

Young Farmer Group Guidebook

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Prepared for :

Young Farmer Business Program
NSW Department of Primary Industries

Introduction to this Guidebook

The Young Farmer Business Program (the Program) empowers 18 to 35 year olds across NSW to build better farming and fishing businesses. Through their work, the Program have come into contact with diverse young farmer member groups across the state that are seeking assistance to grow and sustain their operations. The Program has also been approached by individuals that are looking to start their own group, but are unsure of where to start and where to get support.

In response, a survey to existing young farmer groups in NSW was distributed to better understand the current needs and issues these groups were facing. The survey also sought to uncover the types of information, support and assistance these groups would have welcomed upon formation of their group to better assist those looking to start their journey.

As a result, the [Young Farmer Group Toolkit](#) has been developed, and includes videos, a state map, templates, short factsheets and this comprehensive guide to assist new and established groups across NSW. It draws upon relevant state and national legislation and seeks to point our young farmers and fishers in the right direction to deliver on their passion to form a young farmer group.

- 1 Starting**
We've got a great idea, but how do we get started?
- 2 Financing**
Our group is ready to roll, but how do we raise money?
- 3 Marketing**
Our group is awesome, so how do we promote it?
- 4 Events**
We want to run an event.... Help!
- 5 People**
Our team needs support, what do we do?



This Guide has been developed by Airlie Landale ([Farm Table](#)) for the Young Farmer Business Program and the NSW Department of Primary Industries. It was developed with the input of existing groups across NSW via a survey, feedback from the Young Farmer Business Program Advisory Committee, research on best practice and guidance from subject matter experts.



Copies of the latest version of the guide can be downloaded from www.youngfarmer.nsw.gov.au.

If you need further information or assistance, please contact the Young Farmer Business Program via their [website](#).

Table of Contents



INTRODUCTION	02
ESTABLISHING YOUR YOUNG FARMER GROUP	03
Young farmer group map	04
Mission, objectives & business plan	05
Group structure	06
Committee	09
Meetings	11
Administration	13
FINANCING YOUR YOUNG FARMER GROUP	15
Membership fees & models	16
Sponsorship	21
Grant funding	25
Fundraising	29
Other	30
MARKETING YOUR YOUNG FARMER GROUP	31
Brand assets	33
Social media	35
Email marketing	37
Publicity	38
Advertising	39
RUNNING EVENTS & WORKSHOPS	41
Event format	43
Event committee	46
Event budget	47
Event sponsorship	48
Event presenters	50
Event planning	51
Registration & promotion	52
Event day and post-event	53
SUPPORTING YOUR YOUNG FARMER GROUP	57
Stress & Fatigue	58
Conflict	60
Skill development	61
Committee succession	62



*WE'VE GOT A GOOD IDEA,
BUT HOW DO WE GET STARTED?*

SECTION 1

ESTABLISHING YOUR YOUNG FARMER GROUP



So, your brain is working overtime with an exciting new idea to establish a group in your community in response to a need or problem. Maybe you want to improve connections between young farmers in your district, help improve production knowledge gaps, or just get together to chew the cud informally.

Your idea is solid, you've got some other people on board, but what's next?

This section will help you navigate the world of setting up a Young Farmer Group to ensure you begin your journey of making a difference on the right step.

We will cover administrative, regulatory and legal considerations, but don't be daunted, we are here to make it all plain and simple!

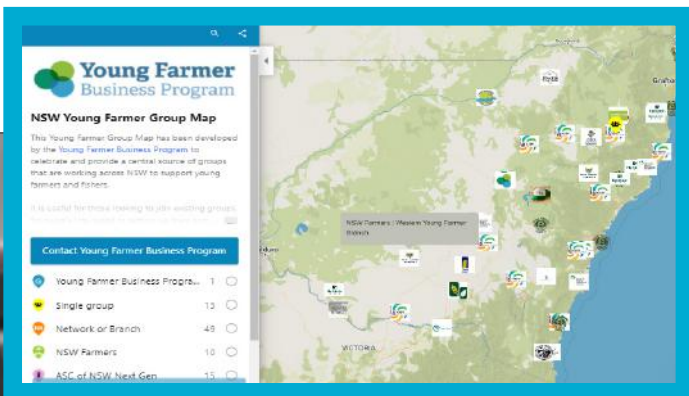
But before we start, do you actually need to start a brand spanking new group?

Let's not recreate the wheel!

We recommend doing a bit of research before you begin to understand if there is already another group doing the same work as your group.

