants rated the **overall value** of the workshop as 9 out of 10.
- ✓ Participants said that they **gained new skills or knowledge to improve their business** and gave their skill development a rating of 8.7 out of 10.
- ✓ **Course content** was rated by participants as 8.8 out of 10.
- ✓ "I found I can take something from the entire course and apply to my business"
- ✓ "Had a great time with other likeminded industry individuals"
- ✓ "All presentations were very relevant and well presented with plenty of interesting examples to ensure participants fully understood"



HOW TO APPLY?

Eligibility

Participants of this program will:

- Be 20 – 35 years of age
- Be an employee or owner of an agricultural focused business with a wool enterprise
- Submit a response to the application questions, below, by the due date

Application Process

Please note:

- Applications open 7 November 2011
- Applications close 5pm (SA time) 9 December 2011
- Applications can be submitted via email to Carlyn Sherriff (details below)

What to include:

1. Provide a current resume; including recent career summary
2. Provide* a response to the following:
 - a. Description of the agricultural business that you are involved in
 - b. Number of wool bales produced per year
 - c. Description of your role in the business
 - d. Description of your role in decision making and/or influence on decision making in the business
 - e. Describe your personal vision for your business or career
 - f. Describe your personal vision for the wool industry
 - g. Description of your current industry and/or community involvement

(*application cannot exceed three pages)

Contact Details

Rural Directions Pty Ltd is the coordinator for this program.

Please contact: Carlyn Sherriff

PO Box 646, Clare SA 5453

08 8842 1103 or 0439 773 688

csherriff@ruraldirections.com

To speak to a past participant contact: Simon Williamson

0429 856 043

spwilly@bigpond.com