



Marketing Pathway Workshop

Harness your strengths. Find out how to...

- ✓ Unlock your attitude blocks
- ✓ Identify and add value to your product
- ✓ Leverage your product through networks and systems
- ✓ Change your product from a commodity to a niche item
- ✓ Sharpen your marketing edge

The practical tools and techniques apply to...

- Farmers wanting to step off the commodity roller coaster ✓
- Those with a new idea they want to turn into a business ✓
- Rural, regional and metropolitan managers needing a business boost ✓
- Government and semi-government development officers assisting communities ✓
- Primary producers needing to invigorate their group marketing projects ✓
- Corporate executives needing new skills to improve their career path ✓

Success can be shared. Here's how you can join in...

- ✓ Meet progressive and dynamic people
- ✓ Find out how others are creating marketing solutions
- ✓ Build new ideas to take your product to the customer
- ✓ Discover new networks and alliances
- ✓ Develop business strategies tailored for you
- ✓ Take control of your business risk

"...and here's what they've said..."

"What a fantastic workshop! We love being around positive and energetic people and then find the wealth of knowledge and energy gained powers not only ourselves but also our business."

Sam and Jenny Bailey – "Pine Hills" farmers and graziers

"I found a substantial improvement in my attitude towards my business and also have a lot more motivation. I am very happy I went to the workshop. I feel it was very worthwhile."

Jacqueline Campbell – Digit Design Web Sites

"I wish I had done it (the Workshop) 2 years ago – really helpful weekend to get things in perspective, use our data and move ahead. Thank you."

Charlotte Gibson – Whitlow Stock Horse Stud

"I found the Workshop to be very worthwhile. As a Shire Development Officer and farmer I learnt new skills regarding the promotion of my products. I'm now concentrating on forming the alliances I will need to successfully market my products."

Sam Barwick – Shire Economic Development Officer

Your Facilitator is

John Whitfeld

– Managing Director, Tradelink Services Australia Pty Ltd. A livestock producer for over 40 years who instigated the first beef producer marketing supply network in 1986. John has led trade delegations in Japan, Korea and China and is presently active in red meat supply networks through Asia and the Middle East. John's wide personal experience in land leasing, supply networks and business systems is shared throughout the Workshop

"New technology can bring change to your business, however the principles of leveraging your product, networks, managing information and controlling risk remain timeless."

Contact: johnw@tsaagribusiness.com.au