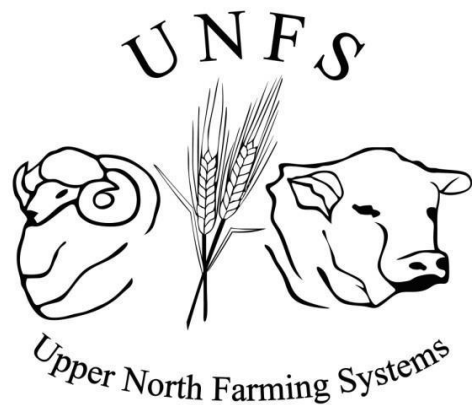


# RESPONDING TO CHANGE

AG EXCELLENCE ALLIANCE 2014



Joe Koch

# ABOUT ME



- FARMER BETWEEN BOOLEROO CENTRE & ORROROO NORTH OF GOYDER'S LINE
- BEEN RESPONSIBLE FOR MAJOR CHANGE ON OUR OWN FARM SINCE FINISHING SCHOOL IN 2006
- A MEMBER OF UNFS THEN WAS NOMINATED FOR VICE CHAIRMAN FOR UNFS IN 2012, NOW CURRENT CHAIRMAN



# TODAYS PRESENTATION WILL COVER

- OVERVIEW
- WHAT WE HAVE CHANGED IN THE PAST 6 MONTHS
- WHY WE HAVE CHANGED
- MOVING FORWARD





# OVERVIEW

- COORDINATION AND MANAGEMENT UNFS UNDERTAKEN BY PIRSA/ RURAL SOLUTIONS
- LARGE TEAM WORKED WITH COMMITTEE MEMBERS AND FARMERS ON PROJECTS IN THE UPPER NORTH
- CHANGES WITHIN RURAL SOLUTIONS RESULTED IN STAFFING CUTS
- PROJECT OFFICER WAS WORKING 150KM AWAY IN CLARE



# WHAT HAVE WE CHANGED?

- PROJECT OFFICER, SECRETARY, TREASURER
- NEW KEEN COMMITTEE CONSISTING OF LOCAL AGRONOMISTS AND FARMERS
- MANAGEMENT COMPLETELY SEPARATE OF RURAL SOLUTIONS
- NEW PROJECTS, ATTRACTING A DIFFERENT DEMOGRAPHIC



# WHY CHANGE?

- ABILITY TO FUNCTION INDEPENDENTLY
- FINANCIAL STABILITY
- LOSING TOUCH WITH FARMERS
- A NEED TO ENGAGE THE NEW GENERATION





# MOVING FORWARD

- DEVELOPING A SPONSORSHIP STRUCTURE
- QUARTERLY COMMITTEE MEETINGS
- MONTHLY NEWSLETTERS
- Paddock SCALE DEMOS/TRIALS
- MEMBERSHIP PUSH
- FACEBOOK, TWITTER, YOU-TUBE



# QUESTIONS?

