

FARM BUSINESS RESILIENCE PROGRAM

Accelerating Horticulture 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: Building a Safer, Stronger and More Resilient Business

Participant: Garry Brown
Craigie Lea Plantation, Carnarvon, Western Australia

For Carnarvon grower Garry Brown, participating in the Farm Business Resilience Program was the beginning of a major shift in how he approached both his business and his future in agriculture.

Garry describes the program as “creating an awareness of the possibilities” – opening his eyes to what could be achieved with structure, support, and the right tools.

“This course has shown me how I can improve on what I’m doing and has given me the tools to build resilience into my business. It’s laid out a plan for me to follow.”

Although Garry considers himself at the early stages of his improvement journey, the program provided a foundation to move forward with clarity and confidence.

Resilience Beyond Drought

One of Garry’s biggest shifts has been in how he approaches drought preparedness and business resilience. “I now have a much greater awareness of the need to assess my business operation in greater detail to prepare for adverse conditions such as drought.”

He acknowledges that maintaining the status quo is no longer an option in modern agriculture. “Simply staying the same or maintaining the status quo is not acceptable in today’s climate. Change has to be ongoing.”

The program helped him to identify key focus areas for building long-term sustainability, including financial management, risk planning, succession, and community involvement.

Practical Actions and Real Change

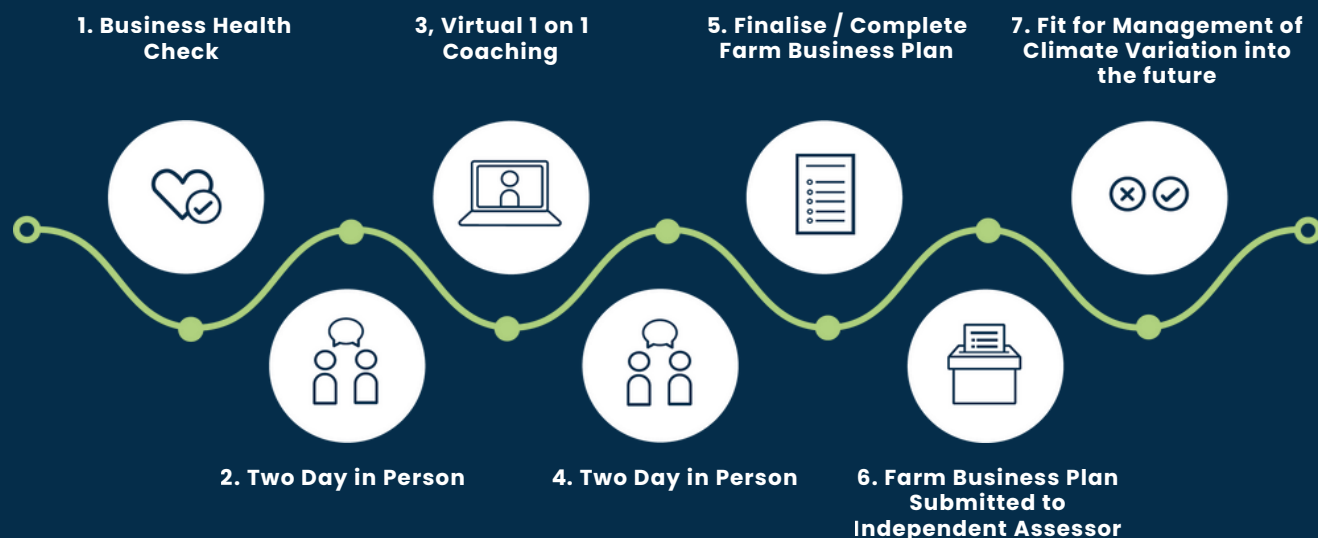
Since beginning the program, Garry has implemented a wide range of practical changes across his farm.

Garry has:

- Introduced a Workplace Health and Safety System by joining SafeFarms WA, completing his Green Card for Ag Safety™, and ensuring all personnel are trained and aware of workplace healthy and safety standards on his plantation.
- Conducted a safety audit of the plantation, including developing a potential hazards map.
- Installed fire breaks, reduced fuel loads, serviced firefighting equipment, and begun developing a fire emergency plan.
- Helped form the Carnarvon Mango Group to collaborate with other local growers on marketing and promotion opportunities.
- Established new biosecurity protocols and signage to protect his plantation.
- Begun working with a local transport company to improve logistics and supply chain efficiency for his mango and avocado produce.
- Engaged a new bookkeeper to streamline tax reporting and compliance.
- Started discussions around succession planning, updated his will, and invested in a new agricultural motorbike to reduce fuel use on-farm.

Each of these steps reflects Garry’s proactive mindset and commitment to continuous improvement – principles he says were reinforced throughout the FBRP experience.

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

Learning from Others and Building Networks

Garry says the group environment was one of the most valuable parts of the program, he particularly enjoyed the interaction and energy of the workshops – from brainstorming sessions and whiteboard discussions to informal one-on-one conversations during breaks. “Getting together to discuss and investigate topics was very beneficial. Each person had a contribution to make, and some interesting points of view were aired.” Through shared discussions and problem-solving, he realised the value of learning collectively rather than alone.

“I felt that doing things together as a group, we could achieve more. Brainstorming ideas opened up my mind to greater possibilities, ideas, and solutions.” The social networks developed through the program have since helped him reach out for advice, gain knowledge, and collaborate more effectively with others in the horticulture industry.

Broader Learning and Personal Insights

Reflecting on the program, Garry found it eye-opening to explore areas he had previously overlooked. “It’s given me an insight into many areas of my business and personal wellbeing that I otherwise would not have thought about or acted upon.”

Transforming the Way He Plans and Operates

Before the program, Garry admits his business planning was somewhat “ad hoc” – driven by instinct rather than data. “It wasn’t based on statistics, records, or consultation, just what I thought was the way to go about things.” Now, he takes a structured and evidence-based approach, supported by clear plans and measurable goals. “After the program, my perception of farm business planning has completely changed. I now operate in a structured, informed, monitored, and planned way.”

New Habits, New Systems

Since completing the FBRP, Garry has developed strong record-keeping habits, tracking finances, soil and plant tests, machinery servicing, river flow data, and water usage. “I’ve learned that change is inevitable, and to progress and improve my business, I have to constantly adjust, plan, and train to keep up.” He also recognises the importance of personal wellbeing as a foundation for business success. “Be aware of your health – it’s important not just to yourself, but to your business operation.”

Future Outlook

The program also changed the way Garry engages with his family and business partners. “It has led to much more discussion and contribution by family and interested partners. We are planning regular consultation and being more collaborative in decision-making.”

Garry is optimistic about the years ahead. “I’m excited to see the results of my newly acquired skills take effect over the next 5–10 years, improving how we market, process, plan, upskill, sustain and develop our products.”