

Same Eyes—New Glasses—Better Future

See
Workshop
Program on
page 3

DELIVERY TEAM:



Ken Solly

AGRIBUSINESS
CONSULTANT

SOPLY BUSINESS
SERVICES, NARACOORTE

Ken specialises in training and empowering individuals and businesses to manage their affairs more profitably and assist in creating better futures.

Rod Ashby

AGRICULTURAL
CONSULTANT AND
ACCOUNTANT

RG ASHBY & CO
PTY LTD, GEELONG

Rod's work focuses on developing efficient, viable and profitable farm businesses.

A Future Options Workshop

offered by Solly Business Services and
Rural Development Services



A needs analysis of the industry found that potato growers wanted to know more about share farming, leasing and options for change. We scanned the country for the best people to deliver on these topics. We identified **Ken Solly** and **Rod Ashby** as the foremost experts.

- Are you looking to prepare the business for handover to the next generation?
- What are the options?
- Are you looking to sell out?
- How can I get the best price?
- Are you looking to increase income — without necessarily buying more land?
- Are you struggling to make ends meet? Or just working too hard?
- What about selling to a neighbour, and still getting an income?
- Are you thinking about off-farm work?
- How can I set up the farm to give me the freedom to work off-farm while still having a profitable farm business?
- Are you considering buying new machinery?

WORKSHOP DATES:

Scottsdale June 10th
Scottsdale RSL

Ulverstone June 11th
Beachway Motel

Longford June 12th
The Happy Chef

From: 9am – 5pm

RSVP by June 3
to secure your
place at one of
these workshops.

Using **Tasmanian vegetable industry case studies** (see program on page 3)
this workshop will help you:

- identify the best pathway for you and your business;
- understand what successful businesses do to ensure growth and return;
- identify options for you to achieve your goals; and
- understand the benefits and pitfalls of the various options.

Cost is only **\$50 per person** (including GST)

To **RSVP** or for more information contact Donna Lucas on: (03) 6231 9033
or email: donna.lucas@ruraldevelopmentservices.com



Know-how for Horticulture™

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Introducing the delivery team

Ken Solly

Solly Business Services, Naracoorte

Ken Solly is an Agribusiness Consultant based at Naracoorte in South Australia. As Managing Director of Solly Business Services, Ken works with the farming sector across Australia in the fields of Business Consulting, Individual and Group Capacity Building, Agribusiness Education and Training, and Agritourism. Other business interests include a share in a family farming operation in Victoria. The main thrust of Ken's work is to train and empower individuals and businesses to manage their affairs more profitably and assist in creating better futures.

Rod Ashby

RG Ashby & Co Pty Ltd, Geelong

Rod Ashby is an agricultural consultant and accountant who provides business advice to farmers and policy makers throughout south-eastern Australia. He is also director of several rural businesses, including his own consulting business.

His consulting work focuses on developing efficient, viable and profitable farm businesses, which are structured in a tax effective manner with clearly developed succession and estate plans. His advice incorporates investing both on and off-farm and he is the author of many publications on tax, finance and land-leasing.



Rural Development Services

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Ken Solly

Solly Business Services

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Naracoorte SA 5271
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THIS FUTURE
OPTIONS
WORKSHOP
IS OFFERED BY:

Solly Business
Services
and
Rural Development
Services

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Please
RSVP
by
June 3

WHY IS SIMPLOT SUPPORTING THIS WORKSHOP?

Following a needs analysis of the industry, we scanned the country for the best deliverer on this topic. We identified Ken Solly and Rod Ashby as the foremost experts.

Simplot are co-funding the project, but not involved in the delivery. Rural Development Services is an independent project manager.

Workshop Program

9.00 am	Welcome, Introductions and Expectations	
9.15 am	Real Change for Real Gain	<ul style="list-style-type: none"> Restructuring your business and your life; Generating profit and wealth; Growing your business; Barriers to change; Options and strategic planning
10.00 am	The Options Discussion Groups	<ul style="list-style-type: none"> Individuals will align themselves to their preferred option. Identify the issues, the barriers and the capacity to change.
10.30 am	Morning Tea	
10.45 am	Growing a Farm Business – How	<ul style="list-style-type: none"> Ownership—buying more; Leasing—yours or others; Sharefarming (yours or others); Equity partnerships—half a bigger or different pie; Off farm Investments—Increasing flexibility.
12.15 pm	Lunch	
1.00 pm	Case Study Approaches	<ul style="list-style-type: none"> Overview of the case study; Group work applying a growth / change strategy to the case study business.
2.00 pm	Growing or Changing a Business	<ul style="list-style-type: none"> Major considerations; More appropriate business structures; Taxation considerations.
3.00 pm	Tea / Coffee	
3.15 pm	Major Considerations Continued	<ul style="list-style-type: none"> Infrastructure & machinery – purchase, lease or syndicate; Superannuation and succession opportunities; People and Natural resource issues.
4.15 pm	The Right Tools in the Toolbox	<ul style="list-style-type: none"> Developing a plan for change; Commitment and getting a start; Accessing expertise and assistance; Perceived Barriers—What are they and lets deal with them; Linking potential partners; Developing the follow up activity—getting the rubber to the road.
4.45 pm	Workshop Review	
5.00 pm	Close	

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