

About the Program

- Future and resilience focus – drive profit and sustainability with strategic foresight
- Leap ahead & lead the next generation of farming
- Arm yourself with knowledge and confidence to be resilient, tackle change and get ahead of it
- Build on your existing skills, embrace innovation and turn risks into opportunities



Case Study: Turning Planning into Progress at Moore Veggies

Participant: Karyn Moore

Moore Veggies, Carnarvon, Western Australia

For Karyn Moore, the Farm Business Resilience Program (FBRP) provided the clarity and structure she needed to take a step back from day-to-day operations and look at her business from a broader, more strategic perspective.

“The program provided me with the structure and clarity necessary to gain a comprehensive perspective of our business, moving beyond daily operations. It helped identify potential risks, establish achievable objectives, and develop strategies to address variables beyond our control.”

By completing her Farm Business Resilience Plan, Karyn now has a clear strategic direction for the next five years – one that strengthens both decision-making and resilience in the face of uncertainty.

Turning Planning into Action

Since completing the program, Moore Veggies has started implementing major efficiency upgrades across the farm, guided by long-term planning rather than short-term fixes. These improvements include:

- Installing an updated fertigation controller to improve water and nutrient precision.
- Developing a Whole Property Procedure Plan to document every stage of production.
- Redesigning the packhouse and cool-room systems to cut energy use and improve workflow.
- Finalising a DAMA sponsorship to retain skilled, long-term staff.
- Completing a Family Succession Plan to secure the farm's future.

These changes reflect a new way of thinking – one that balances practicality with long-term sustainability.

Learning and Connection

For Karyn, one of the most valuable parts of the program was the opportunity to connect with other growers in the region. “It was refreshing to connect with other growers facing the same challenges. The group sessions provided a safe space to share ideas, compare systems, and realise we're not alone in the pressures of farming.”

Hearing from peers and coaches inspired her to look at her business from new angles and to recognise that collaboration is a powerful driver for innovation and resilience.

Resilience Beyond Drought

Before the program, drought planning was something Karyn approached reactively – only when conditions worsened. That mindset has now shifted completely. “Before, drought management felt reactive. Now, as a business, we will treat it as part of our normal planning.”

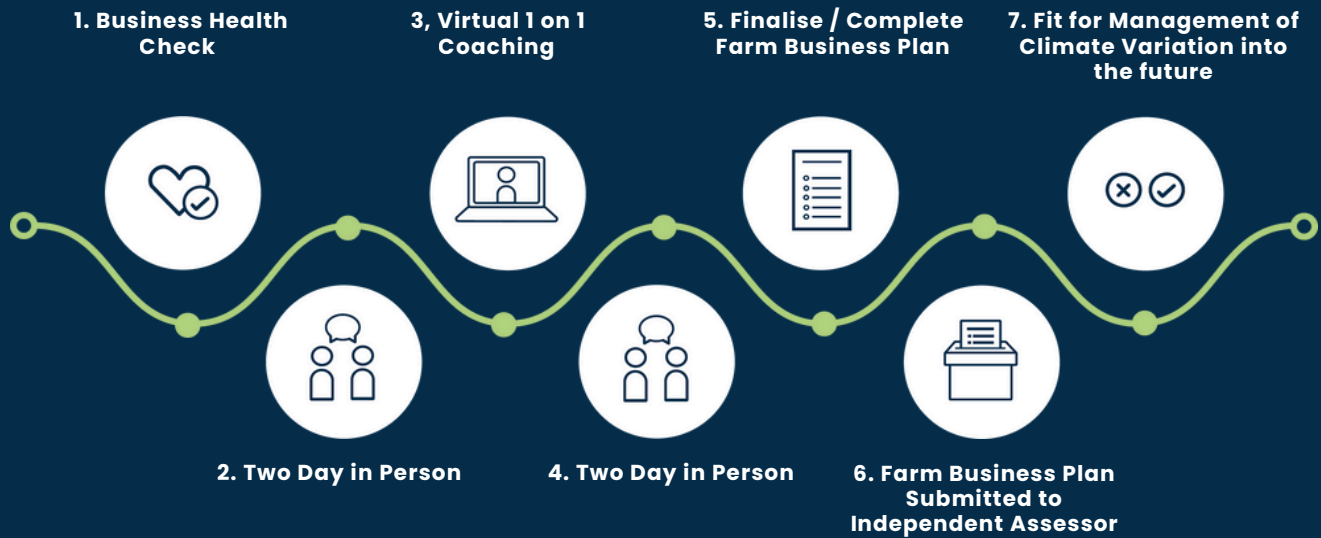
Karyn has now integrated drought preparedness into her business plan, viewing it as an essential part of whole-farm resilience rather than a separate issue.