Maybe you could discuss if you could become members of their group, work together, or perhaps just a chat to get some sound advice and feedback before starting out.

There can be extra expenses and paperwork involved in running a separate group. Also, there can be advantages to joining existing groups in terms of accessing increased funding opportunities and other resources.



CONSIDER THESE THREE THINGS:



1

Are there other organisations in your community that you could join and volunteer your time for?

2

Are there other young farmer groups doing similar things elsewhere that you could become a local subsidiary of?

Check out our [Young Farmer Map](#) for existing groups operating in NSW and get in touch with them!

3

Other community groups across Australia can be found [here](#).

VISION, OBJECTIVES & BUSINESS PLAN

We've identified a need... What's next?!



Setting your group up for success

Defining who you are and what you're aiming to achieve is a vital step in setting up your organisation - it will help to guide your structure, activities and relationships.

MISSION, VISION AND VALUES... IS IT ALL JUST JARGON?

Defining your purpose and why you exist is SO important as it will make it easier for you to decide on the structure of your group (amongst so many other benefits).

But it isn't always easy!

We recommend reading [this resource](#) to understand the roles of mission, vision and values (and the difference between them!), and then undertaking this ['Before you start'](#) checklist to get your wheels in motion and clarify your goals and ideas.



DO WE NEED A BUSINESS PLAN?

A Business Plan is essential to build a roadmap for your group and is also a critical tool in the journey to obtain support or funding. It helps to formalise your ideas, prioritise and test viability.

Business Plans can be a little scary to draft, but once it is done, they are so helpful in guiding your group, and can be redeveloped or updated through the life of your group.

- Farm Table has a whole list of [business plan templates](#).
- Social Ventures Australia [Business Planning Guide](#).
- The Australian Government's, How to develop your Business Plan [guide](#) and [template](#).
- The heart of your Business Plan is your budget. We talk specifically about funding your group's activities in Chapter 2 of this guide.

GROUP STRUCTURE

Holy moly, do we need to incorporate a new entity?

Choosing a structure for your young farmer group

Congratulations on completing your Business Plan! It will have given you a clear idea as to why you exist and how you will operate. This will make the decision around your structure much easier.

We will chat through the incorporation decision here, but don't be overwhelmed, as we will step you through a number of questions to understand your options and obligations.



SHOULD WE INCORPORATE?

Incorporated groups are incorporated under law (either State or Federal) and report to a regulator relevant to the type of structure chosen.

A community group that is not a formal organisation is known as an **unincorporated association**. You will have fewer legal responsibilities but group members might be responsible personally and you may not be able to apply for funding.

Incorporation is a voluntary means of creating a legal identity. In becoming an **incorporated association** your group becomes a legal body in the eyes of the law. It must have a minimum of five members.

Advantages of incorporation

- Simplifies and clarifies management and ownership.
- Provides some legal and financial protection for the committee.
- Allows organisations to apply for a much wider range of public and private funding.



Disadvantages of incorporation

- Regular and ongoing compliance with government regulation.
- Most will be required to have compulsory public liability insurance.
- Membership records and minutes must be kept.

Unsure? Consider **this checklist** before deciding on whether to incorporate or not.



GROUP STRUCTURE

2

ARE WE A NOT-FOR-PROFIT?

A not-for-profit (NFP) is just one option that an incorporated organisation can take. Different laws apply to for-profit and not-for-profit organisations. Click through the following links to learn more about the NFP status and what it means:

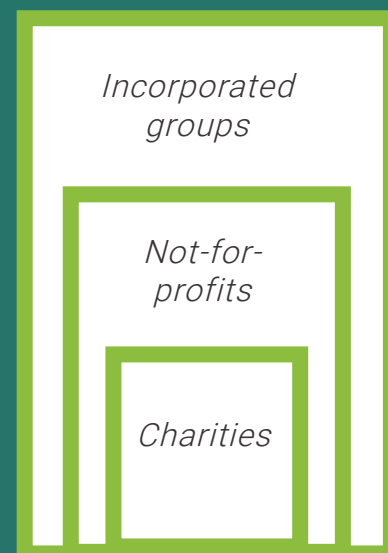
[What does not-for-profit mean?](#)

[What about social enterprises?](#)

[What if we are for-profit?](#)

SHOULD WE REGISTER AS A CHARITY?

If you register as a charity, there are a number of tax concessions and [other benefits](#). An organisation is a 'registered charity' if it is registered with the [Australian Charities and Not-for-profits Commission](#).



