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PIRSA Agribusiness Growth Program

Delivered by Food South Australia

Helping South Australian agribusiness and food and beverage producers to manage their growth

Program Guidelines

Any queries relating to the program may be directed to Samara Miller, Food South Australia

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**Government
of South Australia**

Primary Industries
and Regions SA

Introduction

The Agribusiness Growth Program aims to accelerate business growth, employment and export development in the state's agribusiness value adding and food and beverage industries, by providing expert consultant business evaluation and business coaching services designed to enhance small businesses' ability to plan and manage their growth.

Overview of the Agribusiness Growth Program

In the May 2014/15 Budget, the South Australian Government announced the establishment of an Agribusiness Consultants Program, a 4 year, \$1.3 million program under the Agribusiness Accelerator initiative being managed through Primary Industries and Regions SA (PIRSA). The program intention is to assist small value adding agribusinesses and food and beverage producers gain expert business advice on planning and managing their growth.

Expert Consultant Business Evaluation and Business Coaching services will be awarded to small businesses to provide them with:

- A comprehensive evaluation of their current business position and growth plans
- An evaluation review report which lays out business improvement and growth actions
- Action plans that can specify business management skill areas that would benefit from expert coaching
- Business management skill coaching

The Agribusiness Growth Program will be delivered by Food South Australia on behalf of PIRSA as a pilot program in 2015/2016.

Program objective

The program aims to assist small value adding agribusinesses and food and beverage producers achieve their growth plans by supporting independent consultant assessment of their business competitiveness, growth capabilities, and development of business improvement recommendations. Improving business management aspects such as strategic business planning, market assessment, investment readiness, risk management, management accounting, and business structure can be critical to sustainably managing business growth.

Eligibility & Selection

To be eligible to apply for assistance through the Agribusiness Growth Program, an applicant must:

- be a financially viable and solvent South Australian registered agricultural value adding, or food or beverage business
- have been in operation for 2 years or more and incorporated in Australia with non-tax exempt status
- have products and markets with the potential to expand
- post farm-gate value-adding activity considered eligible includes turning milk into yoghurt, bagging lettuces etc.
- be willing to provide information and data, including financial information to enable sound business evaluation
- have an annual turnover between \$0.3m and \$1.5m
- have some level of existing planning for growth which would benefit from independent review

Selection of applicants from those that meet the eligibility criteria will be based on the following merit criteria and made on a first in first serve basis.

- Quality of business growth potential material provided
- Projected long term jobs and export growth potential
- Extent of market and product development understanding shown
- Level of business planning and management competence shown

Selection for entry to the program will be based on the application satisfying the eligibility and merit criteria and awarded on a first in first served basis until all funds are committed.

Services Provided

The consultant services that will be funded come in two formats, Business Evaluations and Business Coaching.

The Business Evaluation will be provided at full cost by the program and occur between April 2015 and March 2016.

Business Coaching services that are recommended in the business evaluation will be provided between May 2015 and April 2016, and the program will fund up to a maximum of \$10,000 per business with the business contributing a minimum of 25% of the total cost of services up front.

Application Assessment

Applications will be assessed as they come in and you will be emailed a decision as soon as possible.

If your application is successful

You will be notified and an expert consultant evaluator will contact you who will work with you to complete your Business Evaluation. The Business Evaluation should be completed within 3 months and you will need to provide access to the business information and key personnel that the consultant needs to complete their analysis. Working with the consultant to help them develop the Business Evaluation report will help the process occur in the most productive way.

Information you will need to provide includes:

- **Previous 2 years financial information, profit and loss statements and balance sheets**
- **Employee numbers**
- **Industry sector information you may have to assess competitor positions**
- **Product and services**
- **Business goals**
- **Business plans (if available)**
- **Export sales (if applicable)**

Business Coaching

Progression to the Business Coaching services phase will be automatic provided the coaching services sought are recommended in the Business Evaluation report. The business can simply provide a coaching services quote to the Program Manager which meets the eligibility criteria detailed below.

Coaching services quotes need to be a direct response to the Business Evaluation review report undertaken for the business. Businesses can discuss with prospective consultants the matters that they would like to have covered in and the outcomes that they want to achieve from the coaching services.

The consultant will need to develop a written quote in response to these matters that specifies how the services will be undertaken (including coaching session time commitments such as 20 x 3 hours @ \$x/hour, with detail on the specific topics/aspects to be covered) and the milestones that will indicate achievement of the coaching outcome objectives. The quote will need to cover all costs such as travel, so that there is complete understanding of the service being provided and the total cost. You will have to negotiate payment terms with the consultant.

The coaching consultant eligibility criteria are listed below and businesses can discuss with the Program Manager the approaches to achieving a quote from suitably qualified consultants.

Consultant coach eligibility criteria:

- **Demonstrated expertise and qualifications in performing business coaching services**
- **Highly regarded personal communication skills that enable business coaching processes**
- **High level skill and experience in the relevant areas relating to the recommendations of the business evaluation report**
- **History of delivering similar services on time and within budget**
- **Not be the same consultant that provided the Business Evaluation service to the business**
- **Not be the business's accountant**
- **Provision of a Business Coaching services delivery plan and quote (including all costs) which clearly outlines the type of coaching services to be provided, the coaching session times and frequency that they will be provided, the objectives to be achieved and the milestones or indicators for their achievement.**

The Program Manager will be available to assist businesses with information on suitable Business Coaching service providers, and will assess the quotes provided by the business against the criteria.

Once the quote is endorsed by the Program Manager the business can proceed with hiring the consultant, and is required to co-contribute a minimum of 25% of the cost of the services up front, with the program funding up to a maximum of \$10,000 of the remaining value of the services. The business may choose to undertake coaching services beyond this total value at their own cost. The Program will pay up to a maximum of \$10,000, upon receipt of a coaching services report signed by the consultant and the business which demonstrates that the coaching objectives and milestones were achieved.

The maximum coaching services fee payment by the program is \$10,000.

The business must pay the first 25% of the coaching services fee up front.

Applying for Assistance

Agribusiness Growth Program Application Forms are available from the PIRSA website: www.pir.sa.gov.au or the Food SA Program Management website detailed below and will be assessed between April 2015 and March 2016.

Applicants must submit their application on the Application Form and submit it to Food SA at: www.foodsouthaustralia.com.au

Any queries relating to the Agribusiness Growth Program may be directed to the Program Manager: **Ms Samara Miller** Email: samara@foodsa.com.au