

A VISION for change


NATIONAL PLAN
for Women in Agriculture
and Resource Management



FIRST ANNUAL
IMPLEMENTATION
REPORT
1998-99

Standing Committee on Agriculture and Resource Management

June 2000



© Commonwealth of Australia 2000
ISBN 0 642 37202 0

This work is copyright. Apart from any use as permitted under the *Copyright Act 1968*, no part may be reproduced by any process without prior written permission from AusInfo. Requests and inquiries concerning reproduction and rights should be directed to the Manager, Legislative Services, AusInfo, GPO Box 84, Canberra ACT 2601.

Copies of the National Plan and each State and Territory Action Plan can be obtained from the contact person nearest you (see page 4) or from the:

Women in Rural Industries Section
Department of Agriculture, Fisheries
and Forestry—Australia (AFFA)
GPO Box 858
CANBERRA ACT 2601
02 6272 3984 (phone) or 02 6272 3025 (fax)



FOREWORD

A *Vision for Change* is the first national initiative to support and acknowledge Australian women in the agriculture and resource management sectors.

An important goal of the five-year plan is to raise the participation level of women on government boards, committees and programs to around 45 per cent — a figure, I might add, that has already been achieved in some areas.

This implementation report — the first for the *Vision for Change* strategy — provides an informative and revealing insight into how far we have to go before rural women are better represented and better rewarded, but it also shows how far we have already come.

It includes information on the number of women on boards and committees; the number of women participating in training courses and the number of women who are a part of SCARM agency programs. The report also includes case studies from each State targeting one of the *Vision's* five key result areas.

I would like to thank SCARM's Rural Women's Working Group for the excellent work it has put into gathering and interpreting this information. It represents both a timely report card of where we are as well as a valuable resource tool for everyone in the agriculture and resource management sectors to draw upon.

I recommend it especially to those at the top of the tree — the leaders, managers, decision-makers and policy makers. They are the ones who need to show commitment, make the changes, take the risks and then this *Vision* will become a reality.

But it is not just a question of industry and government leaders doing all the work. We all have a role to play. After all, we will all be the beneficiaries. Enhancing the role of rural women is as much about sound economics as it is about equity. If we deny ourselves access to the skills of women we halve the available pool of talent. Clearly this doesn't make sense in the agriculture and resource management sectors where long term viability depends on the quality and commitment of the people involved.

As women increasingly take on a bigger share of managing the farm or business it is vital we better recognise and use their skills and experiences. I urge you to read this report and use it as a guide to help implement *A Vision for Change—National Plan for Women in Agriculture and Resource Management*.

Michael J Taylor

Chairman

Standing Committee on Agriculture and Resource Management

June 2000

STANDING Committee on Agriculture and Resource Management

Rural Women's Working Group Members

Don Banfield (Chair)

First Assistant Secretary

Rural Policy and Communications Division
Agriculture, Fisheries and Forestry - Australia (AFFA)
GPO Box 858
CANBERRA ACT 2601
Ph: 02 6272 3773
Fax: 02 6271 6619
E-mail: don.banfield@affa.gov.au

Lib McClure

Manager, Rural Affairs

Primary Industries & Resources SA
GPO Box 1671
ADELAIDE SA 5001
Ph: 08 8226 0245
Fax: 08 8226 0425
E-mail: mcclure.lib@saugov.sa.gov.au

Wayne Mollah

Assistant Secretary, Business and Strategic Services

Department of Primary Industry and Fisheries
PO Box 990
DARWIN NT 0801
Ph: 08 8999 2394
Fax: 08 8999 2010
E-mail: wayne.mollah@dpif.nt.gov.au

Ruth Paterson

Project Officer

Women in Agriculture
Department of Primary Industries, Water and Environment
PO Box 46
KINGS MEADOWS Tas 7249
Ph: 03 6336 5383
Fax: 03 6336 5400
E-mail: Ruth.Paterson@dpiwe.tas.gov.au

Karyn Nina Olson

General Manager

Rural Development & Drought Services
Department of Primary Industries
GPO Box 46
BRISBANE Qld 4001
Ph: 07 3239 3184
Fax: 07 3239 3685
E-mail: olsonk@dpi.qld.gov.au

Ken King

Executive Director, Regional Services

Department of Natural Resources and Environment
13/8 Nicholson St
MELBOURNE Vic 3000
Ph: 03 9637 8372
Fax: 03 9637 8139
E-mail: ken.king@nre.vic.gov.au

Scott Davenport

General Manager

Economic Services Unit
NSW Agriculture
Locked Bag 21
ORANGE NSW 2800
Ph: 02 6391 3629
Fax: 02 6391 3650
E-mail: scott.davenport@agric.nsw.gov.au

Lynnley McGrath

Executive Officer

Women Clients of Agriculture
Agriculture WA
Locked Bag No. 4
Bentley Delivery Centre
PERTH WA 6893
Ph: 08 9368 3217
Fax: 08 9474 3749
E-mail: lmcgrath@agric.wa.gov.au

CONTENTS

Foreword	3
SCARM Rural Womens Working Group Members	4
Contents	5
Introduction	6
First Implementation Report	7
Tables	8
Table 1 Women on SCARM Committees	8
Table 2 Women on Statutory Boards and Committees	9
Table 3 Women's Participation in FarmBis	11
Table 4 Women's Participation in Property Management Planning	12
Table 5 Women's participation on Landcare Assessment Panels	13
Table 6 Women's participation as Landcare Co-ordinators	14
Table 7 Women's Participation in other programs and courses funded by SCARM Agencies	15
Table 8 Women's participation in rural Financial Counselling Management Committees	17
Table 9 SCARM Agency data—Women's Participation by Salary Range	18
Summary	20
Case Studies	20
Victoria	21
New South Wales	23
Commonwealth	25
Northern Territory	27
South Australia	29
Queensland	31
Western Australia	33
Tasmania	35

INTRODUCTION

History of the National Plan

The National Plan for Women in Agriculture and Resource Management was produced by the Rural Women's Working Group representing the Commonwealth, States and the Northern Territory, through an extensive process of collaboration, consultation and research.

The Standing Committee on Agriculture and Resource Management (SCARM) endorsed the National Plan in July 1998 and it was adopted by all States and the Northern Territory.

Vision

The National Plan's vision for change is to achieve profitable and innovative agricultural industries and sustainable resource management and vibrant rural communities by realising the full potential of women.

Principles

The National Plan is based on five broad principles:

- Women and men have a shared responsibility to set future directions and to work to achieve improved outcomes for rural industries and communities;
- The prosperity and sustainability of the rural sector will rely on making the best use of the diverse skills and perspectives of all who live and work in it;
- Reducing barriers to women's participation is the joint responsibility of government, industry and communities. This work is most effectively undertaken in partnership;
- Organisations that draw effectively on the skills of diverse staff will provide better service to diverse clients; and
- Good data collection and research are essential to effective management of change.

Five Areas for Action

The National Plan includes strategies in five key result areas:

- Structures and strategic support;
- Skills;
- Design and delivery of services, programs and policies;
- Communication; and
- Research and data.

Monitoring performance

SCARM agreed to the following performance indicators as a minimum to assess success:

- Gender disaggregation of all relevant data;
- Gender composition of statutory boards and SCARM committees; and
- Level of participation by women in SCARM-funded programs and courses.

