

# Developing New Agribusiness Ventures

You are invited  
to participate in  
the discussions at  
The Douglas Boyd  
Forum Series

## When

Wednesday 16 May, 2018  
9.00am – 12 noon  
Lunch included

## Where

The Ivo Dean Centre  
Marcus Oldham College  
145 Pigdons Road  
Waurm Ponds, VIC 3216

## RSVP

Friday 11 May, 2018  
[reception@marcusoldham.vic.edu.au](mailto:reception@marcusoldham.vic.edu.au)  
03 5243 3533



**MARCUS  
OLDHAM**  
We mean business.

**The Centre for the  
Study of Agribusiness**

Developing a new business or launching a start-up venture can attract its fair share of challenges and opportunities. This forum looks at the parameters required to develop a new business venture from the start-up phase through to the growth stage. Discover practical tips and support for developing a prosperous business.

## Key Speakers



**David Heinjus**  
Managing Director,  
Rural Directions Pty Ltd

David has a vast experience in working with farming families to achieve their goals through the application of robust business planning and farm business management practices. He has substantial experience in the management of national industry development and capacity building projects. As Managing Director of Rural Directions, he has 'hands-on' experience with what is involved with identifying new services and growth opportunities for agricultural businesses. David also manages his family's 800 ha grain, hay and contracting business in the Barossa Valley, S.A. David has a Masters Degree in Entrepreneurship, Bachelor of Applied Science and Diploma of Applied Science in Natural Resource Management.



**Liz Duncan**  
NAB Regional Agribusiness Manager,  
South West Victoria Agribusiness

Liz has had almost 20 years' experience working in financial services in Australia and has been leading a team of Agribusiness specialists providing finance solutions to clients involved in agriculture, post farm gate and the production of food, fibre and beverages based in Warrnambool for the past three and half years. Liz grew up in South West Queensland on her parents' beef cattle operation. This experience influenced and informed her world view and leadership ethos – the challenges that face Australian agriculture and small businesses, combined with the importance of looking at the long-term while working to build sustainable relationships and businesses.



**Kerry Anderson**  
Business Owner & Founder,  
Operation Next Gen Program

Rural communities are a great breeding ground for entrepreneurs and Kerry has observed many positive stories of people innovating their businesses and starting up new ones. As a business owner and founder of the 'Operation Next Gen Program' Kerry has mentored people of all ages as they take the leap of faith, always encouraging them to look at existing landscapes with fresh eyes. Video of camels being milked at Kyabram recently created a frenzy on her social media. Committed to sharing positive stories of rural businesses, Kerry writes a regular blog and is the author of Entrepreneurship: It's Everybody's Business. In 2017, Kerry was one of only two Australians invited by the Kauffman Foundation to Kansas City bringing practitioners worldwide together to share best practice in building entrepreneurship ecosystems.



**Toni Barton**  
Founder & CEO,  
Lamb Bacon Co.

Five years ago Toni Barton decided to get into farming. While she grew up on a dairy farm, she had been following her corporate career in marketing and management for the last 17 years. Toni knew nothing about sheep, and really not that much about farming. However, she was determined and with 200 acres and 40 Australian White ewes she got started. With her passion to be part of the food system, own the distribution channel and the relationship with the end customer, she soon realised that she could make more money per head compared to selling at the yards. Being responsible for the use of the entire carcass lead her to developing Australia's first commercially available Lamb Bacon in 2016. A salt cured, smoked lamb belly. Bootstrapping the whole journey from inception to being in over 65 stores in Melbourne and setting up for export, this is a start-up journey that will inspire.

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