

NUFFIELD AUSTRALIA NATIONAL CONFERENCE 2015

**MAKING CHANGE HAPPEN –
EDUCATE, INNOVATE, EXCEED**

**POSITIVE
FARMING
FOOTPRINTS**

**2014 RIRDC
Rural Woman
of the Year
Bursary Project**

BACKGROUND

- 20 years beef cattle producer
- 10 years environmental steward



BACKGROUND

■ 11 Years community sector



Pip Job
CEO Little River Landcare NSW
★ Finalist – Outstanding Leader On-Farm ★

Pip is Passionate about agriculture and in particular, the need for agricultural resource management to be integrated to create a sustainable future for generations. Pip has dedicated her time to make this passion a reality.

THEN ALONG CAME RIRDC.....



SOCIAL BARRIERS TO PROGRESS



“Social factors contribute towards 25% of issues on-farm” John King, NZ

EXPLORATION

- **Holistic Management**

Why? Decision making framework

Holistic approach & existing tools

being used. A number of highly regarded

Educators with a strong social focus.



- **Trinity of Management – Enterprise Facilitation**

Why? Passion alignment in family business

& approach to developing entrepreneurialism



- **Researchers, Consultants, anyone who would share!**

KEY SOCIAL FACTORS

**Business
Acumen**

**Vision &
Purpose**

**Passion
Alignment**

Cultural Capital

Mental Health

Isolation

**Family
Communication**

**Succession
Planning**

BUSINESS ACUMEN & VISION



Vision & Purpose



Financial Literacy

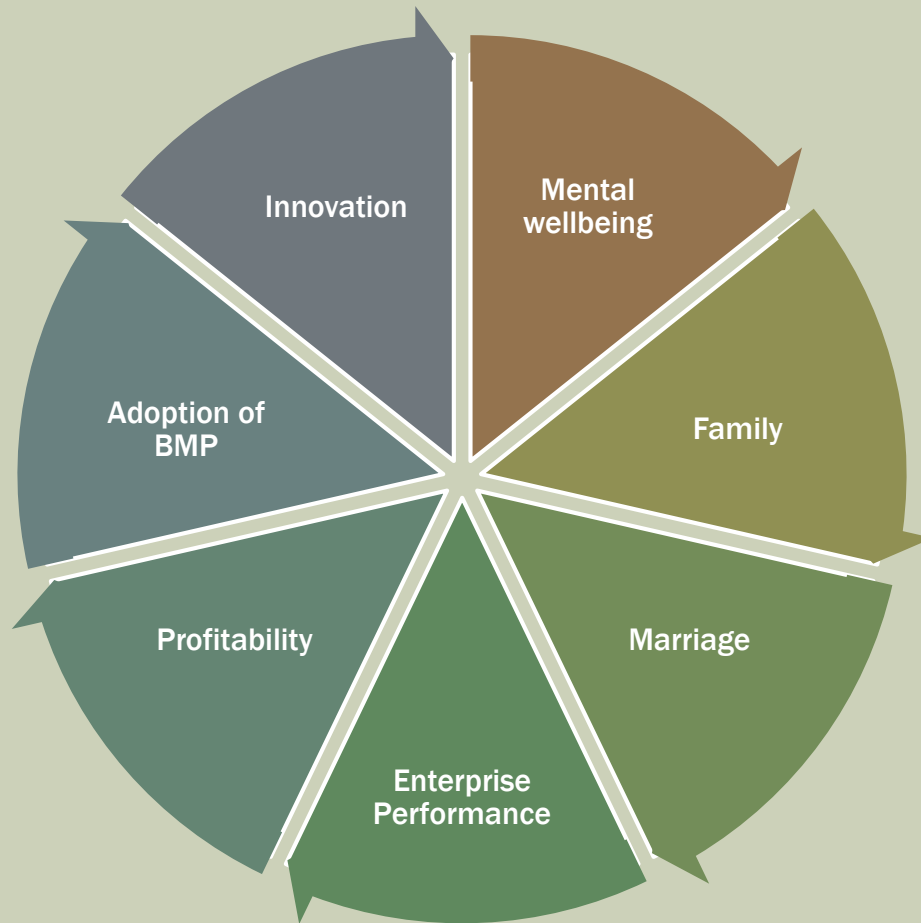


Strategic Thinking & Planning

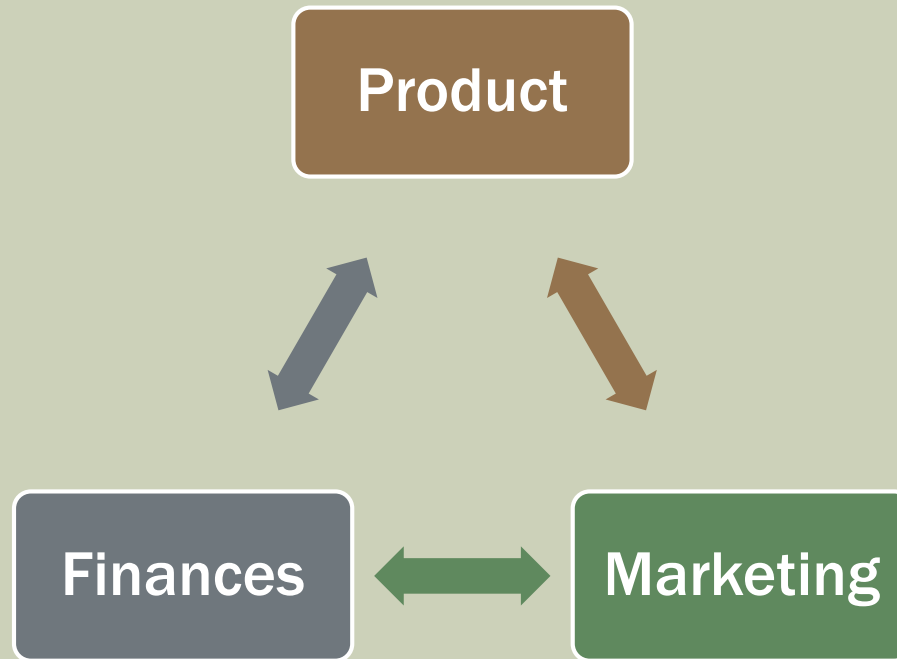


Decision Making Framework

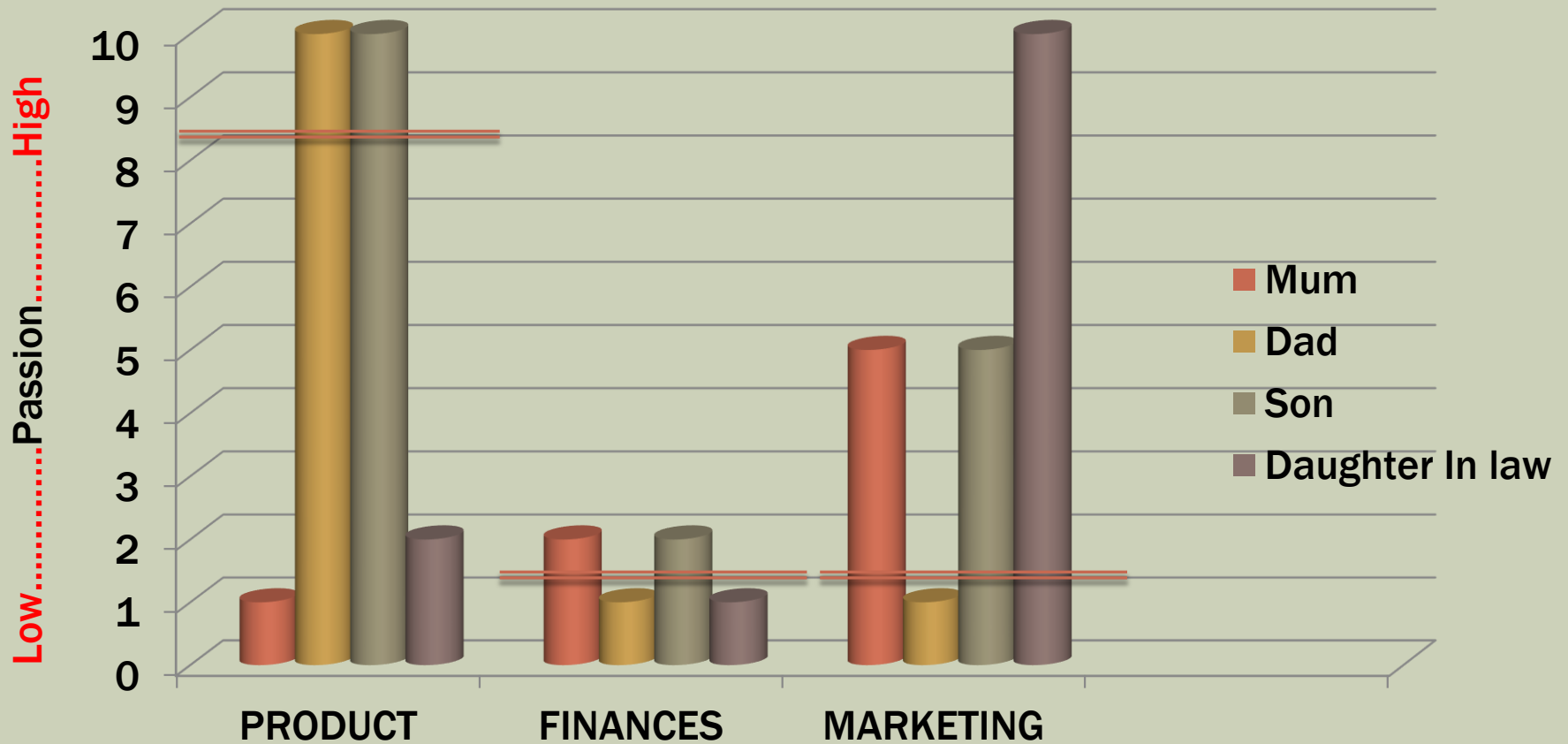
WHAT DOES PASSION IMPACT IN AGRICULTURE?