The Rural Women's Working Group has collected baseline data for the 1998–1999 financial year against these performance indicators. As data is collected over the next four years of the National Plan it will become more meaningful in the time period analysis to inform on and measure real change.

Reporting on performance

SCARM agreed to report annually (by financial year) on performance on implementing the National Plan. The first reporting period ended 30 June 1999.

FIRST IMPLEMENTATION REPORT

This first Implementation Report provides benchmark data against which implementation of strategies to achieve the National Plan's goals will be plotted over the five year life of the Plan. Data has been sought primarily from those SCARM agencies that are represented on the Rural Women's Working Group. Data collection may be extended to cover other agencies in the future.

Data has been collected with the intention to provide a base line of 30 June 1999 or the 1998–99 year. However this has not been possible in all cases. Other relevant data has been used where there is confidence that it reflects the baseline situation closely. In some cases the data has been left incomplete rather than risk producing a distorted picture.

In addition to the data collection, the Rural Women's Working Group has documented a number of best practice case studies, one from each State/Territory, as a minimum, to illustrate the success of State/Territory implementation.

T A B L E S

Table 1 Women on SCARM committees

Of the 58 SCARM Committees and Working Groups listed, 30 responded with data. Some of the listed groups had not met for some time. It is suggested therefore that the data be seen as indicative only and not subjected to comprehensive or detailed analysis.

<i>Committee Level</i>	<i>Membership of committees at 30 June 1999</i>	
Level 1 (SCARM)	Total no. women	0
	Total no. men	21
	Women as % total	0%
	Total no. female chairs	0
	Total no. male chairs	1
	Female chairs as % total	0%
Level 2 (SLWRMC, AIAG, PIAG, TAAG, RAAG)*	Total no. women	1
	Total no. men	31
	Women as % total	3%
	Total no. female chairs	0
	Total no. male chairs	5
	Female chairs as % total	0%
Level 3 (Groups reporting to Level 2 committees)	Total no. women	45
	Total no. men	176
	Women as % total	20%
	Total no. female chairs	1
	Total no. male chairs	14
	Female chairs as % total	7%
Level 4 (Groups reporting to Level 3 committees)	Total no. women	18
	Total no. men	107
	Women as % total	14%
	Total no. female chairs	1
	Total no. male chairs	9
	Female chairs as % total	10%
Total	Total no. women	64
	Total no. men	335
	Women as % total	16%
	Total no. female chairs	2
	Total no. male chairs	29
	Female chairs as % total	6%

* SLWRMC—Sustainable Land and Water Resources Management Committee, AIAG—Animal Industries Advisory Group, PIAG—Plant Industries Advisory Group, TAAG—Trade and Agribusiness Advisory Group, RAAG—Rural Affairs Advisory Group

Comment: The above figures show women's participation is lowest on those committees with a management and strategic focus and highest where the focus is technical and advisory. This is consistent with the staffing profile in SCARM Agencies.

Table 2 Women on Statutory Boards and Committees

This data represents the proportion of women represented on SCARM agency Statutory Boards and Committees.

<i>Organisation</i>	<i>Membership of statutory boards and committees at 30 June 1999</i>	
Commonwealth (AFFA)*	Total no. women	60
	Total no. men	253
	Women as % total	19.2%
	Total no. female chairs	12
	Total no. male chairs	38
	Female chairs as % total	24.0%
NSW (NSW Ag)*	Total no. women	74
	Total no. men	226
	Women as % total	24.6%
	Total no. female chairs	9
	Total no. male chairs	34
	Female chairs as % total	20.9%
Vic (DNRE)*	Total no. women	160
	Total no. men	689
	Women as % total	18.8%
	Total no. female chairs	2
	Total no. male chairs	62
	Female chairs as % total	3.2%
Qld (DPI)*	Total no. women	15
	Total no. men	530
	Women as % total	2.8%
	Total no. female chairs	1
	Total no. male chairs	94
	Female chairs as % total	1.1%
WA (AgWA)*	Total no. women	363
	Total no. men	2207
	Women as % total	14.1%
	Total no. female chairs	Not available
	Total no. male chairs	Not available
	Female chairs as % total	Not available

<i>Organisation</i>	<i>Membership of statutory boards and committees at 30 June 1999</i>	
SA (PIRSA)*	Total no. women	180
	Total no. men	589
	Women as % total	23.4%
	Total no. female chairs	14
	Total no. male chairs	81
	Female chairs as % total	14.7%
Tas (DPIWE)*	Total no. women	3
	Total no. men	27
	Women as % total	10.0%
	Total no. female chairs	0
	Total no. male chairs	4
	Female chairs as % total	0%
NT (DPIF)*	Total no. women	1
	Total no. men	4
	Women as % total	20.0%
	Total no. female chairs	0
	Total no. male chairs	1
	Female chairs as % total	0%
Total	Total no. women	856
	Total no. men	4525
	Women as % total	18.9%
	Total no. female chairs	39 **
	Total no. male chairs	318 **
	Female chairs as % total	12.3% *

* AFFA—Department of Agriculture, Fisheries and Forestry—Australia, NSW Ag—NSW Agriculture, DNRE—Department of Natural Resources and Environment, DPI—Department of Primary Industries, Ag WA—Agriculture WA, PIRSA —Primary Industries and Resources SA, DPIWE—Department of Primary Industries, Water and Environment, DPIF—Department of Primary Industry and Fisheries.

** estimates only as data is incomplete

Comment: *The above figures show women have a low participation rate (less than 25%) on boards/committees across all States/Territories. Women's participation in the leading role as the Chair of a board/committee is significantly lower again in the majority of regions.*

Table 3

Women's Participation in FarmBis 1998–99

Industry Sector	Participation rate by State														Total participation										
	NSW		Vic		Qld*		SA		WA		Tas		NT		No. ♀	No. ♂	% ♀								
	No. ♀	No. ♂	% ♀	No. ♀	No. ♂	% ♀	No. ♀	No. ♂	% ♀	No. ♀	No. ♂	% ♀	No. ♀	No. ♂	% ♀	No. ♀	No. ♂	% ♀							
Fruit	11	44	20%	15	115	12%	158	1032	13%	0	0	-	46	168	21%	3	21	13%	1	4	20%	234	1384	14%	
Vegetable	0	4	0%	3	30	9%	118	502	19%	0	0	-	8	17	32%	12	22	35%	0	11	0%	141	586	19%	
Grain	44	193	19%	32	92	26%	56	344	14%	1	19	5%	202	487	29%	0	0	0%	0	1	0%	335	1136	23%	
Grain																									
Sheep	32	110	23%	35	133	21%	90	175	34%	6	1	86%	29	76	28%	3	4	43%	0	0	-	195	499	28%	
Beef																									
Sheep	31	133	19%	52	232	18%	62	107	37%	0	0	-	10	36	22%	3	1	75%	0	0	-	158	509	24%	
Beef																									
Sheep	9	66	12%	56	359	13%	45	34	57%	0	0	-	24	56	30%	3	0	100%	0	0	-	137	515	15%	
Beef	59	327	15%	43	109	28%	344	496	41%	0	0	-	37	80	32%	0	1	0%	8	21	28%	491	1034	15%	
Dairy	66	250	21%	128	380	25%	79	192	29%	0	0	-	15	37	29%	8	1	89%	0	0	-	296	860	26%	
Pigs	1	4	20%	1	18	5%	23	23	50%	0	0	-	7	36	16%	0	0	0%	0	0	-	32	81	28%	
Poultry	0	2	0%	0	0	-	6	11	33%	0	0	-	0	0	0%	0	0	0%	0	0	-	6	13	32%	
Sugar	0	5	0%	0	0	-	11	39	22%	0	0	-	0	2	0%	0	0	0%	0	0	-	11	46	19%	
Cotton	13	74	15%	0	0	-	23	209	10%	0	0	-	0	0	0%	0	0	0%	0	0	-	36	283	11%	
Aquaculture	0	0	0%	0	0	-	0	0	0%	0	0	-	0	1	0%	0	0	0%	0	1	0%	0	2	0%	
Viticulture	3	49	6%	18	88	17%	6	28	17%	0	0	-	4	16	20%	0	0	0%	0	9	0%	31	190	14%	
Other	75	297	20%	5	5	50%	51	135	27%	0	2	0%	11	49	18%	0	0	0%	7	6	54%	149	494	23%	
Total	344	1558	18%	388	1561	20%	1072	3328	24%	7	22	24%	393	1061	27%	32	50	39%	16	53	23%	2252	7633	23%	

