

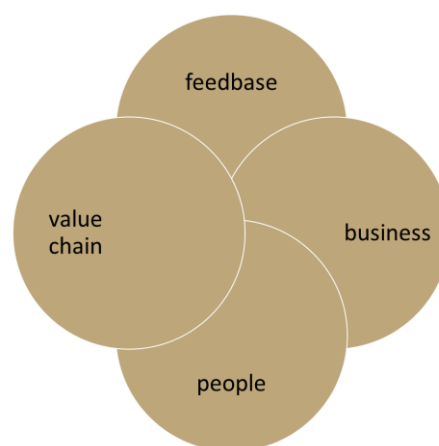
All-new professional development opportunity launching 2021

Are you an early career livestock professional ready to build your skills and networks?

MLA is launching *Livestock Advisor Essentials* in 2021, a southern-focused pilot professional development program designed for early career professionals working in the livestock industry.

This is an unbeatable opportunity to:

- ✓ Gain practical skills, tools and knowledge that you can apply to your role to enhance your offering to clients
- ✓ Build confidence and capability to provide holistic, high quality advice and support to your red meat clients in four key areas – feedbase, business, value chain and people
- ✓ Explore new communication approaches to effectively engage with clients and promote your services to potential clients
- ✓ Expand your network of industry contacts to share learnings and advice



The workshops will be delivered by leading professionals in their fields.

Workshop	Date	Location
Optimising pasture production	13 & 14 April 2021	Melbourne
Building blocks of business	8 & 9 June 2021	Sydney
Meating the market	7 September 2021	Adelaide
Influence and impact	8 September 2021	Adelaide

livestock advisor essentials



Optimising pasture production, delivered by Basil Doonan from Pinion Advisory. You will gain knowledge and confidence in the key aspects of feedbase management including grazing systems, plant requirements and morphology and how to assess pasture cover, to equip you to better support your producer clients.

Building blocks for business delivered by John Francis from Agrista will allow you to build confidence and skills in financial literacy, critical thinking and the ability to do simple cost-benefit analysis to support decision making.



Meating the market, delivered by Elke Hocking, will improve your understanding of the current and future requirements for beef and lamb customers and give you practical skills in analysing beef and lamb customer feedback to pass on to your clients. You will also gain confidence in being able to assist your clients identify and develop possible on-farm solutions to address compliance issues."

Influence and impact delivered by Jill Rigney from The Right Mind, will cover the fundamentals of human engagement, plus processes and frameworks for sustained influence. You will learn the components of deep engagement and connection, and tips for building your own brand.



At the conclusion of the workshop series a mentoring opportunity will be available for a limited number of participants.

This pilot program is offered as a once-only heavily subsidised rate of \$1750 for six days of face-to-face delivery, and places are limited. Travel and accommodation expenses will be the responsibility of the attendee.

Registrations will open Monday 1 February 2021.

For more information or lodge your interest, contact
livestockadvisoressentials@pinionadvisory.com

 **Learn**
the fundamentals
of livestock
businesses

 **Develop**
knowledge,
skills and
confidence

 **Connect**
with other
livestock
advisors

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