



Alpine Valleys

agribusiness forum

'Australian Alpine Valleys - Where the Best Grows to Perfection'

March 24, 2009

Alpine New Industry Leadership Program May – November 2008

Background

The tobacco industry in North East Victoria was closed with the withdrawal of market partners in 2006. TAFCO, the Alpine Shire and Rural City of Wangaratta in conjunction with the Post Tobacco Action Group (PTAG) and the community identified the need to foster and develop leadership potential to provide employment options for farmers and affiliated businesses owners and operators.

Context

The aim of the leadership program was to skill former growers and community members to lead the former tobacco growing communities through the structural adjustment / change process. It involved learning leadership and industry / business development processes through formal training and learning from others who have gone through similar experiences.

The leadership program aimed to:

- Support the mentoring of future leaders on an ongoing basis
- Equip the community to embrace change and challenges more readily
- Create a more entrepreneurial culture
- Encourage diverse and inclusive leadership skills and abilities

Program

A steering committee involving Alpine Shire, Rural City of Wangaratta, TAFCO and the Australian Alpine Valleys Agribusiness Forum developed the program which consisted of 8 full day leadership training sessions, including a Melbourne and New Zealand trip and evaluation.

The program was delivered by the Alpine Valleys Community Leadership Program in conjunction with the Regional Development Company.

The program focussed on skills development in:

- goal setting
- action planning
- leading groups
- media liaison, communication skills
- personal / professional development

and also involved industry speaker sessions on topics such as marketing, agri-tourism, water, value adding and state and regional agribusiness sector.

Eleven applicants were selected for the program which was launched on 21st May and concluded with a highly successful graduation celebration in November 2008 attended by the Minister for Agriculture, Joe Helper.

All participants listed below are very happy to be contacted in the next couple of days to arrange a time for Thursday morning.

Eliza McGuffie - Myrtleford ex-tobacco farming family, Dookie College graduate

Eliza is currently working at Wangaratta Camping World in Murphy Street Wangaratta (opposite Gloria Jeans) so will be at work on Thursday morning. OK to ring her on her mobile. 0427 602 860

George Barel – Mt Beauty - Green Tea Grower

Mobile : 0427 545 251 - 6109 Kiewa Valley Highway, Coral Bank, (near Mt Beauty)
Kim may have visited George previously and he is keen to show her the difference since then.

Dino Michelini – Buckland Valley - Viticulture/beef

Mobile : 0427 562 560 - Buckland Valley Road, Buckland Valley
Dino will probably be at the farm on Thursday rather than the winery (Michelini Wines- Myrtleford)

Mark & Frank Primerano – Whorouly - blueberries/cattle/corn

Mark's mobile - 0438 271213 - 287 Whorouly Rd, Whorouly or maybe at
Frank's property 215 Whorouly Road. Frank's mobile 0417 387108

Joe LaSpina - Whorouly - walnuts & horticulture

Mobile : 0419 584 039 - 161 Whorouly Rd, Whorouly