* Qld data has been estimated from a profile put together from the results of a survey by Roy Morgan as part of the annual follow-up survey of FarmBis participants—805 participants were sampled.

Comment: The above figures show that Tasmania has the highest ratio of women's participation whilst Queensland has the highest number of women participants—without further assessment both outcomes could be seen as desirable. The higher ratio of participation of women in the dairy, pigs and poultry industries could be as a result of the structural adjustment pressures on these industries and in the red meat industries as a result of their visible support to training and education.

Table 4 Women's participation in Property Management Planning (PMP)

<i>State</i>	<i>Participation in PMP for 1998–99</i>	
NSW	Women as % total	36%
Qld	Women as % total	41%
SA	Women as % total	32%
Vic	Women as % total	39%
Tas	Women as % total	40%
WA	Women as % total	44%
NT	Women as % total	not available

Comment: The following data is more accurate than the numbers above, as much of the above are estimates based on experiences. The overall trend is that participation in PMP by women has increased markedly, to about 45% in late 1999.

- *New South Wales figures show a change from 25% two years ago to 36% female attendance in late 1999.*
- *Tasmanian figures are taken from Whole Farm Planning Courses. The figures for "Dairy Business Focus", a joint PMP/Dairy Research & Development Corporation project, are 142 female (40%), 213 male (60%), which is being replicated in the dairy regions across Australia.*
- *Western Australian figures for the 3rd quarter of 1999 show 44% female, 56% male.*
- *Queensland figures show 46% female 1997/98, 41% female 1998/99. (incomplete figures)*
- *Victorian figures in late 1999 are 39% female, 61% male.*
- *Northern Territory's PMP State Coordinator was a female from 1995–2000.*

Table 5 Women's participation on Landcare Assessment Panels

<i>State</i>	<i>Participation on Landcare Assessment Panels 1999–00</i>		
		<i>Regional Assessment Panels (RAPs)</i>	<i>State Assessment Panels (SAPs)</i>
NSW	No. women	not available	3
	No. men	not available	13
	Women as % total		19%
Qld	No. women	21	6
	No. men	38	12
	Women as % total	36%	33%
SA	No. women	36	5
	No. men	76	11
	Women as % total	32%	31%
Vic	No. women	36	5
	No. men	54	6
	Women as % total	40%	45%
Tas	No. women	No RAP	12
	No. men	No RAP	3
	Women as % total		80%
WA	No. women	18	5
	No. men	44	13
	Women as % total	29%	28%
NT	No. women	13	4
	No. men	15	10
	Women as % total	46%	29%
ACT	No. women	No RAP	4
	No. men	No RAP	17
	Women as % total		19%
TOTAL of available States	No. women	124*	44
	No. men	227*	85
	Women as % total	35%*	34%

*estimates only as data is unavailable

Comment: The above figures show that women are not more likely to participate on one type of panel over the other. Tasmania has significantly higher rate of women's participation than any other State/Territory.

Table 6 Women's participation as Landcare Co-ordinators funded under the Landcare Program (at 14/10/99)

<i>State</i>	<i>Landcare Regional Facilitators</i>			
	<i>Total number surveyed</i>	<i>Number of men</i>	<i>Number of women</i>	<i>Women as % total</i>
NSW	23	14	9	39%
Qld	Unavailable	Unavailable	Unavailable	Unavailable
SA	1	0	1	100%
Vic	50	26	24	48%
Tas	24	19	5	21%
WA	57	29	28	49%
NT	Unavailable	Unavailable	Unavailable	Unavailable
ACT	2	2	0	0%
TOTAL	157	90	67	43%

Note: At the time this data was being collected, participation rate by gender was only available for 157 of the estimated 500 co-ordinators. Data is therefore incomplete for all States and for some States (particularly SA) there is an extremely low sample size.

Comment: None made due to the incomplete and small sample size of the data.

Table 7 Women's participation in other programs and courses funded by SCARM Agencies

<i>Organisation</i>	<i>Program</i>	<i>Participation in programs & courses</i>	
		<i>30 June 1999</i>	
Commonwealth (AFFA)*	Rural Financial Counselling	No. women	225
	Management Committees	No. men	488
		Women as % total	32%
		<i>Jul 98-Jun 99</i>	
NSW (NSW Ag)*	Staff development and training courses	No. women	1246
		No. men	2136
		Women as % total	36%
		<i>Jan-Dec 1999</i>	
	Accredited training courses at NSW Agricultural colleges	No. women	60
		No. men	130
		Women as % total	31%
		<i>Jul 98-Jun 99</i>	
Vic (DNRE)*	Internal Training Courses	No. women	382
		No. men	432
		Women as % total	46 %
		<i>Jul 98-Jun 99</i>	
	Target 10	No. women	416
		No. men	1073
		Women as % total	28%
		<i>Jul 98- Jun 99</i>	
Qld (DPI)*	Future Profit	No. women	2223
		No. men	3157
		Women as % total	41%
		<i>Jul 98-Jun 99</i>	
	Building Rural Leaders	No. women	48
		No. men	51
		Women as % total	49%

<i>Organisation</i>	<i>Program</i>	<i>Participation in programs & courses</i>	
		<i>Jul 98–Jun 99</i>	
WA (AgWA)*	Internal Training Courses	No. women	384
		No. men	674
		Women as % total	36%
		<i>Jul 98–Jun 99</i>	
	Property Management Program	No. women	not available
		No. men	not available
		Women as % total	44%
		<i>30 June 99</i>	
SA (PIRSA)*	Agricultural Bureau	No. women	137
		No. men	3821
		Women as % total	4%
		<i>30 June 99</i>	
	SA Rural Leadership Course (commenced in 1999)	No. women	11
		No. men	9
		Women as % total	55%
		<i>June 98–Jun 99</i>	
Tas (DPIWE)*	Prograze	No. women	20
		No. men	380
		Women as % total	5%
		<i>June 98–Jun 99</i>	
	Dairy Discussion Groups	No. women	80
		No. men	320
		Women as % total	20%
NT (DPIF)*	No programs to report on		

* AFFA—Department of Agriculture, Fisheries and Forestry, Australia, NSW Ag—NSW Agriculture, DNRE—Department of Natural Resources and Environment, DPI—Department of Primary Industries, Ag WA—Agriculture WA, PIRSA—Primary Industries and Resources SA, DPIWE—Department of Primary Industries, Water and Environment, DPIF—Department of Primary Industry and Fisheries.

