

# MEDIA RELEASE

14th August 2020



## Local farmers take the opportunity to participate in the Wakool Agri-Innovation Program

Following the successful launch of the Wakool Agri-Innovation Program in late February 2020 and the first field event in March with attendance by 84 participants, 10 farmers took up positions in the first of four Business Development Programs to be run under the program. An excellent mix of business opportunities exist within the group including commodity grain diversification, app development, native grass grain production, branded produce, product diversification (re-purposing waste into value-add products) to decrease waste and on-farm innovation. Within the group dynamic there is strong potential for collaboration.

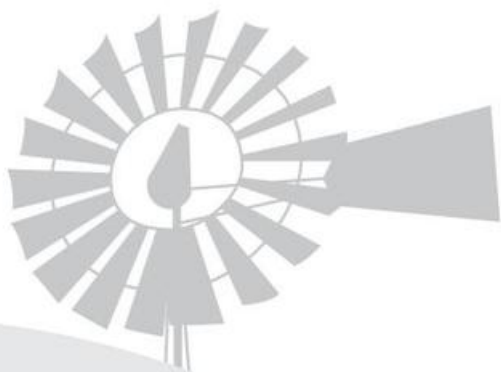
Whilst Covid-19 has had an impact and slight delay in program delivery participants have adapted to the new reality with a mix of video conferencing and face to face delivery. The group have adapted well and are developing their innovative ideas and concepts using new knowledge and skills developed within the program.

The Agri-innovation program has allowed additional strategic planning works to be conducted with Moulamein Grain Co-operative and Western Murray Land Improvement Group to explore further opportunities in business diversification and growth in the Wakool footprint and surrounding linked industries.

Planning is well underway for the first of two Innovation forums, the first to be held in the second week of October where guest speakers are currently being finalised. This forum will focus on emerging technologies, industries business management techniques and will be held in the region. Recruitment will also be included within the forum for the second Business Development Program.

Progress report and photos detailed over the page.

**For further information contact Roger Knight or Leigh Fletcher 03 5453 1577**



27 Thule Street Barham, PO Box 90 Barham | (03) 5453 1577 | [westernmurraylig.org](http://westernmurraylig.org)





#### Industry Engagement

Date	Location	Engagement Activity
	Wakool RSL	Program Launch – 50 attended to learn the opportunities available throughout The Wakool Agri-Innovation Program.
	Tullakool Hall	Agri-Innovation Field Event: Recruitment for Agri-Innovation Business Development Program. Attended by 34 producers. 15 producers completed EOI forms with a further 13 submitting EOI following the field event. A total of 14 producers representing 20 businesses accepted positions in the program, with 4 unable to accept participation at this stage.

#### Business Development and Capacity Building

Date	Location	Consultation/Workshop
08 Apr – 20 Apr	Zoom	One on one assessment meetings with each of the producers who expressed interest in participating in program. Talking through self-assessment documentation, explaining program, time commitment and process.
05 May	Group Zoom	Workshop 1.1 Introduction and overview. Understanding why and how the venture will complement your farm business. Identifying your values
12 May	Group Zoom	Workshop 1.2 Introduction to Business Model Canvas and Value Proposition Canvas
19 May	Group Zoom	Workshop 1.3 Deep dive into the Business Model Canvas
21 May	One on One Zoom	Program Assistance provided on one on one via Zoom with participants
26 May	Group Zoom	Workshop 1.4 Review your Business Model Canvas and learning more about your customers, further exploration using the Value Proposition Canvas.
16/17 June	Wakool Hotel	2 Day Face to Face full day workshops
16 June	Wakool Hotel	Strategic Planning Session with Moulamein Grain Co-operative Chair
18 June	WMLIG	Strategic Planning Session with WMLIG staff
13-17 July	One on One Zoom Meetings	Meeting with participants one on one via zoom to review their Business Model Canvas and Value Proposition Canvas.



Tullakool Field Event

1 – Recruitment for Business Development Program 1 12th  
March 2020



Fraser McNaul (Owner of Outback Harvest)  
guest speaker at field event 1



Participants Business Development Program  
Workshop – Wakool Hotel 16th June 2020