



Marketing Pathways

“Creating Value in business and business relationships”

Improve business relationships, create a brand, create alliances, be rewarded for the value you deliver!

Explore strategies and methods to build value in your business and business relationships

Topics

- Business leverage; doing more with less
- Systems in Business
- Networks: Creating synergy/ horizontal and vertical alliances
- Managing change/ Contingencies
- Risk reversal
- Value versus Scarcity
- Passion and Commitment

The content can be applied to many business situations

- developing a strategy to capitalise on a new skill set of a family member
- defining new business direction
- setting up collaborative selling and purchasing arrangements with other graziers
- reputation building in the market place
- branding your products
- establishing new markets
- establishing supply chain arrangements
- attracting more customers to your district
- diversifying your income base via non-farm businesses

A highly interactive course where like-minded people share insights, ideas and experiences with the aim of building stronger businesses and communities.

www.pastoralprofit.com.au

“What a fantastic workshop!

We love being around positive and energetic people and then find the wealth of knowledge and energy gained powers not only ourselves but also our business.”

Sam and Jenny Bailey – “Pine Hills”, graziers

Facilitator: John Whitfeld - TSA Agribusiness

A livestock producer for over 40 years, John instigated the first Australian beef producer marketing supply network in 1986. John has led trade delegations in Japan, Korea and China and is presently active in red meat supply networks though Asia and the Middle East. John's wide personal experience in land leasing, supply networks and business systems is shared throughout the Workshop.

COST	\$120 per person (Fully catered including the evening meal of Day 1)
WHEN	Mon 03rd April and Tues 4th April , 9:00 am start
WHERE	Fairmont West Room Longreach Civic Centre
REGISTER	Online via Eventbrite https://marketing-pathways-longreach.eventbrite.com.au

Or contact the Coordinator for assistance:

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