Comment: The above figures show that whilst women's participation in leadership courses is high, improvement is needed in most other areas and especially in those where the participation rate is poor.

Table 8 Women's participation in Rural Financial Counselling Management Committees

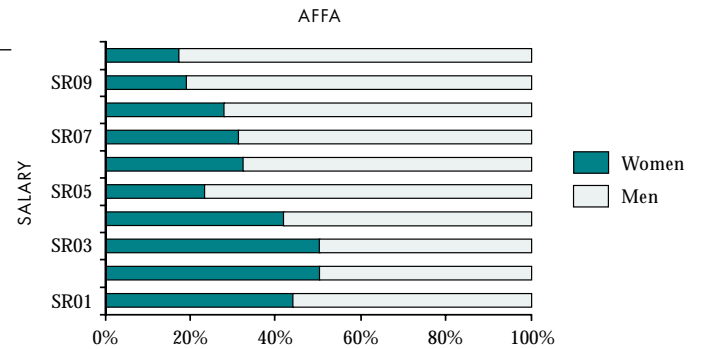
<i>State</i>	<i>Participation on Committees at 30 June 1999</i>	
NSW	No. women	83
	No. men	207
	Women as % total	29%
Qld	No. women	11
	No. men	55
	Women as % total	17%
SA	No. women	43
	No. men	91
	Women as % total	32%
Vic	No. women	55
	No. men	82
	Women as % total	40%
Tas	No. women	6
	No. men	12
	Women as % total	33%
WA	No. women	27
	No. men	41
	Women as % total	40%
TOTAL	No. women	225
	No. men	488
	Women as % total	32%

Comment: The above figures show that the ratio of women participants is lower than 50% for all States. The figures for five of the States however show over 30% participation which could be seen as a strong starting point for improvement.

Table 9 SCARM Agency data—Women’s participation by salary range shows the staffing ratios of men and women in SCARM agencies using ten standardised salary bands to facilitate comparisons.

AFFA

Organisation	Salary	Salary Range	Women	Men
TOTAL AFFA*	>79,870	SR10	17%	83%
	\$70,436–79,870	SR09	19%	81%
	\$61,597–70,435	SR08	28%	72%
	\$54,494–61,596	SR07	31%	69%
	\$46,899–54,493	SR06	32%	68%
	\$40,432–46,898	SR05	23%	77%
	\$36,442–40,432	SR04	42%	58%
	\$32,469–36,411	SR03	50%	50%
	\$28,305–32,468	SR02	50%	50%
	\$0–28,305	SR01	44%	56%



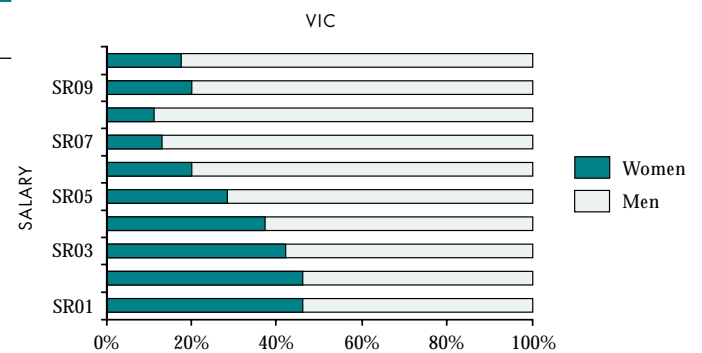
New South Wales

Organisation	Salary	Salary Range	Women	Men
NSW	>79,870	SR10	6%	94%
(NSW Ag)*	\$70,436–79,870	SR09	6%	94%
	\$61,597–70,435	SR08	12%	88%
	\$54,494–61,596	SR07	12%	88%
	\$46,899–54,493	SR06	25%	75%
	\$40,432–46,898	SR05	43%	57%
	\$36,442–40,432	SR04	54%	46%
	\$32,469–36,411	SR03	44%	56%
	\$28,305–32,468	SR02	43%	57%
	\$0–28,305	SR01	77%	23%



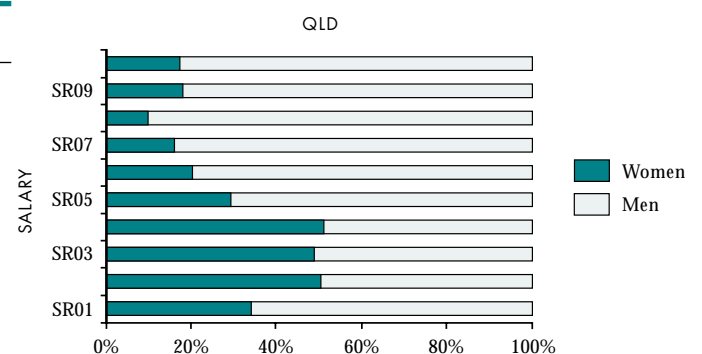
Victoria

Organisation	Salary	Salary Range	Women	Men
Vic	>79,870	SR10	17%	83%
(DNRE)*	\$70,436–79,870	SR09	16%	84%
	\$61,597–70,435	SR08	11%	89%
	\$54,494–61,596	SR07	13%	87%
	\$46,899–54,493	SR06	20%	80%
	\$40,432–46,898	SR05	28%	72%
	\$36,442–40,432	SR04	37%	63%
	\$32,469–36,411	SR03	42%	58%
	\$28,305–32,468	SR02	46%	54%
	\$0–28,305	SR01	46%	54%



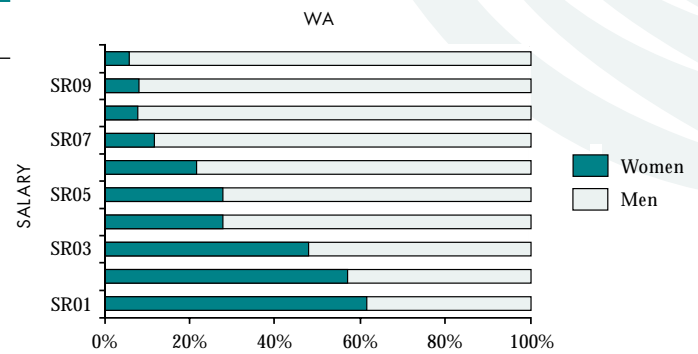
Queensland

Organisation	Salary	Salary Range	Women	Men
Qld	>79,870	SR10	17%	83%
(DPI)*	\$70,436–79,870	SR09	18%	82%
	\$61,597–70,435	SR08	10%	90%
	\$54,494–61,596	SR07	16%	84%
	\$46,899–54,493	SR06	20%	80%
	\$40,432–46,898	SR05	29%	71%
	\$36,442–40,432	SR04	51%	49%
	\$32,469–36,411	SR03	49%	51%
	\$28,305–32,468	SR02	50%	50%
	\$0–28,305	SR01	34%	66%



Western Australia

Organisation	Salary	Salary Range	Women	Men
WA	>79,870	SR10	6%	94%
(AgWA)*	\$70,436–79,870	SR09	8%	92%
	\$61,597–70,435	SR08	8%	92%
	\$54,494–61,596	SR07	12%	88%
	\$46,899–54,493	SR06	22%	78%
	\$40,432–46,898	SR05	28%	72%
	\$36,442–40,432	SR04	28%	72%
	\$32,469–36,411	SR03	48%	52%
	\$28,305–32,468	SR02	57%	43%
	\$0–28,305	SR01	62%	38%



