

Young Farmer Business Program

REPORT CARD 2017-2018

NSW DPI continues to be committed to providing opportunities for young farmers to:

- access information, resources, education and skill development
- increase capability to manage risk, execute effective plans and make good business decisions to ensure viability of their farming business
- be connected with other young farmers and fishers.

connect



Most popular fisher video: Danny Green 20/12/2017:
22,399 people reached
7,985 views
556 reactions, comments & shares



participated in the 2017 survey providing data on barriers and needs

Top 4 useful learning opportunities identified were

- Financial Management
- Business Planning & Risk Management
- Coaching and mentoring
- Enterprise Benchmarking.

Current social media followers

2,455 Facebook (275% increase from last year)

586 Instagram

395 Twitter

use



228 new subscribers to e-newsletter/SMS list

28 videos published on Facebook - 58,864 views

Most popular video: Heath Cook 1/5/2018:
46,369 people reached
18,251 views
507 reactions, comments & shares

Online hub under development for tools & resources, videos, subscribing to newsletter, events calendar and business directory listing. youngfarmer.nsw.gov.au

learn



Getting Started bank ready workshop

11 workshops for
296 participants

Highest attendance was Coolah with 47 participants.

100% of participants said that they valued the time spent at the workshop and were more than likely to do something different as a result.

Business ready workshop

Pilot workshop run, 4 workshops upcoming

"This was a great info session. Love how it concentrated on real farmers situations and was made personal. Presented fantastically and great atmosphere/vibe!!!"

"Fantastic workshop. My end game is to be my own owner operator - this has given me clarity on what I need to do to be able to get there. Thank you!"

Business coaching pilot:

3 primary production businesses supported from dairy, commercial fishing and mixed-farming industries

Weekly one-on-one calls between each participant and their coach

Monthly video updates from each participant

Quarterly face-to-face meetings between all three participants and their coach

Peer-to-peer learning facilitated through social media