3

WHICH NFP LEGAL STRUCTURE IS FOR US?

If you have decided to incorporate, there are a number of structures you can choose from. The requirements for initial incorporation and the ongoing obligations and reporting obligations vary depending on the type of incorporated legal structure your group chooses.

Incorporated association: the cheapest and quickest way to become a legal entity.

Not-for-profit company limited by guarantee (CLG): A company structure is one way to limit your liability to unforeseen contingencies.

Co-operative: A co-operative is a legal entity based on sharing, democracy and delegation for the benefit of all its members.

Indigenous corporations: Aboriginal and Torres Strait Islander groups.

Most not-for-profit groups that want to incorporate choose between becoming an incorporated association or a CLG. What is best for your group will depend on your circumstances and the future plans of your group.

Learn more about the advantages and disadvantages of each structure on the next page.



[Which incorporated legal structure should we choose?](#)
(NFP Law)

GROUP STRUCTURE

Structure

Benefits

Disadvantages

Incorporated associations

- Less onerous reporting obligations.
- Regulator takes 'educative' approach to enforcement.
- Sometimes cheaper to set up.

- Groups with less than 5 members cannot use this structure.
- State-based structure makes it difficult to operate across states.

Not-for-profit company (CLG)

- National regulator.
- In case of charities, simpler reporting to ACNC not ASIC.

- Can be expensive to set up.
- If not a charity, complex reporting requirements to ASIC.

Co-operative

- Espouses co-operative principles if passionate about this approach.

- Less popular structure with fewer professionals with expertise.
- Principles and obligations will not suit all social enterprises.

Indigenous corporations

- Takes into account Aboriginal and Torres Strait Islander customs and traditions.

- Excludes non-Indigenous groups.

4

WHAT ARE OUR OBLIGATIONS?

Once incorporated, there are some regular compliance tasks required such as the keeping of records, holding of elections and submitting of returns:

Incorporated associations: An incorporated association is required to report to [NSW Fair Trading](#).

Not-for-profit company limited by guarantee (CLG): [ASIC](#) is the independent Commonwealth government body that regulates.

Co-operative: [NSW Fair Trading](#). Co-operatives that are registered charities also need to report to the [ACNC](#).

Indigenous corporations: [Office of the Registrar of Indigenous Corporations \(ORIC\)](#).



Before your group makes any decisions about whether to become incorporated, you might want to ask for advice from a solicitor and/or an accountant.



- [Decision Tree \(NFP Law\)](#)
- [NFP Getting Started App \(NFP Law\)](#)
- [Reporting to government \(NFP Law\)](#)
- [How to decide whether your group should incorporate \(NSW\) \(Justice Connect\)](#)
- [Office of Fair Trading NSW: Provides information about becoming an incorporated association.](#)
- [Our Community: Provides help sheets about starting a community group](#)
- [Australian Taxation Office: Offers non-profit organisations relevant GST and other tax information](#)

What roles do we need to fill?

Developing a well-functioning committee

If you incorporate, a fundamental step is forming a governing body, such as a committee. But even if you aren't incorporated, formalising the management of a group and its roles and composition is still very important. We outline some of the common positions below.



Chairperson

Also referred to as President, the Chairperson runs meetings and usually represents the association at public events.



Deputy Chairperson

Also referred to as Vice-President, the Deputy takes on the role of the Chairperson when that person is not available.



Treasurer

Also referred to as Financial Officer, the Treasurer deals with the financial affairs of the association.



Public Officer

Reports to NSW Fair Trading (or the relevant regulator) and will conduct the role of Secretary if no Secretary is elected or if the Public Officer is separately elected as Secretary.



Secretary

Organises meetings, deals with documents and keeps minutes and other records of the association.

The committee may have other members who are not office bearers. These are sometimes called 'ordinary committee members'. These members must also meet the duties that apply to members of the committee.



To assist with Committee composition and to ensure you have the right skills on your team, we recommend developing a [skills matrix](#).



- [Running an incorporated association in NSW \(NFP Law\)](#)
- [Governance and legal duties of office holders \(NFP Law\)](#)
- [New to a board or committee? An introduction to your role \(NFP Law\)](#)
- [The Not-for-Profit Governance Principles \(AICD\)](#)
- [Tools and Resources \(Institute of Community Directors\)](#)
- Check out our People section later on in this guidebook!



Check out our videos with the Young Aggies, Young Country Networkers and Young Farmers Connect about running successful events!



MEETINGS

Help! We hold meetings but they never achieve anything!

