

## Andrew and Megan Miller - Pursuing Greater Pastoral Profit



**Names:** Andrew and Megan Miller

**Location:** Coniston Station,  
Windorah, Queensland

**Rainfall:** 280mm

**Property size:** 28,328ha

**Livestock:** 1,000 DroughtMaster X  
cattle

Andrew and Megan Miller know first-hand how enhanced business management skills and the adoption of new management systems leads to more informed decision making. They attribute these new skills with assisting them endure and achieve success during tough times with drought.

***“We are excited to be involved with Pastoral Profit because we believe it will be a great resource that we can use to further improve our business as a whole.”***

Andrew and Megan Miller, Pastoral Profit advocates.

### The problem

Leading into 2014 Andrew and Megan were facing adversity and were looking for alternative management processes and change for their business. Challenges they were facing included:

- complexity of running a mixed pastoral grazing business
- heading into extreme drought
- lack of systems in their business management, which led to gut feel decisions that were often charged with emotion
- declining profitability.

### The solution

These challenges led Andrew and Megan to investigate new options for their business management, and supported by mentor Guy Lord they:

- carried out benchmarking to determine key profit drivers to understand their business better
- employed more informed decision making, utilising new tools and resources
- implemented new skills and processes including:
  - a drought management plan which helped them to recognise the need for structured decision making
  - enterprise analysis to understand which areas of their enterprise they should focus on for greatest profit
  - strategic marketing of livestock, through evaluation of marketing opportunities
  - better herd management.

### The results and successes

Challenging their previous business management processes and learning new ways of approaching difficulties helped Andrew and Megan to remain sustainable throughout an incredibly tough season and period. Successes include:

- their drought management plan gave them confidence in their decision making and allowed them to remove some of the stress associated with gut feeling decision making
- understanding their business through enterprise analysis and benchmarking so they could make decisions to focus on top performing enterprises
- concentrating on one enterprise, by focusing on production and de-stocking at a strategic time, they were able to lift their pregnancy rates from 57% to 67% in a tough year
- by evaluating marketing opportunities they could take advantage of high prices which led to greater profitability.

Overall, Andrew and Megan had more confidence in their decisions that were well researched, informed and defensible, and got them the results they were seeking.

### Inspired by Andrew and Megan's experience?

**Get involved in Pastoral Profit** where you'll be equipped with business management skills which can improve your bottom line.

**If you are a wool, sheepmeat or beef producer or consultant** who works in the pastoral zone and would like to participate in Pastoral Profit, or stay up-to-date with activities that are happening in your region, please send your email address and location to:  
[pastoralprofit@ruraldirections.com](mailto:pastoralprofit@ruraldirections.com).

Pastoral Profit is also looking for delivery networks, businesses or facilitators working in the pastoral zone to collaborate with. If you would like to discuss partnerships, please contact Pene on the details below.

To register for more information about Pastoral Profit and activities that are being held in your area, contact: Pene Keynes, National Coordinator | T: 08 8841 4500 | E: [pastoralprofit@ruraldirections.com](mailto:pastoralprofit@ruraldirections.com)