

Expressions of Interest BulkUp – Business Analyst

Background

Within the Australian red meat industry there is a significant disparity in profitability between the top 20% of business and the average, with top performing businesses making 80% more profit per hectare. When analysed, the primary driver of this is identified as variation in production efficiency, whereby saleable product is produced from the natural resources managed. This can be expressed as kg liveweight produced, per hectare managed, per 100mm of rainfall received (kg/ha/100mm). While the level of production efficiency achievable across agro-ecological zones varies, it can be used consistently as a benchmark ratio within regions.

Production efficiency is the culmination of technical, production-based factors. However, identifying opportunities for improvement and tracking progress is often limited by financial literacy, sound management accounting and livestock production records. Therefore, this becomes a key component of driving practice change.

The MLA Producer Adoption Program has to date been structured to provide a range of training and supported learning products in discrete technical areas. They are available to producers and advisers to engage with in a self-directed manner. BulkUp aims to package adoption products in a way that better appeals to those seeking a more guided learning pathway.

BulkUp provides a new delivery mechanism for MLA's proven adoption packages. By bringing together technical content streams it creates a whole farm systems approach to adoption, providing a learning pathway for participants to follow from business management, to feedbase, to livestock.

Delivered within a long term, peer-supported learning environment, BulkUp offers a powerful avenue to drive practice change. It targets improving on-farm production efficiency, with particular focus given to feed utilisation. It offers a structured learning pathway while maintaining flexibility to pick and choose particular adoption products of interest.

A two-page program summary is available [here](#).

The role of the business analyst

As a business analyst, you will be providing a commercial service to participants in order to assess production and economic performance of their businesses and inform priority areas for future improvement. Methodologies used to do this will largely be at the discretion of the business analyst and the group engaging them, however some minimum standards will be expected:

- Work with participants and group coaches to input required participant business data.

- Producers receive a report assessing productivity and profitability on a financial year basis.
- Key measures of productivity and profitability to be reported will be determined and communicated on engagement. These measures will be reported both to participants and the group coach.
- Participant data is benchmarked against a relevant industry dataset.
- Conduct a workshop with the group to identify key insights and opportunity areas for future focus.

Roles and responsibilities associated with service providers contributing to the BulkUp program are defined [here](#).

Examples of the type of metrics expected to be reported on can be found in the Southern sheep and beef situation analysis, [available here](#).

Business analysts will be expected to be able to demonstrate relevant skills and experience in:

- Farm business management accounting
- Livestock production measurement and analysis
- Economic analysis
- Drawing insights from analysis to inform management practices
- Communicating key findings for economic and production analysis to facilitate practice change.

Project Timeframe

It is anticipated the first intake of producer groups will begin project activities in late 2026. Benchmarking would then be carried out for the first time in 2027.

Budget and funding

BulkUp is funded through a combination of MLA levies, MLA Donnor Company and private investment. The program is budgeted to cost approximately \$8,000 p.a per farm business participating.

Participants are required to pay \$500 p.a (per business) for the first 2 years, and \$1,500 p.a for the remaining 4 years. This represents a significant saving, in the order of a 15% participant contribution.

Business analysts will be engaged and paid by Group Coaches under commercial arrangements.

Submissions

To express interest in engaging with BulkUp as a business analyst, please provide a one-page cover letter, addressing the requirements of the role outlined above, along with your serviceable area. Opportunity may arise to engage with additional MLA programs in future. Business analyst EOIs will remain open, but get in quick to be part of the program initiation.

To discuss BulkUp further or submit an EOI, please reach out to Mitchell Plumbe mplumbe@mla.com.au 0458 273 715 or Stuart Bull sbull@mla.com.au 0458 614 962