

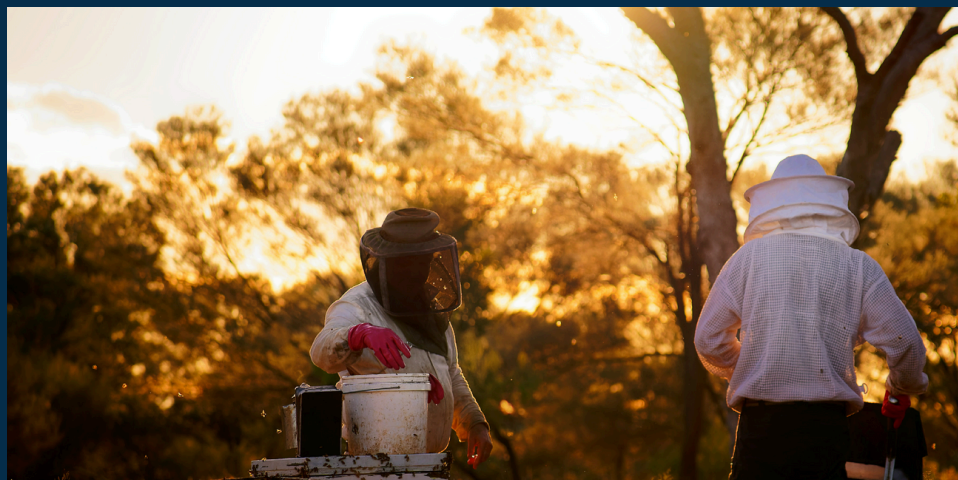


FARM BUSINESS RESILIENCE PROGRAM

Accelerating Apiculture Business Skills and Resilience

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 Vision into a Strategic Plan for Growth

Participants: Andrew and Philippa Clark
Brantiph Apiaries, Jarrahdale, Western Australia

For Andrew and Philippa Clark, the Farm Business Resilience Program (FBRP) was the catalyst they needed to turn their ideas into a clear, actionable plan. Before joining the program, they had a strong vision for their beekeeping enterprise – but no structured roadmap to get there.

“Prior to commencing the program, we only had a vision in our heads as to what we were trying to achieve. We didn’t have a roadmap or know if our vision was even possible or profitable.” Through the program, they learned how to take that vision and put it on paper, developing a business plan that now guides their decisions and helps them measure progress.

“The course has given us the tools to map out our vision and start with a plan. We’re now able to stop, think, and refer to the plan to make sure we’re working on the important steps and identifying where we’re getting the best return on our time and expenses.”

From Gut Feeling to Strategic Decision-Making

Drafting their business plan was a key turning point. It helped the Clark’s move from relying on instinct to making informed, data-driven choices.” Being able to make a decision based on cost and expected returns is better than just going on a gut feeling.” By setting SMART goals and clearly identifying what tasks would move their business forward, they gained confidence in their decision-making and a clearer sense of direction.

Resilience Beyond Drought

The program gave the Clarks a new perspective on drought preparedness and business resilience – particularly in understanding how to plan ahead for climatic variability and impacts to the environment.

“Primary production and trying to read the signs that Mother Nature sends out is a tricky part of beekeeping. The benefit we have is that if one area isn’t producing, we can move our hives and go hunting for an area that is.”

They now actively consider flowering cycles, backup apiary sites, and the importance of flexibility when things don’t go to plan.

Learning Through Connection

As newcomers to the beekeeping industry, Andrew and Philippa often kept to themselves. The group environment of the FBRP workshops changed that. “Being in the course with other beekeepers certainly opened our eyes to how networking can benefit our business.” They found real value in being part of a community where ideas, experiences, and practical insights were freely shared.

“Sitting in a room full of beekeepers, some who have been in the industry for a long time, and being able to bounce ideas around and get others’ points of view was really good.”

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

Building Financial Understanding

For Andrew and Philippa, one of the most valuable outcomes was learning how to better understand their financial position and the support available to them.

“By completing the program and developing a business plan, we can now understand where we are sitting financially. Knowing what services are available was also beneficial — in particular, Rural West Financial Services.”

They now feel more confident balancing their practical beekeeping expertise with the financial and administrative side of running a business.

“We can work the bees, but preparing budgets and understanding where we are sitting financially is just as important.”

Shifting Mindsets Around Planning and Learning

The FBRP also helped the Clarks recognise the value of structured planning and continual improvement.

“Instead of just doing something, we’re now able to analyse cost, time, and the expected return to ensure we’re investing in the right areas.”

Having a written plan and clear goals has made their business more focused and purposeful.

“Having a plan written down, and having goals to work toward — not just an idea — makes a big difference.”

A Framework for the Future

The Clarks see their business plan as a long-term tool that will strengthen Brantiph Apiaries over the next decade.

“Having a business plan gives our business a backbone to refer back to, ensuring we’re working to achieve our goals and improve the business.”

They also note that the process has changed how they work together as a team.

“We now understand why we do things and can identify improvement areas and what’s required to achieve them.”

Looking Ahead

Through the FBRP, Andrew and Philippa have developed a clear direction for their business — one that combines their passion for beekeeping with strategic thinking and sound financial management.

“By having a business plan and setting SMART goals, we now have a plan and are working towards achieving it. Time will tell as we progress, but we’re confident we’re on the right path.”