

## Webinar Program

*Our aim:*  
*High performing, self managing, profitable beef businesses*

### Northern Beef Business Mentoring Program

Presenters:  
Gordon Stone and Mark McNamee



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## This webinar

1. Why the Northern Beef Business Mentoring Program?
2. Who would it benefit – and how?
3. How does the Program work?
4. Want to get involved?

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## First – what does ABDI bring to the table?

### Who and what is ABDI?

- Team members – your presenters, Gordon and Mark
- The other team members
- The Agri-marketplace – and the wider business marketplace

### Two specific examples of ABDI at work:

- An interim CEO role – a large organics retailer
- Establishing an inter-generational business into Asia

### The value of group programs:

- Based around knowledge of ... the presenters, members, specialists – and the open discussion
- Bringing – openness, accountability, novel thinking and action
- Using mentoring – for personal thinking and action
- And ... a group of like-minded people.

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## 1. Now – What’s going on?

**MLA, through its MLA Donor Company, recognises:**

- ‘Northern beef industry situation analysis’
- Business – rather than production – skills
- Opportunity knocks – for the beef industry

**The Queensland Government recognises:**

- Contribution of the beef industry – to owners, the state, etc
- Must improve professional development – throughout the beef value chain

**AgForce:**

- All the above, plus
- A more vibrant and profitable industry – and beef enterprises

**NT and WA:**

- Similar relationships – government and producer bodies.

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## 2. Who would benefit from attending?

**The northern beef industry:**

- Beef producers
- Advisers
- Others in the value chain... so we all talk the same language

**Beef producers, who:**

- See opportunity knocks
- Have a need – or desire – to change
- Big changes needed – maybe a crisis?
- Or, some fine tuning
- Everyone in the business – to be on same page.

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## 3. What irritates beef business owners?

**Always two big ones (and usually more):**

- Rain – too much, not enough or at the wrong time
- Intervention – by outsiders (government, banks, etc)... and sometimes by insiders

**Then there are the others:**

- The marketplace
- Money
- People – family, staff, contractors, etc
- Not enough time
- Dealing with corporates
- The price
- Paperwork, etc, etc.

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## Let's define business

### Production – or, creating the product (20% of effort):

- Using the capability of the property
- Creating the right animal – right carcass
- Some define business as – gross margins, income (and staff management/succession); but

### ABDI ... Business is about internal profitability (80%):

- What makes the enterprise work?
- How to maximise profit?
- About the end in mind – a self managing, saleable business
- That might attract an investor – or be attractive to hand on.

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## The 5x Foundational Steps

### Create the core of the 1-day workshop ... called the 'Better Beef Business Workshop':

1. Where do you want to be (personal timespan)?
2. Where are you now – truthfully?
3. What needs to change?
4. How to get started?
5. How to measure success – to show progress is being achieved.

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## The 12-Pillars – of Business Best Practice

1. Vision – personal and business
2. Markets, products and customers
3. Thinking and acting – as a corporate entity
4. Finances and financials
5. Teams – workers, contractors and families
6. Systems

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### The 12-Pillars – of Business Best Practice

- 7. Risk – business, markets and operations
- 8. Contract management – understanding legals of today
- 9. Succession – successfully handing over the business, transitioning out, or setting it up for sale
- 10. Value adding / leverage – JVs and alliances
- 11. Sales and marketing
- 12. Communication.

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### 4. How does it work?

**Business updates:**

- Tips on markets, business management and business building – inside and outside agriculture
- Webinars, teleconferences, podcasts, newsletters, e-mail updates

**1-day 'Better Beef Business Workshop':**

- Become the 'outsider looking in'
- The 'stock-take' – the 5 Foundational Steps

**The Northern Beef CEO Mentoring Program:**

- Where the real change occurs – the 12-Pillars
- Specialists, personal work, discussion with like-minded beef business people.

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### What else?

**The collaborators:**

- Working to create industry / enterprise change
- Putting money on the table

**A professional development program:**

- To build business skills
- To create more profitable enterprises

**Getting thing started:**

- Subsidised attendance fees
- Getting the right people – in the room.

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## The Dulong 1-day Workshop

- Jeff Seiler said *"I have attended many workshops that have not made an impact on me. However, due to the free-flowing conversations and opinions, this one has given me some confidence in where we should be focussing in regards to our beef enterprise."*
- Philip Coe noted that *"The workshop was very informative. Gordon and Mark's presentation was very knowledgeable and made me sit back and think of some strategic areas of our business that could do with some improvement. The day definitely set out some positive strategies we can use to make our business more profitable."*

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## Interested?

**To register your interest – in any part of the Program:**

- Send an email to: [info@abdi.com.au](mailto:info@abdi.com.au); or
- Visit the webpage:  
[www.abdi.com.au/northernbeefmentoring](http://www.abdi.com.au/northernbeefmentoring)

**Want to talk to someone in ABDI?**

- Call Gordon – 0408 063 229
- Call Mark – 0429 455 069

**Or, call your Regional Manager, AgForce;  
Or, call your local DAFQ office.**

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