Resilience as a System, Not a Reaction

Through the program, Karyn came to understand that resilience isn't just about surviving tough times – it's about creating systems that allow a business to adapt and recover more effectively.

“Resilience isn't just about surviving; it's about planning and creating systems that can handle setbacks for tough years.” This mindset shift has already changed the way she approaches management decisions, helping her plan proactively rather than reactively.

Building Farm Business Resilience - Program Journey



IN PERSON DELIVERY AND BUSINESS COACHING

DAY 1: STRATEGIC PLANNING FOR YOUR BUSINESS

- Building business resilience
- Drought, climate change and risk management
- Your business health check
- Vision and goal setting
- Navigating and driving change

DAY 2: INNOVATION AND PLANNING FOR CLIMATE CHALLENGES

- Natural resource management and regenerative agriculture
- Data driven decision making
- Carbon and farming system innovation
- ESG- environment, social and governance
- Biosecurity and risk management

DAY 3: BENCHMARKING AND FINANCIAL DATA DRIVEN DECISIONS

- The economics of building farm business resilience
- Financial management and budgets
- Analysing your revenue stream and cost structures
- The drivers of profit and access to finance
- Innovation- agtech, automation, AI

DAY 4: BUILDING PERSONAL AND SOCIAL RESILIENCE

- Health and Wellbeing
- Building social and community resilience
- Succession and future planning
- Embedding change and endurance

ONE-ON-ONE BUSINESS COACHING

Reflections and Key Learnings

The experience of participating in the FBRP was transformative for Karyn – both professionally and personally. “It’s been enlightening. The biggest learning was realising how much structure and writing things down improves communication and direction.” Completing her Business Plan gave her the confidence to explore funding opportunities and to properly value the work her business already does for select companies.

Although balancing the planning process with daily workload was a challenge, the outcome was worth it. “Finishing it gave me a huge sense of clarity and achievement. As regional growers, we often feel overlooked, so having access to something practical, well-supported, in-depth and local made this experience stand out.”

Confidence, Communication, and Clarity

One of the highlights for Karyn was seeing the Farm Business Resilience Plan come together into a professional, tangible document. “Realising our plan could also be used for grants, training, and other business discussions was a turning point. It gave me the confidence to articulate where we’re heading, which we’d never properly put on paper before.”

Before the program, Karyn thought planning was primarily about budgets and forecasts. Now she recognises it as the cornerstone of better communication, direction, and mental clarity. “I’ve learned the FBRP is not just a document – it’s a tool to make informed decisions.”

The Value of Coaching and Accountability

Karyn has always been open to learning, but she found that external coaching added a valuable layer of accountability. “Outside coaching brings a different perspective we don’t always see when we’re deep in the day-to-day. The coaching sessions were particularly valuable in holding me accountable and keeping me focused with a timeline.” The structured process of setting clear goals and working towards them kept her and her team on track throughout the program.

Looking Ahead

Over the next five to ten years, Karyn sees the Farm Business Resilience Plan as the guiding document for all major business decisions – from infrastructure investments and technology adoption to workforce planning and financial reviews. “The plan will guide our infrastructure investments, financial reviews, and technology adoption for future years. It’s given us a solid foundation to build on.” It’s also changed how she engages with her family and team, fostering more structured and transparent communication. “We’ll start setting aside time for business meetings, defining roles and goals more clearly, and discussing business changes. It’s given forethought for more structured and honest communication.”

Karyn’s story reflects how practical tools, shared learning, and structured planning can empower growers to take control of their future – turning ideas into action, and challenges into opportunities for growth.