

Why consider an **Innovation Coach**?

PART A: Build farm profitability and sustainability through innovation guidance

Queensland horticulture needs to double its production output by 2030 to meet domestic and export demands. This offers growers many long term expansion options increased production, new products and markets. Plus It seems every day we learn about some new technology that might improve growers' profits and sustainability. But ... *where do you find out about the technology? Do you need it? How do you integrate it into the business?*

Innovation counts for little without a purpose and clear goals can't be achieved by changing just one part of the business. A holistic approach is needed to build expertise in other areas such as business, production, finance, marketing, technology, data, understanding risk and implementation. We appreciate growers are busy just running their farms and would like help to seize current growth and sustainability opportunities.

Innovation Coach provides an independent person to help guide and mentor growers and employees along the innovation journey. Coach works one-on-one to understand the grower's needs and vision. Coach then provides the resources to advise, identify, and apply for grants and improvement programs. A number of industry specialists will then deliver a range of on-farm advice, training or research. Finally an action plan will be agreed upon to help and mentor growers with implementation and changing practices.



INCREASE PROFIT



BUILD SUSTAINABILITY



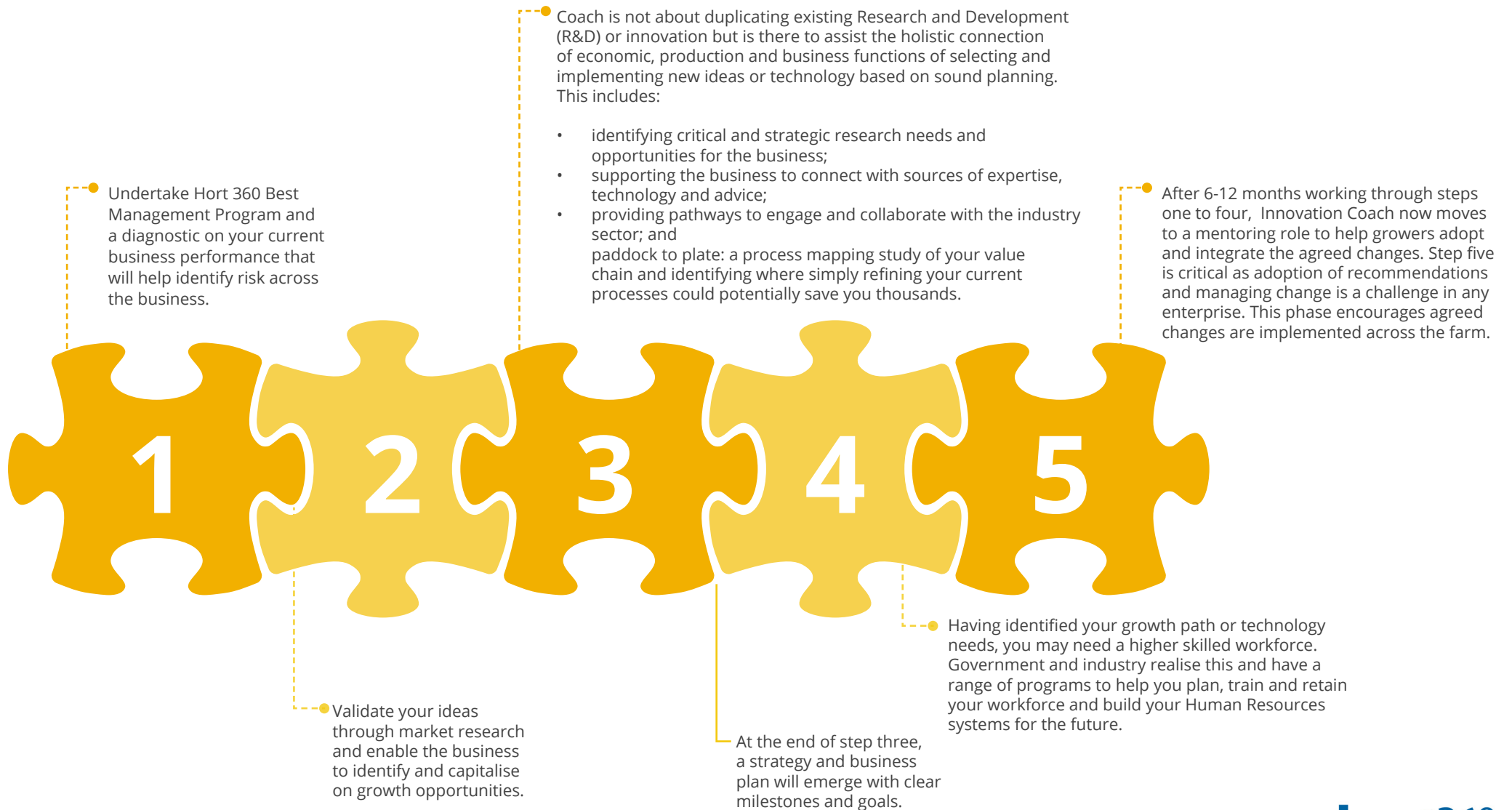
ADOPT APPROPRIATE TECHNOLOGY



PROVIDE INDEPENDENT GUIDANCE

PART B: Five-step Program

While every farm is different, the following is a sample of a five-step program that can work around your annual schedule. It takes around 12 – 24 months to complete.



PART C: What can you achieve?



BUILD YOUR BRAND

Build your brand, reputation, social license and sustainability through industry best practice within domestic and export markets



EXPAND BUSINESS

Expand business and finance knowledge, improve profitability and provide a low risk for loans or new investment



GROWTH MODEL

Design a business growth transformation model with the best possible advice and guidance from industry experts



COMMUNICATION SKILLS

Improve marketing and communication skills and integrate your brand within the current value chain in and the emerging agri-food sector



DECISION MAKING

Improve on-farm decision making and confidence by having a long running strategy for the selection and adoption of labour saving technology backed by a cost benefit analysis of investment decisions



INCREASE PROFIT

Multiply your business improvement and research dollars by accessing free or co-contribution industry and government funding and tax offsets incentives



ENTREPRENEURSHIP

Convert and protect your idea or invention through structured and proven Agri-preneurship & Agtech research development and commercialisation systems



FUTURE WORKFORCE

Build a future workforce that is capable of the digital and data future as more mechanisation and labour saving equipment and system become viable.