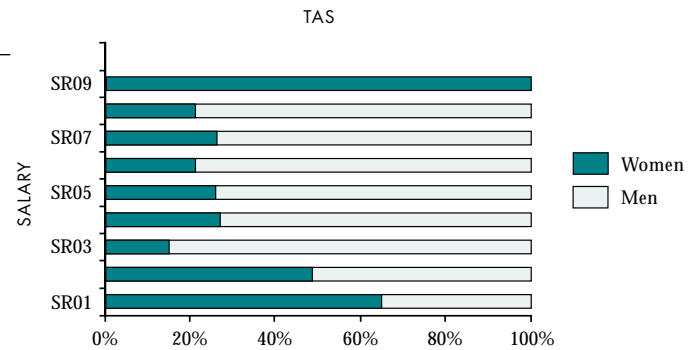
South Australia

Organisation	Salary	Salary Range	Women	Men
SA	>79,870	SR10	4%	96%
(PIRSA)*	\$70,436–79,870	SR09	0%	0%
	\$61,597–70,435	SR08	0%	100%
	\$54,494–61,596	SR07	3%	97%
	\$46,899–54,493	SR06	20%	80%
	\$40,432–46,898	SR05	25%	75%
	\$36,442–40,432	SR04	42%	58%
	\$32,469–36,411	SR03	38%	62%
	\$28,305–32,468	SR02	64%	36%
	\$0–28,305	SR01	75%	25%



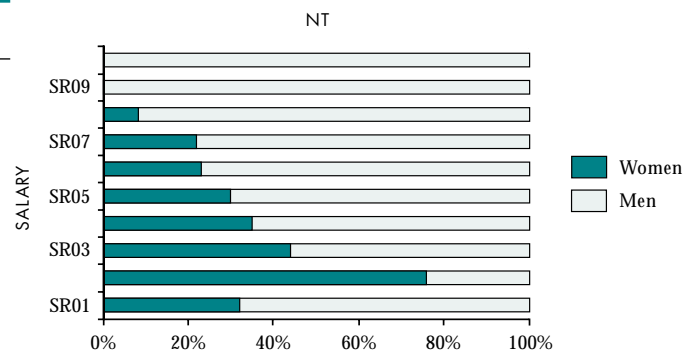
Tasmania

Organisation	Salary	Salary Range	Women	Men
Tas	>79,870	SR10	0%	0%
(DPIWE)*	\$70,436–79,870	SR09	100%	0%
	\$61,597–70,435	SR08	21%	79%
	\$54,494–61,596	SR07	26%	74%
	\$46,899–54,493	SR06	21%	79%
	\$40,432–46,898	SR05	26%	74%
	\$36,442–40,432	SR04	27%	73%
	\$32,469–36,411	SR03	15%	85%
	\$28,305–32,468	SR02	49%	51%
	\$0–28,305	SR01	65%	35%



Northern Territory

Organisation	Salary	Salary Range	Women	Men
NT	>79,870	SR10	0%	100%
(DPIF)*	\$70,436–79,870	SR09	0%	100%
	\$61,597–70,435	SR08	8%	92%
	\$54,494–61,596	SR07	22%	78%
	\$46,899–54,493	SR06	23%	77%
	\$40,432–46,898	SR05	30%	70%
	\$36,442–40,432	SR04	35%	65%
	\$32,469–36,411	SR03	44%	56%
	\$28,305–32,468	SR02	76%	24%
	\$0–28,305	SR01	32%	68%



* AFFA—Department of Agriculture, Fisheries and Forestry—Australia, NSW Ag—NSW Agriculture, DNRE—Department of Natural Resources and Environment, DPI—Department of Primary Industries, Ag WA—Agriculture WA, PIRSA —Primary Industries and Resources SA, DPIWE—Department of Primary Industries, Water and Environment, DPIF—Department of Primary Industry and Fisheries.

Comment: The above figures show that for all agencies the proportion of women at level tends to decrease as the salary level increases. Women are predominately at the junior management and technical levels.

S U M M A R Y

The data identifies some differences among SCARM member agencies in achieving the improved participation of women. However, overall the pattern of participation reflects historic inequities, with the majority of women clustered in the lower paid working areas and on boards and committees, clustered at the advisory, rather than decision-making levels.

This initial data collation (although incomplete in some areas) sets a baseline, enabling both individual SCARM agencies and SCARM agencies as a sector, to set goals for increased participation of women against their own current data, and against industry achievements. Much of the strength of the data will be in the trend analysis over time.

A realistic timeframe for implementation of the National Plan is acknowledged as a minimum of five years, and the Rural Women's Working Group recognises the importance of continued collection and analysis of national data to inform and measure real change.

C A S E S T U D I E S

Collection of case studies will provide both action research outcomes and blueprints for innovative ways to address old problems. The Rural Women's Working Group is strongly committed to encouraging and documenting innovation in the maximising role of women in agriculture and resource management.

Northern Wimmera Agricultural Region 1997–99

Increasing the Participation of Women in Landcare Projects

Women as participants and contributors

Key Result Area 3: Design and delivery of services, programs and policies

Why was it done

Department of Natural Resources and Environment (DNRE) extension staff and local government Landcare facilitators recognised that women were not participating in Landcare and TopCrop groups at significant levels. This included attending meetings, participating in organised events and contributing to the direction of the sixteen existing groups.

Who it targeted

A general approach was taken to involve local women of all ages and backgrounds, based both on and off farm and interested women living in rural towns but often not associated with farming practices.

What was done/activities

After discussion with DNRE extension staff, shire based Landcare Coordinators and a selected range of local farming women the following actions were put into place in an attempt to encourage increased attendance and participation.

- Timing of meetings was dictated by the group members to best suit life style needs (i.e. breakfast cook-up meetings at 9:00 a.m. after children had left for school) as an alternative to the previous traditional evening meetings.
- In some cases child minding services were provided free of charge.
- Entertainment ie. videos and books provided in quiet rooms for children at meetings.
- Venues for meetings often included convenient group members' homes.
- Bus trips/tours run in school holidays or on weekends and promoted as family activities.
- Women encouraged to take on positions within groups such as president or secretary.
- All out going mail was addressed to both members of families, preferably putting the female initial first and often using first names to personalise mail.
- Photographs of groups published with written articles contained at least one female member of the group.
- Personal invitations for women to attend activities were regularly made by phone.

- In one particular case women who felt they were unwilling to attend general TopCrop meetings for various reasons were encourage to begin their own group. This gave them the freedom to choose meeting times, locations and interest topics.
- When ever possible a female DNRE staff member and/or Landcare Coordinator would attend meetings and activities.
- Women at meetings and activities were targeted for welcoming, conversation and participation.
- Talk direct to and address women's groups such as the Country Women's Association (CWA), Women of the Wimmera.
- The Farm\$mart logo is based on a family—and the main advertising is based on a whole farming family.
- Ensure that staff do not dress up for the workshops as this can intimidate women. Staff should wear a similar style of clothes to participants.
- Meeting in a social environment is often the best way to get the message across—the best quality discussions are held during a meal or a cup of tea. This fosters a friendly and comfortable relationship where participants can relax and tune in to our message.

Outcomes

The results of these strategic modifications were not formally reviewed. However general attendances were recorded and an increase in the ratio of women attending compared to men was definitely noted.

