



## Business Growth and Transfer

*"Taking an orderly approach to succession"*

A different take on an old topic.

Join Gordon Stone, Anthony Coates and John Whitfeld to discuss perspectives and strategies for business growth and transfer.

### The Speakers

#### **Anthony Coates OM**

For over 30 years, Anthony Coates OM, owned and operated the renowned Eidsvold Station Santa Gertrudis Stud, the oldest stud in the Santa Gertrudis (Australia) Association. It was 1962 when he first moved to Eidsvold Station to work with his Uncle on holdings that had been in the family since 1905. Now retired, Anthony has transferred his Legacy into the hands of Rick and Alice Greenup in a staged plan that took nearly 10 years to complete.

#### **Gordon Stone, Director of Agri-Business Development Institute**

A specialist in Business Strategy and Development, Gordon assists clients to create high performing, self-managing and saleable businesses. Working in the Agribusiness space since 1991 his experience spans the corporate sector, family and sole trader businesses. He is also leading the Beef Business CEO Mentoring Program.

#### **John Whitfeld, Director TSA Agribusiness**

A livestock producer and farmer for over 40 years, John used collaborative farming to control risk, expand and contract enterprises, better utilise capital equipment and as a business entry strategy. He brings extensive experience in applying land leasing, agistment and profit sharing to enterprises. John also instigated the first beef producer marketing supply network in 1986. He has led trade delegations in Japan, Korea and China and is presently active in red meat supply networks through Asia and the Middle East.

The focus is on pathways and preparation rather than financials, legals and communication.

We will adopt the investment mindset and ask:

- Would you advise your children to invest in this particular business?
- Is your business "investor ready"? (be they family, financiers or third parties)
- What management changes would you need?
- What operating changes would be required?
- What strategies could you consider?
- What are you trying to achieve?...and why?
- What is your "Unique Selling Proposition"?

COST	<b>\$50 per person</b> (fully catered)
WHEN	<b>Wednesday 15th February 2017,</b> <b>8:30 am -5:00pm</b>
WHERE	<b>Newmarket Room</b> <b>Charleville Racecourse</b> 61 Partridge St, Charleville
REGISTER	Online via Eventbrite <a href="https://business-growth-and-transfer-CHARLEVILLE.eventbrite.com.au">https://business-growth-and-transfer-CHARLEVILLE.eventbrite.com.au</a>

Or contact the Coordinator for assistance:

**Mob: 0428 712 985**

**Email: Pastoralprofitqld@gmail.com**

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