

# Inspiring women in dairy



This innovative program facilitated by Cathy McGowan AO is about women coming together to learn from each other, developing skills and supporting each other in building Dairy Industry business opportunities and networks.

The program will be designed around adult learning principles & include workshops, networking dinners and one-to-one mentoring.

## Topics will include:

- Understanding your personality style and how to work to your strengths
- Strategic planning and goal setting
- The art of difficult conversations
- Developing confidence and skills in networking
- Achieving a better balance between business, family and life
- Insights into a successful family dairy business
- Communication within family businesses—making it work
- Risk management in your business

This course incorporates one unit within the Advanced Diploma of Agriculture: RTE6802A Lead and Manage Community or Industry Organisations.

This project is supported by funding from the Australian Government Department of Agriculture, Fisheries and Forestry under its Australia's Farming Future initiative.

## More information

Download application form [www.murraydairy.com](http://www.murraydairy.com) or call Tori Rath, Murray Dairy on 03 5833 5927

Applications close Wednesday 14 December. Participants will be notified of place by 19 December.

**This program is about women coming together to learn from each other, developing skills and supporting each other in building Dairy Industry business opportunities and networks.**

12 February (5pm) to  
15 February (2pm)

Follow-up day – 29 March  
(9am – 3pm)

Shepparton, Victoria

Childcare available  
upon request.

\$175 inc GST  
(includes workshop,  
accommodation and all meals)

*"I think confidence is the biggest thing to come out of this course for me. Confidence in my ability, knowledge and self."* 2010 Participant



NATIONAL CENTRE FOR  
DAIRY EDUCATION  
- AUSTRALIA -



**Australian Government**  
**Department of Agriculture,**  
**Fisheries and Forestry**

Funded by  
Dairy Australia  
and your  
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**Murray  
DAIRY**

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## Introducing our presenters



Cathy McGowan AO has been running her consultancy business since 1983. Her main area of work is with leadership programs mostly in agriculture and rural community development.

She lives in the Indigo Valley in North East Victoria where she also runs a small farm and enjoys being an aunt, daughter, sister and community member.

Over the past 10 years Cathy has worked with the research and development corporations of the dairy, horticulture, meat, wool, sugar and rural industries.

Cathy has a BA, Dip Ed., Master of Applied Science in Agriculture and an AO- Officer in the Order of Australia.

Contact details: P: 02-6024 6834, [cathy@cathymcgowan.com](mailto:cathy@cathymcgowan.com) or [www.cathymcgowan.com](http://www.cathymcgowan.com)



Cheryl Graham based in Milawa, runs an Agricultural Consultancy business Farminganswers in partnership with her husband, Tim Ekberg.

Since 1988, she has been developing and delivering training to farmer groups. She also works with farming families to improve farm productivity, business management and succession planning outcomes.

Cheryl, mother of 2 girls, is passionate about working with farming families to develop profitable and sustainable farm business.

Cheryl has a Bachelor of Applied Science (Systems Agriculture)

Contact details: P: 03-5727 3931, [cheryl@farminganswers.com](mailto:cheryl@farminganswers.com) or [www.farminganswers.com](http://www.farminganswers.com)



Dr Kristy Howard has been designing, running and evaluating industry development and training programs for farmers since 1995. She also has expertise in facilitating and leading groups, building teams, mentoring, coaching, research & analysis and managing large projects.

Kristy runs her coaching and consulting business, Inspiring Excellence. She is passionate about inspiring people, businesses and communities to achieve excellence through professional and personal learning and growth.

Kristy has a young family and lives and works in Beechworth. She has completed a Bachelor of Agriculture (Hons) and a Doctor of Philosophy.