- This varied from group to group, with women attending some groups on an equal ratio to men while women began to attend group meetings that previously only men had attended.
- One new women's group was initiated.
- Six of the groups elected women in to positions of responsibility within the groups.
- Two Shire based Landcare Network Committees were established with equal representation of women and men.

Contact

Jacqueline George

Rural Women's Network

Office of Rural Affairs

Department of Natural Resources and Environment

1/250 Victoria Parade

EAST MELBOURNE Vic 3002

Ph: 03 9412 4001

Fax: 03 9412 4137

E-mail: rural.women@nre.vic.gov.au

WIRED 2 (Women Innovating Rural Enterprise Development)

New opportunities from new technologies—29 September 1999, Griffith
Women as participants and contributors

Key Result Area 2: Skills

Why was it done

WIRED 2 builds on a successfully run women's day held in 1998. It aimed to increase the participation of women in developing the rural sector through building their understanding of new technologies (chiefly computers and the internet). The need for information and training to be made available was identified by the community itself. The WIRED model was then developed by community members to provide access to information and resources women required. Funding was provided by the Nugan Group Pty Ltd.

Who was targeted

The program was aimed at women on the land, in business or service industries or those seeking community or educational opportunities.

What was done/activities

- Breakfast with NSW Minister for Small Business and Tourism, providing advice on the role of that office in developing business in the rural sector.
- Hands-on internet workshops at the local TAFE College. There were two women per computer, with 2 sessions catering for the varying levels of competency.

Dr Rosie King, well-known speaker, GP and sex therapist, was the lunchtime guest speaker and provided information on the new uses for the internet in developing relationships, the dangers of internet dating and a list of recommended sites providing advice on relationship and sex issues.

Linda Chin, NSW Office of Information Technology, provided an outline of the 'connect.nsw' initiative and its strategies for getting women on-line.

- A panel session with diverse key speakers provided rural women with a broad array of options for using computers and the internet in their business and daily life. This session utilised a 'show and tell' format, with presenters linking up live to the internet and showing participants how they had used the internet for their own purposes. A Question and Answer session concluded this activity. The speakers included:
 - Margie McClelland and Jenny Sheaffe of Hay, on using the internet in isolated settings to market and sell products, and carry out political lobbying activities;

- Gloria Robbins from 'Internet to the Outback', a volunteer information technology group, on teaching isolated families how to set up and use computers and the internet;
- Carolyn White, Community Health Centre, on the advantages of using the internet for external study, and the positive benefits it can bring to young rural people;
- Rosemary Campbell, Director of Riverina Institute of TAFE, on developing a women's web page; and
- Judy Harrison, National Women's Justice Centre, on the power of a community interest approach in boosting women's uptake of technology.

A forum was held at the close of the day, encouraging women to look at ways of developing educational, business and community opportunities and growth in their region through the use of new technology.

Outcomes

WIRED 2 provided the attendees with a great opportunity to learn new skills and share ideas. Every woman had set up her own access to the internet via email by the end of the day, and had the confidence and skills to search and navigate the net. Participants had a much clearer insight into the uses of this new technology and the opportunities that it can provide.

The day also provided an avenue for rural women to network with other women who are making their own contribution to rural Australia by using technology. This has led to several long-term outcomes, including a follow up meeting with the Office of Information Management (OIM). The OIM subsequently selected the Riverina for funding to establish a regional portal with the State Library of NSW. The project manager will work with WIRED to look at the needs of the area, including training, with the aim of using Griffith as a pilot. The WIRED program is also applying for funds to enable the employment of an officer to run follow up activities throughout the year. The networking component of the course has encouraged many WIRED women and speakers to follow through on their areas of interest or specialisations. Independent interest groups have formed in the areas of tourism, the arts and youth.

The day attracted over 80 women from throughout the Riverina with many more wanting to come who were put on 'waiting lists'. WIRED 3 has already been developed, and will be held in September 2000.

Contacts

WIRED is an initiative of Michelle Nugan, Managing Director of Nugan Group.

Contact: Georgie Forlico ph 02 6962 1822 for more information.

Department of Agriculture, Fisheries and Forestry—Australia (AFFA) *Women as Clients Strategy*

Women as clients

Key Result Area 1: Structures and strategic support

Why it was done

The Women as Clients Strategy is an initiative of the Department of Agriculture, Fisheries and Forestry—Australia (AFFA) to improve the recognition of women as clients of AFFA, and increase women's participation in the development of AFFA programs, policies and services. The strategy complements *A Vision for Change—National Plan for Women in Agriculture and Resource Management*, which provides best practice guidelines for including women in decision-making in the sector.

Who it targeted

All staff of the Department, at any level, who participate in:

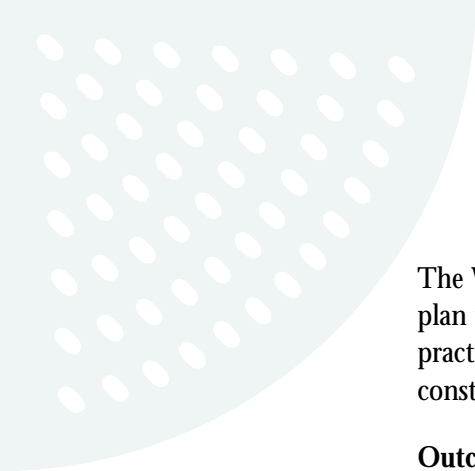
- policy and program development;
- service delivery;
- board, committee or advisory body selection processes;
- research and information collection; and
- training.

What was done/activities

A working group was established to undertake the necessary research and development assisted by diversity management consultants. This involved an extensive cross portfolio consultation process, which included individual meetings with senior executives and focus groups with staff at all levels. Discussions centred on defining who our clients are, how we reach them and ways of improving departmental recognition and responsiveness to women clients.

The findings of the consultation process led to the development of the *Women as Clients* guidelines. These guidelines were launched on World Rural Women's Day, 15 October 1999.

The guidelines provide staff with ways to improve the quality of service delivery to women clients, including when undertaking consultation processes, seeking nominations for AFFA boards and committees and advisory bodies, undertaking research and collecting data or in communication.



The Women in Rural Industries Section (WIRIS) has developed an implementation plan to ensure uptake of the guidelines and to promote and foster inclusive consultation practices. Working in partnership with key policy and program areas of AFFA will constitute a major part of WIRIS' future work.

Outcomes

The consultation process generally revealed a poor understanding of AFFA's client groups and how to reach them. Women, as a significant client group were often overlooked in consultation processes for program and policy development. This factor reinforced the need to develop guidelines for staff to help them provide better services to women clients as part of their everyday activities.

The implementation plan identifies three main performance indicators for measuring if AFFA is successful in reaching women as a client group and will be monitored over the next three years. These are:

- changes to the way we engage our clients;
- improved representation and participation of women in decision-making; and
- changes to the way we portray women in communication.

Contacts

Sue Richards

Director—Women in Rural Industries Section
Rural Policy and Communication Division
Department of Agriculture, Fisheries and Forestry—Australia (AFFA)
GPO Box 858
CANBERRA ACT 2601

Ph: 02 6272 3984

Fax: 02 6272 3025

E-mail: ruralwomen@affa.gov.au

The guidelines are available on the WIRIS website:

<http://www.affa.gov.au/csg/ruralwomen/>

NORTHERN TERRITORY

Case Study

The Central Australian Producers' Action Group—Supporting strategic growth of regional rural industries

Women as participants and contributors

Key Result Area 2: Skills

Why it was done

The Central Australian Producers' Action Group (CAPAG) was formed in 1997 by cattle and camel producers following a livestock marketing Field Day conducted by the Alice Springs Pastoral Industry Advisory Committee (ASPIAC) and the Department of Primary Industry and Fisheries (DPIF).

