



Australian Government
Department of Agriculture,
Fisheries and Forestry

A VOICe FOR ORGANIC WOMEN



PROJECT TEAM

Cathy McGowan AO

Catherine McGowan Consulting

Liz Clay

Chair - VOICe

Carol Crowe

Group Works Facilitator

Cheryl Graham

Farminganswers

Dr. Kristy Howard

Inspiring Excellence

Karen Nankervis

My Beechworth Secretary

- *Do you have an existing organic business and are passionate about the organic industry?*
- *Are you looking for professional development and support?*
- *Are you willing to learn and apply new skills?*

Victorian Organic Industry Committee (VOICe), has successfully secured funding from the Federal Government to develop leadership skills for women in organic agriculture. With the assistance of a team of well known rural women leaders, VOICe plans to deliver a program supporting women develop their businesses and enable greater participation of women in the organic industry.

This program is about coming together to learn from each other, developing skills and supporting each other in building business opportunities, strengthening our industry and creating networks.

The program will be designed around adult learning principles & include workshops & networking dinners. Topics will include:

- **Whose who in the organic zoo**
- **Marketing yourself and your business**
- **Developing confidence and skills in networking**
- **Developing a strategic plan and business goals**
- **Achieving a balance between business, family and life**
- **Case Studies - tips & strategies for running an organic business**
- **Making the \$ work in your business**

This is the first time the organic industry has been supported in developing organic women in business and industry. VOICe greatly appreciates the generous funding from the Australian Government Department of Agriculture, Fisheries and Forestry under Australia's Farming Future.

For more information, please contact Karen at My Beechworth Secretary on 03-57281924 or email contact@mybeechworthsecretary.com.au

**Expression of Interest
Closes
Fri 25th June**

VENUE

Central Springs Inn
Daylesford

DATES

Sunday 18th July
To
Wednesday 21st July



A VOICE FOR ORGANIC WOMEN

INTRODUCING OUR PRESENTERS



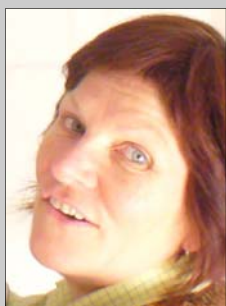
Cathy McGowan AO has been running her consultancy business since 1983. Her main area of work is with leadership programs mostly in agriculture and rural community development. She lives in the Indigo Valley in North East Victoria where she also runs a small farm and enjoys being an aunt, daughter, sister and community member. Over the past 10 years Cathy has worked with the research and development corporations of the dairy, horticulture, meat, wool, sugar and rural industries. Cathy has a BA, Dip Ed., Master of Applied Science in Agriculture and an AO- Officer in the Order of Australia.

Contact Details: P: 02-60246834 E: cathy@cathymcgowan.com www.cathymcgowan.com



Liz Clay is the Chair of Victorian Organic Industry Committee (VOICE), Chair of the West Gippsland Catchment Management Authority and Deputy Chair of Gippsland Private Forestry. Liz has held numerous other board positions in organic agriculture including serving 7 years as a world board member of the International Federation of Organic Agriculture Movements (IFOAM). Liz grew up on a market garden in Melbourne's east and is a certified organic farmer of nearly 20 years. She farms with her partner at Noojee in West Gippsland and supplies fresh produce to regional and Melbourne farmers markets. Liz has completed a Masters in Applied Science, Diploma in Education, Graduate Diploma - Sustainable Agriculture and a Graduate Diploma in Media Studies.

Contact Details: P: 03 56289557 E: liz-clay@sympac.com.au



Carol Crowe has been involved in rural community development for more than twenty years, facilitating groupwork and managing projects. She has worked extensively throughout Gippsland, including facilitating womens' groups, dairy farmers and Young Landcare school groups. Carol is currently studying at MIECAT to enhance her groupwork skills. You might have met Carol at one of the city Farmer's Markets where she sells blueberry plants and fruit. She lives on an organic blueberry farm near Erica and regularly travels to Melbourne, delivering berries to organic and quality fruit outlets. Carol loves growing trees and vegies, living life to its fullest and eating good food.

Contact Details: P: 0429 817752 E: carol@moonblue.com.au



Cheryl Graham based in Milawa, runs an Agricultural Consultancy business *Farminganswers* in partnership with her husband, Tim Ekberg. Since 1988, she has been developing and delivering training to farmer groups. She also works with farming families to improve farm productivity, business management and succession planning outcomes. Cheryl, mother of 2 girls, is passionate about working with farming families to develop profitable and sustainable farm business. Cheryl has a Bachelor of Applied Science (Systems Agriculture)

Contact Details: P: 03-57273931 E: cheryl@farminganswers.com www.farminganswers.com



Dr Kristy Howard has been designing, running and evaluating industry development and training programs for farmers since 1995. She also has expertise in facilitating and leading groups, building teams, mentoring, coaching, research & analysis and managing large projects. Kristy runs her coaching and consulting business, Inspiring Excellence. She is passionate about inspiring people, businesses and communities to achieve excellence through professional and personal learning and growth. Kristy has a young family and lives and works in Beechworth. She has completed a Bachelor of Agriculture (Hons) and a Doctor of Philosophy.

Contact Details: P: 03-57282992 E: kristy@inspiringexcellence.com.au www.inspiringexcellence.com.au

A VOICe FOR ORGANIC WOMEN

TO REGISTER YOUR INTEREST IN THIS EVENT

Venue

The Central Springs Inn
Daylesford

Please complete the two pages of this form and return by 25th June to:

Karen Nankervis - A VOICe for Organic Women
at My Beechworth Secretary, PO Box 270, Beechworth 3747
Ph: 03-57281924 Fax: 03-57281904
Email: contact@mybeechworthsecretary.com.au

All accommodation and meals included

Dates

Sunday 18th July
Arrive late afternoon & Dinner

Monday 19th July
Workshop & Dinner

Tuesday 20th July
Industry Excursions, Workshops & Industry Dinner

Wed 21st July
Morning Workshops, Lunch & Depart

Name:

Address:

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Ph: (.....)

Mobile:

Email:

Occupation:

Industry Sector:

Business Name:(if applicable)

ABN:(if applicable)

As there are limited spaces in this program, to help in the selection process please tell us about your business and why you are interested in the program. These questions may assist:

1. Describe your involvement in organic agriculture in terms of your business - products, service, size, years of operation, issues and vision and why you think this program will assist you?

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A VOICe FOR ORGANIC WOMEN

“The main challenge I face in running my own business is building project teams and sharing the work. I am keen to have a system of business partners to work with. It would be especially useful in balancing the work load.”

Cathy McGowan AO

“This will be a great opportunity to meet, network and strengthen the role of women in organic agriculture.”

Liz Clay

2. What skills are you seeking to learn? Please give an example of how these skills would be applied to your business and/or organic industry development.

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3. Can you tell us about a training/learning experiences you have participated in the last 2 years and how it has benefited you and or your business?

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4. Are you able to attend all workshops and functions. Yes/No

If no please give details.
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5. Describe two of the community groups or professional organisations you belong to and why they are important to you and/or your business

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Acceptance

I can attend all the sessions, including dinners and am committed to actively participate in all activities.

SignedDate:

What happens now?

Expressions of interest forms will be accepted until Friday 25th June 2010. They will then be reviewed by the project team with successful applicants notified by Wednesday 30th June.

Successful applicants will receive full program details and are required to accept the place and pay the \$100 fee by Monday 12th July 2010.

For more information, please contact Karen at My Beechworth Secretary on 03-57281924 or email contact@mybeechworthsecretary.com.au