Key steps to running successful meetings

Meetings are an important part of the operation of any organisation. But maybe you struggle with long discussions that do not reach a consensus; decision-making on the basis of inadequate information; low attendance; uneven participation; and/or unwillingness to ask questions/participate. We have some tips that may help!

ARE THERE LEGAL REQUIREMENTS REGARDING MEETINGS?

Firstly, meeting requirements differ depending on the legal structure but generally the meetings required include:

- Committee meetings (for committee members).
- Annual General Meetings (for members).

It's important for your organisation to conduct meetings in accordance with the relevant laws and regulations. See our links in previous section for your relevant regulator.



HOW DO WE KEEP PEOPLE ATTENDING WHEN WE ARE ALL SO BUSY?

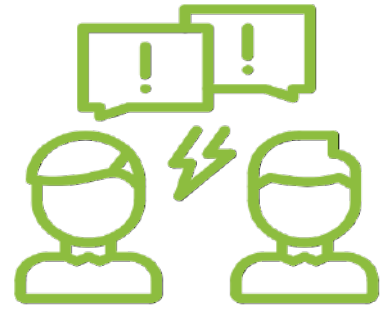
- Set dates well in advance and try not to create a habit of postponing.
- Distribute agenda, previous minutes and reports at least two days prior to each meeting and assume as read during the meeting
- Market your meeting (send formal notice) and send reminders.
- Consider having a guest speaker.
- Facilitate group discussions/activities.
- Always start and end on time.
- Consider consequences for non attendance.
- Put names of those on time into a hat and draw out a winner each meeting (the prize is up to you!).
- Feed the participants!
- Enable people to log in virtually ([How to take your AGM online](#)).



MEETINGS

ANY TIPS FOR KEEPING THE MEETING ON TOPIC?

- We cannot stress the importance of an agenda, minutes and actions table. We've created [templates](#) to help you stick to the schedule!
- Ensure the room and technology is set up and working before people arrive.
- A good Chair encourages input from all attendees and steps in if discussions are getting heated and matters cannot be debated fairly or sensibly. Some more tips [here](#).
- Ask people to send in items for General Business beforehand.
- Encourage group discussion but set time limits!
- Set actions and move motions!



HOW DO WE MANAGE CONFLICT?

- Strong Chairperson.
- Spot conflicts early.
- We cover conflict more deeply in Chapter 5.



- [Checklist for notice of Annual General Meeting_ \(Page 93\) \(NFP Law\)](#)
- [Sample agenda for Annual General Meeting_ \(Page 97\) \(NFP Law\)](#)
- [Checklist for content of minutes \(Page 105\) \(NFP Law\)](#)
- [Conventions for drafting minutes \(Page 106\) \(NFP Law\)](#)
- [Checklist for notice of committee meeting \(Page 157\) \(NFP Law\)](#)
- [Checklist for content of minutes \(Page 159\) \(NFP Law\)](#)
- [Conventions for drafting minutes \(Page 160\) \(NFP Law\)](#)
- [Management committee meetings. \(NSW Fair Trading\)](#)
- [Self-governance checklist for not-for-profit organisations \(ATO\)](#)
- [Internal controls for NFP organisations. \(CPA Australia\)](#)
- [Risk management guide for NFPs, Community Groups and Charities \(Our Community\)](#)
- [Meeting Agenda Template](#)
- [Committee Action Table Template](#)
- [Meeting Minutes Template](#)



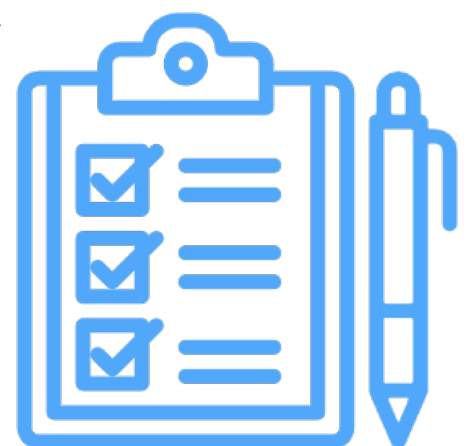
ADMINISTRATION

What else do we need to consider?

Setting up your group administration and management

Below is a checklist with links to further information to assist you in dotting your i's and crossing your t's to ensure a smooth set-up and successful operation of your group. We cover many of these in the remaining chapters of this guide!