Helen Murphy, chair of ASPIAC, passionately embraced a vision based on cooperation, coordination and collaboration between pastoralists so that for generations to come Central Australians can enjoy the lifestyle and fulfillment of the unique rangelands environment.

CAPAG is a framework for producers to collectively build wealth, improve lifestyle and enhance the environment. The key focus areas of CAPAG are: renewable energy, telecommunications infrastructure, education and skills development, new business development and diversification, technology transfer and uptake and the aggregation of station inputs and outputs to achieve sustainable purchasing, logistics and marketing efficiencies.


Who was targeted

CAPAG targets, and builds on the interests, needs and skills of Central Australian pastoralists and their families. The CAPAG organisation broadens the opportunities available to the husbands, wives, children, grandchildren and grandparents whose pioneering ancestors cultivated the fertile foundation upon which this dynamic, diverse and electronically dominated future will be built.

What was done/activities

The CAPAG steering committee of three women and seven men received seed funding from the Department of Primary Industry and Fisheries and engaged Rural Development and E-Business Strategist, Monica Bradley as their business advisor, coordinator and coach.

Pastoralists invested significant time, travel and communications to contribute to CAPAG's consultation, education and business development activities. The resulting business plan for CAPAG Pty Ltd has attracted start up funding from Rural Plan and financial commitments from pastoral and private investors. The cornerstone of CAPAG's



appeal is the innovative use of IT and emerging technologies to create a suite of solutions which add value, reduce costs and grow new businesses through regional collaborations and strategic alliances.

Outcomes

Strategically developed vision and plan, in conjunction and collaboration with existing industries, associations, public and private sector.

Common and shared beliefs and ideals of the pastoralists identified and developed.

Positive attributes and assets of Central Australian products, lifestyle, people and environment, promoted.

Outcome driven objectives and activities.

CAPAG cost effectively delivers a suite of solutions from which pastoralists and their family members choose the most appealing individual programs.

Needs, skills and contributions of all station residents and family members, including women, children and elders recognised.

Value of local knowledge as a saleable product, service and problem-solving tool emphasised.

New ideas and information introduced in a practical, non-threatening and understandable manner.

Contact

Wayne Mollah

Assistant Secretary, Business and Strategic Services

Department of Primary Industry and Fisheries

PO Box 990

DARWIN NT 0801

Ph: (08) 8999 2394

Fax: (08) 8999 2010

E-mail: wayne.mollah@dpif.nt.gov.au

Yorke Peninsula Women's Network

A Regional Network For Rural Women Women as participants and contributors

Key Result Area 4: Communication

Why it was done

In 1997 a number of women from the Yorke Peninsula agreed to host the 1998 SA Rural Women's Gathering. An advertisement was placed in a local paper asking anyone interested in being involved in an organising committee to respond. The response was overwhelming and consequently a diverse group of women from all areas on the Peninsula came together to organise the 1998 SA Rural Women's Gathering at Kadina.

While some of the women were involved in formal groups the Gathering attracted a large number of women from the Peninsula who were not involved in traditional farming or women's organisations. Many of the women, while often living in close proximity had not had the opportunity to meet before or work together. At the conclusion of the Gathering the organising committee felt that there was a real need on the Peninsula for a network. The aims of the Network are to provide ongoing training and networking opportunities for Yorke Peninsula women.

Who it targeted

The Network targets women who live or work on the Yorke Peninsula. The activities are varied in content, location and timing to ensure that every woman is able to attend at least some of the activities during the year. The activities take into account the diverse needs of women at different stages of their lives.

The Network is structured to encourage women to be involved without feeling obligated to be on an organising committee or tied to regular commitments. Costs are kept to a minimum. The Network costs \$20.00 to join for the year, which gives the members a discount on the events during the year. There is no obligation to be a member of the Network and non-members are welcome at all events. Membership covers the cost of postage and printing of the Newsletter.

What was done/activities

At the conclusion of the 1998 Gathering a committee was formed with representatives from all areas on the Yorke Peninsula. Each member convenes a sub committee for their area. These sub committees take it in turns to organise the dinner meetings in their area. This spreads the workload around the whole committee giving everyone the opportunity to develop skills in event organising and in public speaking. Dinners are held on the Wednesday night of week seven in terms one, two, three and four. One dinner is held in Southern Yorke Peninsula, one in Central Yorke Peninsula and one in Northern Yorke Peninsula. Women share the travelling and attend the dinners held in each of the areas on the Peninsula.

Different members of the main committee also organise other events, workshops, field days or tours on an ad hoc basis depending on demand and opportunity. Different members of the committee are responsible for organising different types of activities. One member is responsible for the primary industry activities, another is responsible for the domestic type activities and another for the newsletter, which is produced four times a year, and another is responsible for the finances of the committee.

Outcomes

Twenty-five women attended the first Yorke Peninsular Network event held in October 1998, which was a Farm Trail Tour for Women. In April 1999, Judith Barr spoke at the dinner meeting, which attracted 85 women. In July 1999, 110 women heard Elspeth Radford speak at the dinner meeting and in September 1999, 144 women attended the dinner meeting to hear Allyson Parsons. The Network has also organised a two day Grain Marketing Workshop, a Thai cooking class, a bus for 40 women to attend the 1999 SA Rural Women's Gathering at Bordertown and a GST/Tax workshop in September 1999.

The Yorke Peninsula Women's Network membership currently stands at 117 financial members. An indication that this structure for communication is meeting the needs of rural women today.

Contacts

Ms Jeanette Long

Yorke Peninsula Women's Network Coordinator

Ph: 08 8837 3993

Fax: 08 8837 3443

E-mail: Wjjalong@netyp.com.au

Tablelands Agribusiness Women's Group

A Network and Newsletter—Supporting Women's Involvement On Their Terms

Women as participants, contributors, leaders, decision makers and clients

Key Result Area 2: Skills

Why it was done

The Atherton/Tablelands area is a very diverse agricultural region within Queensland. The three founding members of the 'Tablelands Agribusiness Women's Group' were women who for some time had been actively involved in their industries which included dairying, pork and sugar. Not long after meeting at the Department of Primary Industries' (DPI) World Rural Women's Day celebrations in 1998, they came up with the idea that perhaps there was a need for a women's group in the area which concentrated on skills development.

Who it targets

This group targets other women in the Atherton/Tablelands area who wish to gain more confidence, and build their skills so that they feel empowered to attend and participate at community and industry meetings.

Who carried it out


Women producers in the Atherton/Tablelands area, with initial encouragement from from DPI and logistical support from the local TAFE.

What was done/activities

Acting on an idea suggested by one of the three women, they commenced a 'ring-around' with women in their own networks about forming a women's group emphasising individual skill development. Interested women were encouraged to contact other women whom they thought might be interested. As well as this, a flyer was drafted and distributed.

The first formal meeting of the Tablelands Agribusiness Women's Group was held in August 1999. Apart from the members, a representative from DPI's Women in Rural Industries Unit, and the DPI' North Queensland rural partnership development officer attended, along with representatives from the local TAFE.

At this meeting the women were able to motivate and encourage each other, and discuss their goal of building confidence and extending their abilities into business and community activity. With DPI and TAFE representatives present, they were also able to explore their options and find out what courses and training subsidies were available.



