

STRATEGY

2025



RURAL BUSINESS
SUPPORT

Message from the Chair

Rural Business Support (RBS) is an independent organisation registered with the Australian Charities and Not-for-profit Commission committed to providing agribusiness services and support to businesses, farmers, landowners and communities in rural and regional South Australia and the Northern Territory who are concerned about their financial future.

Established in 2006, our work has always been, and always will be, focused on helping rural people and their families.

Australian rural businesses operate in volatile markets and environmental conditions.

Many businesses can recover from a single event or economic shock, over time. They have strategies for managing risk and are prepared for droughts and other events.

But not all have the resources nor financial resilience to manage simultaneous or long-term events like the ones seen in recent years: sustained drought followed by bushfire followed by a pandemic.

Our free, independent and confidential Rural and Small Business Financial Counselling Services empower farming enterprises and rurally based small business owners by helping them to tackle the underlying causes of financial

distress and to develop the tools and confidence to build financial capabilities so they can make informed decisions as they recover financially and build business resilience.

Our farm business management programs are developed collaboratively with industry partners to assist their members to strategically assess their businesses and to analyse options to strengthen and support long-term financial viability.

The Landowner Information Service demonstrates best practice in land access between agriculture, landowners and mining through a free, factual and impartial information service delivered direct to the property.

We strengthen and build community through an enduring commitment to work alongside other like-minded organisations and industry bodies who genuinely care about supporting rural business families when they need it most.

We believe that sustainable rural communities are essential for Australia's future and, as an organisation, seek to align our strategy with National, State and Territory stakeholders committed to innovative partnerships delivering programs aimed at alleviating distress and building long-term regional capacity.

We are Rural Business Support.

Dr John Harvey
Chair, Rural Business Support



Our Purpose

“We genuinely care about supporting rural business families when they need it most, providing them with hope and direction for the future”



Our Vision

A profitable, sustainable and resilient rural business sector.



Our Values

Build Community
Work Compassionately
Influence with Credibility
Continually Improve

Our activities towards 2025 align to four strategic focus areas and objectives:



Business Development

We will expand the scope, reach and effectiveness of RBS services so that more clients will receive support to be competitive, profitable and sustainable.



People

We will enhance the reputation of RBS as a business through recruitment and retention of skilled people who embrace our vision and values.



Stakeholders

We will build strong, effective working relationships and partnerships with key stakeholders, peers and industry groups.



Funding

We will source sustainable funding to adequately resource effective service provision.

Our Core Programs



Rural
Financial
Counselling
Service
(RFCS)



Small
Business
Financial
Counselling
(SBFC)



Landowner
Information
Service
(LIS)



Farm
Business
Management
Programs



Agricultural
Support
Service



Relief
Fund



Our Beliefs

Sustainable rural communities are essential for Australia's future

Supporting our clients through adversity will enable them to make good decisions for their future

Empowering business owners with knowledge and confidence builds resilience

We make a significant difference to the lives of our clients, their families and their communities

Being independent

The long term impact of what we do

Measure of Success

Our success will be measured regularly throughout the term of the strategy and will be translated into targets within annual operating plans.

Communication and Engagement

RBS will raise awareness about our work through stakeholder engagement activities and a targeted communications plan.

- We produce high-quality communications material that is accurate, timely and easy to understand.

RBS will be recognised for excellence in service delivery to the rural sector, providing a range of programs to support business decision making during financial hardship or to plan for future change.

- Stakeholders are satisfied and value the contribution towards primary production and small businesses that our programs deliver.
- RBS will be well-known for our collective expertise in supporting rural business people to prepare, manage and recover from natural disasters and economic shocks.
- We participate in industry and government forums to share our knowledge, providing aggregated data and general trends to better inform policy making.
- We develop trusted partnerships with industry groups, all levels of government, and individuals who care passionately about the resilience of rural communities and helping to design programs that anticipate and respond to the needs of rural businesses.

Through communicating the success of our work, RBS will act as a credible source of information to educate the general community about issues impacting the financial viability of farm businesses.

Governance

The RBS Board has high levels of governance, including maintaining Board diversity and ongoing Board performance reviews.

- RBS will establish a Relief Fund for the benefit of its purpose.
- RBS carries out the benevolent objects in its constitution and maintains a structure to optimise its charitable status.

The RBS business model will provide continuity of services required by regional and rural businesses for the life of, and beyond this plan.

Service Delivery

RBS proactively works with clients in seeking behavioural change through the following metrics:

80%

of clients have increased capacity to support their financial self-sufficiency.

90%

of clients are better prepared to take action to achieve financial self-sufficiency.

80%

of clients have taken actions to improve their financial self-sufficiency.

95%

of clients are satisfied with the service they receive.

People

95%

of employees believe they are encouraged and supported to act in ways that are consistent with the organisation's values.

100%

of employees have a safe and healthy work environment at RBS.