Contact details: P: 03-5728 2992, [kristy@inspiringexcellence.com.au](mailto:kristy@inspiringexcellence.com.au) or [www.inspiringexcellence.com.au](http://www.inspiringexcellence.com.au)

# Inspiring women in dairy program

## Sunday 12 February

### Day 1 - Introduction and Dinner

5.00 - 5.45	Introduction of team and program
5.45 - 7.00	Introduction of participants, getting to know everyone (TBC after dinner)
7.00 - 8.00	Introductory dinner
7.30 - 8.45	Overview of the Australian Dairy Industry leadership and structure (Dairy Australia)

## Monday 13 February

### Day 2 - Understanding self & building networking skills

8.30 - 8.45	Introduction to day
8.45 - 10.00	Clarifying your personal & business values
10.00 - 10.30	Morning Tea
10.30 - 12.30	Understanding your personality style
12.30 - 1.20	Lunch
1.20 - 2.30	The Art of Networking Leadership and You
2.30 - 3.30	Practicing your networking introduction with the other participants (speed dating)
3.30 - 4.00	Afternoon tea
4.00 - 5.00	Networking Dinner and Guest Briefing
5.00 - 5.30	Reflection on Day
5.30 - 6.30	Break
6.30 - 9.00	<b>Networking Dinner</b> , networking dinner with key industry leaders

## Tuesday 14 February

### Day 3 - Business Planning, Risk & Leadership

8.30 - 12.30	Visit to leading local dairy business
12.30 - 1.15	Lunch
1.15 - 1.45	Impacts of climate change on YOUR business
1.45 - 2.15	Spheres of concern, influence & control
2.15 - 3.15	Analysing risk in your business - Risk Register
3.15 - 3.45	Afternoon tea
3.45 - 4.30	Planning your project (some participants present project ideas)
4.30 - 5.00	Dinner and Guest Briefing
5.00 - 5.30	Reflection on Day
5.30 - 6.30	Break
6.30 - 9.00	<b>Networking Dinner</b> , networking dinner with key industry leaders

## Wednesday 15 February

### Day 4 - Develop own Action Research Project

8.30 - 8.40	Introduction to day
8.40 - 9.00	Debrief on networking dinner
9.00 - 9.15	Assign Mentors
9.15 - 10.45	Develop your project
10.45 - 11.00	Morning Tea
11.00 - 1.00	Participant presentations - Action learning project outline
1.00 - 1.30	Final Debrief
1.30 - 2.30	Farewell Lunch

Develop their own action learning project by 29 March

Examples of projects completed by past participants:

- Explore feasibility of processing and marketing manure from our feedlot
- Develop website for marketing our olives on-line
- Investigate obtaining organic certification for our chestnut enterprise
- Prepare a values and mission statement for our farm with all family members' input
- Develop a strategic plan for the next 5 years for the business

## March – Mentoring

2x half hour mentoring sessions will be provided to each participant by the three project deliverers to assist them with their projects.

## Thursday 29 March

### Day 5 - Presentation of Action learning projects

The 5th day of the program is a reunion where participants can share their learning's, the outcomes and recommit to their objectives

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## To register your interest in this event

Please complete the two pages of this form and return by **14 December** to:  
Tori Rath at Murray Dairy,  
255 Ferguson Rd Tatura Vic 3616  
Phone: 03 5833 5927  
Fax: 03 5833 5929  
Email: [tori@murraydairy.com.au](mailto:tori@murraydairy.com.au)

Name: .....

Address: .....

.....

Ph: (.....).....

Mobile: .....

Email: .....

Email: ..... (please print again)

Occupation: .....

Business name: ..... (if applicable)

***There are limited spaces in this program. To help in the selection process please tell us about your business and why you are interested in the program.***

These questions may assist:

1. Describe your business and/or position role within the dairy industry.

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2. Why do you want to participate in this program?

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3. Can you tell us about training/learning experiences you have participated in and how they have benefited you?

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4. Describe any industry or community groups or professional organisations you belong to and why they are important to you and/or your farming business?

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5. Do you require accommodation? YES/NO      Which nights?      Sun      Mon      Tues

6. Do you require childcare?      YES/NO      Which days?      Sun      Mon      Tues

Ages of children? .....

7. Do you have any special dietary requirements?

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8. Are you involved in a dairy farm business that is recognised by my dairy company as "flood affected" YES/NO

9. Have you accessed or utilised the \$500 training support funding available from the Victorian State government through Skills Victoria. YES/NO