Since that initial meeting, the group has continued to meet and has grown in number. The local TAFE has introduced a new program – a Rural Business Management Diploma which includes computer training and marketing skills, and several women enrolled in this course for 2000.

Several key members of the group also took advantage of DPI hosting activities for WRWD 1999 in Malanda and Mareeba, and were able to work either with or as regional coordinators to provide a program of activities which women producers found both interesting and beneficial.

Maryann Salvetti was one of those women who helped coordinate World Rural Women's Day celebrations in Mareeba. Being the Queensland recipient of the 1997 ABC Rural Woman of the Year Award and one of the women DPI sponsored to attend the 2nd International Conference on Women in Agriculture at Washington, she took the opportunity to encourage women to 'get involved in their industries'.

From speaking with women in her own network, Maryann says that 'lots of women want to be involved in the executive of their organisations but they lack the skills and confidence. The Tablelands Agribusiness Women's Group is about building that confidence and accessing skills that will qualify them for those roles.'

The members of this group don't see themselves as being an 'agripolitical' group. Many of the members are already associated with an industry group that has that function. Maryann says: "this group is about training women, and giving them the confidence and skills to attend local community and industry meetings, get known, have their say and get elected".

Outcome

On hearing Maryann speak at the 1999 World Rural Women's Day celebrations, another ten women approached her about joining the rapidly growing group. The women's commitment to their industries, and the understanding they have of each other's needs and level of confidence, is a valuable resource for industry, community and government alike.

Contacts

Maryann Salvetti, Canegrower

Ph: (07) 4093 3743

Fax: (07) 4093 3709

E-mail: salvetti@tpgi.com.au

Libby Lynch, Women in Rural Industries Unit

Department of Primary Industries—Queensland
GPO Box 46

BRISBANE Qld 4001

Ph: (07) 323 93254

Fax: (07) 323 93685

E-mail: lynchl@dpi.qld.gov.au

Progress Rural WA

Western Australian Rural Women in Leadership Pilot Course Women as participants

Key Result Area 2: Skills

Why it was done

The WA Rural Leadership Program is a part of Progress Rural WA an initiative of Monty House, Minister for Primary Industry and Fisheries. The program provides training in leadership development.

Prior to this pilot course the target age for the two levels of training offered was between 18–40 years. There was, however, a significant number of women over the age of forty who were interested in increasing their leadership ability.

Who it targeted

Twenty women from throughout the state were approached to take part in the pilot course specifically designed for women over the age of forty. Many were nominated from a range of state organisation such as Country Women's Association (CWA), Regional Tourism Associations, State Sporting Associations, The Isolated Children's Parents Association and community groups.

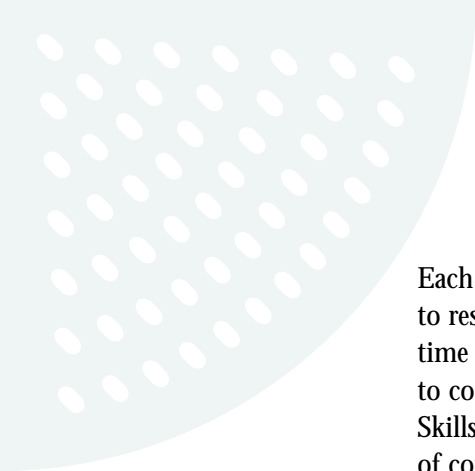
The women came from a variety of backgrounds and experiences but shared a long term involvement in community work at local, regional or state level. Many travelled substantial distances to be involved, one over seven hours

What was done/activities

The course was designed as three modules of two days each, with each module three weeks apart. The overnight stay was important to allow the group to bond, and the three week break between modules allowed the training to be assimilated into daily life before new learning was introduced.

The three modules were designed to build on the skills and experiences the women already possessed and took the group through the themes of self discovery, self improvement and self motivation.

Module One introduced the participants to individual personality profiles and styles followed by leadership styles. Module two covered media, time management and meeting procedure. The final module included communication, public speaking, networking and goal setting.



Each participant was assigned to one of four case study groups, which was required to research a topic and prepare a group presentation for the final afternoon. As no time was allocated to this case study during the training, the groups were required to communicate between modules and apply the skills learnt during the course. Skills in working with different personality styles, taking the initiative and good use of communication were areas that were significantly strengthened during this task.

Outcomes

The final presentations were sensational. The case studies focussed on the evident leadership in four statewide initiatives. The women had identified that, where leadership is strong, the success was evident, and where leadership was not as apparent a project's success reflected this. Other key learnings came from working with small groups where compromise was necessary to achieve a successful outcome.

Our belief was that the women would join the course with skills accumulated from years of work in agriculture, their communities and businesses.

Our mission was to help participants accept their strengths and rekindle their belief in their ability to be effective leaders. This was a clear outcome, with participants acknowledging that they learnt as much from each other as they did from the skilled presenters they were exposed to.

One woman in her final visioning session remarked "I've found something during this course that I had pushed down so far I'd forgotten I ever had. I know I can make a difference and I am going to."

After the success of this pilot course, The WA Rural Leadership Program will conduct four courses in 2000. They will be located in regional areas and we believe that the response will be overwhelming.

Contact

Mrs Leigh Hardingham

Coordinator WA Rural Leadership program
PO Box 174
CORRIGIN WA 6375

Ph: (08) 9063 7022

Fax: (08) 90673 7044

E-mail: cumbrae@wn.com.au

Tasmanian Farm Business Development Award

Women as participants

Key Result Area 1: Structures and strategic support

Why it was done

Tasmanian agriculture has for some time been developing a culture of innovation and diversification. Our wine and aquaculture industries are examples of what are now major Tasmanian industries that have started from small beginnings. Our livestock horticulture and vegetable industries have shown that our climate can support a wide range of diversification.

Who it targeted

The particular need for the recognition of small innovative rural businesses was highlighted in research conducted for the preparation of the Women in Agriculture and Resource Management Action Plan. The Tasmanian Farm Business Development Award was written into this Plan as a strategy towards meeting this need.

What was done/activities

Supported by Webster Ltd, and Department of Primary Industries, Water and Environment (DPIWE) this Award aims to recognise innovation and the development of new businesses in the rural community. In developing the Award, the scale of the enterprise or the capacity for growth was not to be considered as a judging criteria rather a 'small can be beautiful' approach was used. Very often a single employee enterprise or an innovative approach can make a significant difference to the viability of the whole farm.

The distinguishing feature that all the entrants had in common was their enthusiasm for their enterprises. This helped them overcome the many hurdles they encountered in establishing themselves in their businesses. High on all entrants list of priorities was the willingness to adopt new ideas and technology, Quality Assurance and meeting customer needs and then adapting those needs.



Outcomes

The Award is playing an important role in raising the profile of innovative and new industries in Tasmania. It also encourages farm management teams to utilise all their resources available to improve the future viability of their individual farming enterprises.

Farms and rural communities must make the best use of all the resources at their disposal, both human and physical and to tap the rich supply of skills, talent and knowledge that is available to them.

Contact

Ruth Paterson, Project Officer

Women In Agriculture

Department of Primary Industries, Water and Environment

PO Box 46

KINGS MEADOW Tas 7249

Ph: 03 6336 5383

Fax: 03 6336 5400

E-mail: Ruth.Paterson@dpiwe.tas.gov.au