

# Business EDGE Workshop



**Lismore, Victoria: 7 – 8 May 2025**

**VENUE** Lismore, Victoria  
**TIME** 8:30am - 5:00pm both days

**Business EDGE is a two-day workshop designed to enhance producer knowledge and skills in basic financial and business management to improve business efficiency and profitability.**

**Attending this workshop will help you to:**

- Develop your financial knowledge and business understanding
- Understand where your business is performing well and where it can be improved
- Better understand how your decisions impact the bottom line of your business
- Determine if your business can fund future growth, debt reduction, retirement and succession
- Ensure everyone in your business is on the same page
- Join a group of like-minded producers and equip yourself to improve your business skills.

**During the two days of Business EDGE you will acquire the knowledge and skills to...**

- Determine if all the family needs and aspirations can be funded by the business
- Prepare and understand key financial information on your business
- Assess and manage agricultural business risk
- Understand and manage enterprise performance, including understanding what the key profit drivers are, how to influence them and what effect they have on overall business performance.
- And much more ...

## What do other producers think of Business EDGE?

### General feedback

“We have been looking at our business through a dirty windscreen for a long time, you guys in two days have cleaned that windscreen for us.”

“We are now able to review our business and make valuable changes that will save us money and make our enterprise more profitable.”

“This course has been invaluable to me. It has given me the confidence and tools to take a greater role in the business management of our properties and beef business. It has given me knowledge to make decisions based upon the performance of our business and enterprises”.

### The presenters Paul & Bryony

“Paul is an excellent presenter and made sure we had a level of understanding before moving to the next topic.”

“Paul was a super informative presenter who is very knowledgeable and clear in his information delivery.”

“Presenter was able to relate to real life, great to have many scenarios.”

“Answered all questions to a great standard and made it interactive.”

### Value for time & money

“Very little time spent for large gain in knowledge, skill and confidence, with potential to make very large gains in our business if knowledge and skills gained are implemented.”

“Great investment - incredibly knowledgeable and relevant to industry. Appreciate the investment to improve our profit and fine tuning of business.”

“Every session had aspects, or the whole content, that we can implement in our business to make improvements. Highly valued in terms of my investment in time and money.”

### Price

\$1,750\* + GST / One person from a business

\$1,500\* + GST / 2<sup>nd</sup> and 3<sup>rd</sup> person from the same business

\*Early Bird Discount \$250 less per person if registered by 9 April, four weeks prior to workshop.

*Cost includes comprehensive set of Workshop Notes, Workbook, decision support spreadsheet tools and all catering.*

### Presenters

**Paul Blackshaw + Bryony Fitzgerald**  
Farm Business Consultants at Meridian Agriculture, a broad-based agricultural consultancy focused on improving farm business performance.

## Register now for Business EDGE

Registrations close 30 April 2025. Places are limited. Register online [HERE](#) or contact Meridian Agriculture T: 03 5341 6100 or E: [info@meridian-ag.com.au](mailto:info@meridian-ag.com.au)

Each participant will receive a full set of background and course notes, a hardcopy of the PowerPoint presentation used for teaching, and a USB drive with a suite of spreadsheet-based decision support tools used in the course. The course is taught on a case study basis to bring more meaning to the underlying principles and with all the concepts taught and discussed well-grounded in a practical example from the case study.