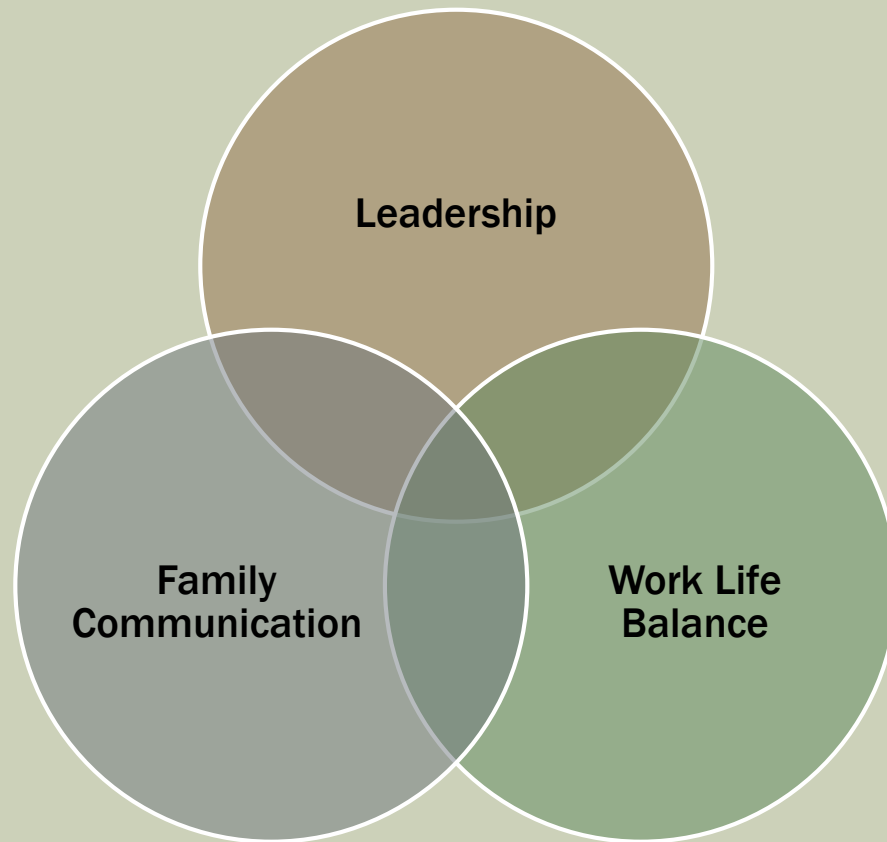
TRINITY OF MANAGEMENT



TRINITY OF MANAGEMENT FAMILY 1

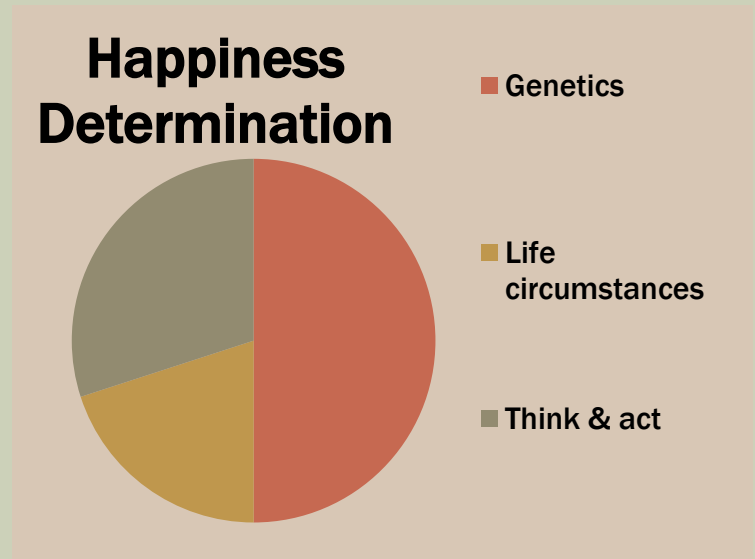


CULTURAL CAPITAL



MENTAL WELLBEING

- Contemporary research shows that happy people are:
 - More altruistic
 - More productive
 - More helpful
 - More likeable
 - More creative
 - More resilient
 - More interested in others
 - Friendlier
 - Healthier
 - They make better friends, colleagues & citizens



Authentic Happiness Inventory Questionnaire

<https://www.authentichappiness.sas.upenn.edu/>

FAMILY COMMUNICATION



SUCCESSION PLANNING



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The biggest threat to Australian agriculture is the misunderstanding and mismanagement of the social factors that act as barriers to progress in family farming businesses

WHAT'S YOUR BUCKET LEAKING?



Thanks for being here!

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[Positive Farming Footprints](#)