

You set the targets

We help you get there

Six Australian cattle and sheep producers are invited to take up the challenge to make more from their business. You could be one of them...

The MLA challenge is a new program that will showcase how six producers make positive change in their businesses over the next 12 months and take the rest of Australia along for the journey.

If selected to take part, you will be supported with a business coach, a producer mentor and a wealth of industry information, resources and experts to improve the productivity and profitability of your business.

The aim of the MLA challenge is for you to outperform your current benchmarks while tackling the vagaries and challenges of everyday farm life. And this is the basis for how you compete in the challenge.

“While the main focus is on these six people taking their own path to success, the program aims to challenge every Australian producer to think about how to improve their business performance and – with the support of MLA research and resources and access to industry expertise – act on it to create more profitable, sustainable businesses,” said MLA Managing Director Scott Hansen.

“I am excited about this challenge – it aims to not only take those few selected people on a journey to building a better business but I hope it will motivate and inspire others to do the same,” Scott said.

MLA is looking for two northern cattle producers, two southern cattle producers and two sheep producers to take up the challenge and push their businesses further.

Financial and lifestyle rewards

Simon Fritsch and Sam Newsome of consulting firm, Agripath will be two people you'll get to know very well. Agripath will be undertaking a benchmarking analysis of your business at the start of the journey and helping you to design a series of changes over the year that can make a big difference to your bottom line.

“If the challenge can be the catalyst to drive your business from performing at the industry’s average return, to that of the top 20% over time, there is a lot at stake,” Sam said.

“For example, a farm in a certain location, with \$10m in assets, can move from 3% to 6% return on assets, this equates to \$300k per annum additional return.

“Benchmarking is simply the measurement of your business so that the key performance indicators and key decision points can be defined.

“Agripath will go through a straight forward process at the start of the challenge, so that you can more easily identify what changes will give you the best outcomes, in terms of your financial, lifestyle and/or environmental goals. ”

What’s in it for you?

“MLA research discovers new ways to improve the profitability and productivity of Australian cattle and sheep enterprises. Our research has proven benefits. And we want more people to access it,” said Scott.

For more information on the MLA challenge or to apply, visit www.mla.com.au/challenge