



EXPRESSION OF INTEREST

Thank you for attending today and expressing your interest in participating in an Agri-Innovation Business Development Program.

The Western Murray Land Improvement Group will be working with the team from Regionality Pty Ltd who have worked with hundreds of farmers Australia wide, assisting them to innovate their farm business beyond the farm gate. The program is designed to prepare farmers and rural landholders to develop and manage their own innovative business connecting them with consumers and/or visitors.

If you are considering

- Innovation, diversification and/or agritourism on your property;
- Have an idea you've always wanted to pursue; or
- Have an existing or consumer focused food or agribusiness business that would benefit from some new energy,

This series of six full-day workshops will support you through a comprehensive pre-feasibility process to:

- Understand your focus or purpose, core values and a framework for business decision making
- Identify your spare capacity in terms of you property, product or IP
- Refine and ground truth your business concept
- Explore fundamental innovation related business concepts and processes
- Assist you in understanding the farm to consumer value chain, developing your brand framework and marketing strategy
- Guide you through the key considerations in assessing the financial viability of your proposed venture
- Help you to understand the relevant compliance and regulatory requirements and
- Connect with key people in industry, government agencies and programs that can support and assist you in the development of your business

Between the workshops, you'll be supported by our experienced project facilitators, via a combination of face-to-face, video conference and telephone contact and mentoring.

**To register your expression of interest in this program
please complete your details over the page**



Australian Government
**Department of Agriculture,
Water and the Environment**

*This project was funded by the Australian
Government under the Murray-Darling Basin
Economic Development Program.*

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The commitment requires applicants to attend three x 2 full day workshops over a four month program. The dates of the program have been allocated are the weeks beginning: 27 Apr 20, 18 May 20 and 8 Jun 20. Applicants who complete the Expression of Interest form will then be interviewed on their property by the Regionality program facilitators to better understand the concept being considered and the property attributes.

Your name/s _____

Street address: _____

Local government area: _____

Contact numbers: (BH) _____ (AH) _____

Email: _____

What type of venture are you considering: _____

Please return this completed form to us at the end of this workshop.



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