

*supporting
a profitable,
sustainable and
resilient primary
industries sector*



**RURAL BUSINESS
SUPPORT**



feeding the future

Regardless of the perennial primary producer's challenges of droughts, floods and fires, Australian agriculture has never had a more exciting future.

Australia is one of only 15 food exporting nations in the world and due to our farming efficiency and innovation (and our relatively small population) we will continue to export between 60-70% of our agricultural production.

This means that despite the excitement around sunrise industries such as mining, food production will always play a vital role in the Australian economy. Ethically, it also makes a substantial contribution to feeding a hungry world.

To maximise these opportunities farmers need to have access to outstanding business management tools as well as agronomic and livestock management skills.

Built on the foundations of our familiar and trusted Rural Financial Counselling Service Division, Rural Business Support has expanded to include a range of other farm business management services, to a broader audience of agricultural enterprises.

We are enthusiastic about working with today's farmers to make sure they benefit from the world's growing demand for food security.

KAY MATTHIAS,
General Manager
Rural Business Support



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support

building resilience and sustainability

The Projects Division of RBS provides strategic business management, educational and advisory programs.

The clients are primary producers, fishers and small rural business owners who are at risk of financial hardship or are experiencing a short-term business downturn.

Its goal is to build the resilience of rural businesses, assist them to overcome impediments to longer term sustainability and adapt to challenges such as climate change, global market fluctuations and economic downturns.

Where possible, the Projects Division collaborates with government and other regional bodies that support primary industries.

what we can do for you

Projects are developed on a needs basis and are dependent on external funding support from state and federal governments and other agencies.

In the past these have ranged from information projects such as research studies, surveys and pilot demonstration projects to targeted workshops in the cattle and wine industries and the development of management tools.

project opportunities include:

- Partnering with existing or future government or industry programs to improve the outcomes for primary producers.
- Creating a specific tailored response to a need by working with government and industry.
- Identifying a need and applying for and managing government funding.

rural financial counselling service

adjusting to change

The Rural Financial Counselling Service (RFCS) Program delivered by Rural Business Support provides free and impartial business support and information.

Its clients are primary producers, fishers and small rural business owners who are experiencing financial hardship and have no alternative source of impartial support.

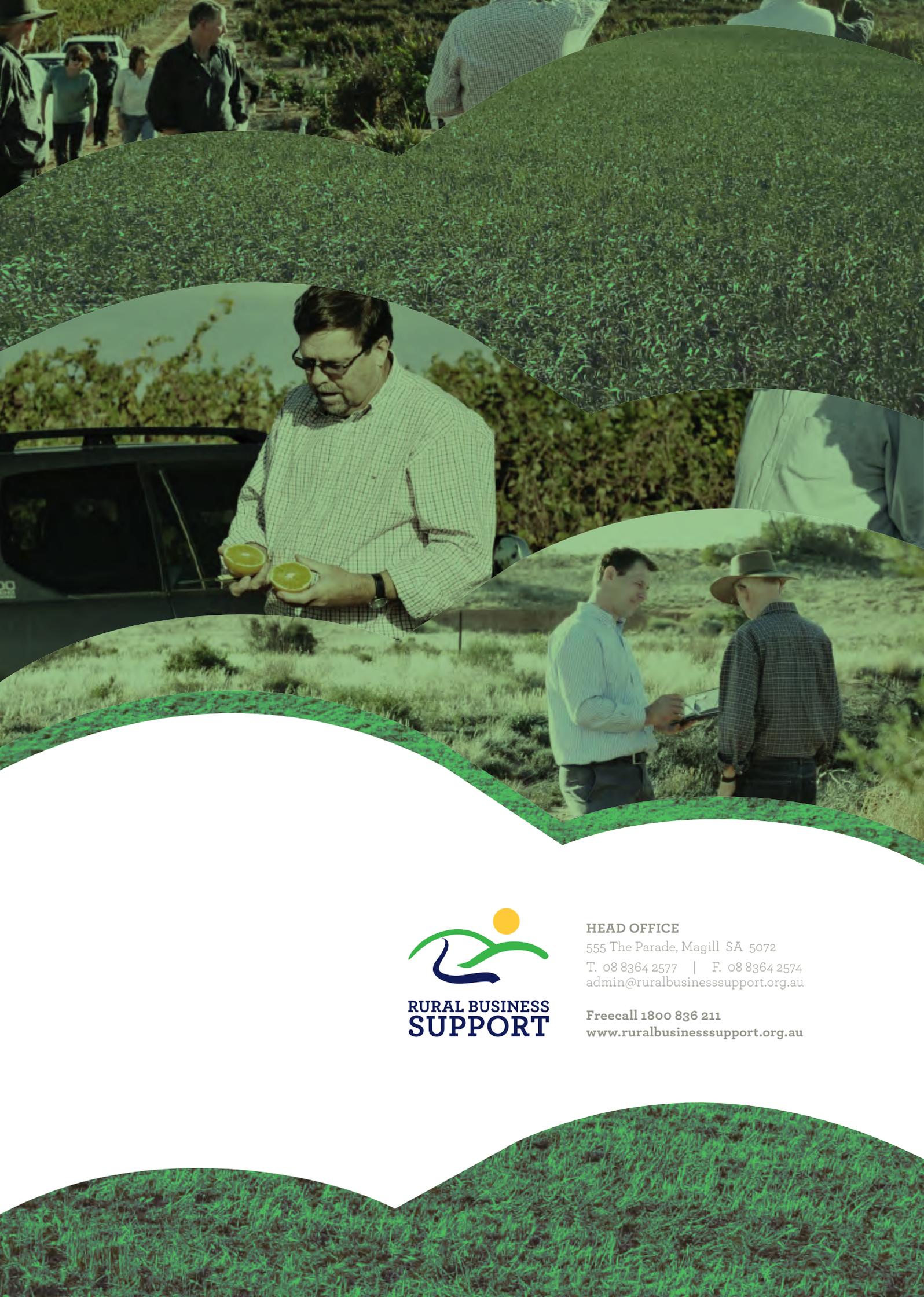
Its goal is to help clients to manage the challenges of industry change and adjustment.

The Rural Financial Counselling Service SA is supported by the Australian and South Australian Governments.

rural financial counsellors can assist with:

- Developing options to manage through difficult times
- Reviewing cash flow and existing loan facilities
- A five year financial projection and evaluation of scenarios
- Analysis of gross margins to assess the profitability of different income streams
- Preparing for succession planning
- Applications for government assistance
- Putting plans in place for a positive outcome

While rural financial counsellors cannot provide financial advice, they can provide the tools to make informed financial and business decisions. They may also refer you to professional service providers, such as personal and social counsellors, accountants or financial advisors who can help with the issues that your rural financial counsellor does not cover.



**RURAL BUSINESS
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