1. [Do we need a name? How do we choose one?](#)
2. [What do we need before applying for an ABN?](#)
3. [How do we register our ABN?](#)
4. [What are the main legal requirements for keeping registers, records and official documents?](#)
5. [What types of insurance does my organisation need?](#)
6. [Do we need a formal Work, Health and Safety Plan?](#)
7. [How do we protect our intellectual property?](#)
8. [How do we set up a bank account?](#)
9. [How do we raise money?](#)
10. [How do we attract sponsors?](#)
11. [How do we get an email address?](#)
12. [Do we need a website?](#)
13. [How do we run events?](#)
14. [How do we market our group?](#)
15. [How do we look after our committee and our volunteers?](#)
16. [How do we manage committee change?](#)



*OUR GROUP IS READY TO ROLL,
BUT HOW DO WE RAISE MONEY?*

SECTION 2

FINANCING YOUR YOUNG FARMER GROUP



You are passionate about your vision and have a team ready to make a difference. But you need money, money, money to help finance your group's activities.

So, where do you start?

In the coming pages, we will introduce a number of funding models to point you in the right direction to raise the much needed cash for you to deliver on your 'why'.

Do you need to raise money?

Raising finance takes time and effort. So, the most important first question to ask yourselves is whether you need to.

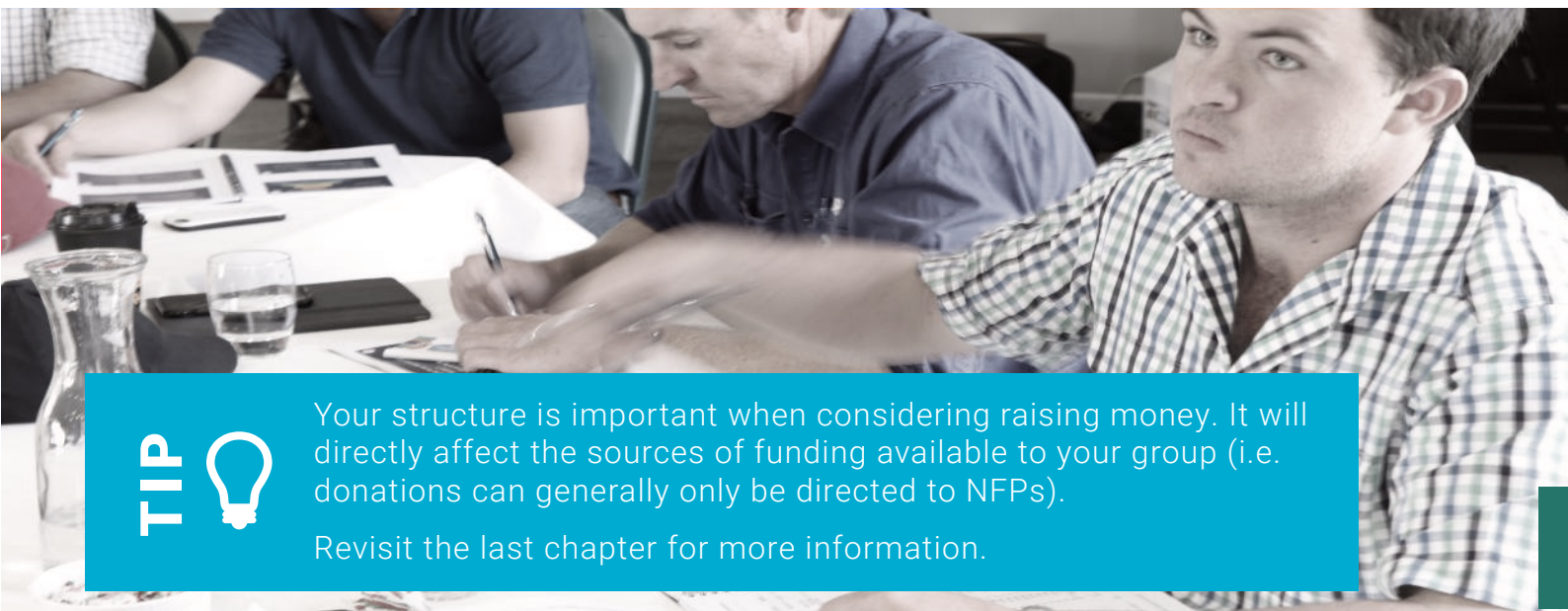
It sounds simple, but it is important to reflect on your objectives and the amount of money needed to achieve this before jumping into the raising money pool.



How do we raise money?

Your Young Farmer Group can raise the capital it needs in many different ways. You can focus on one model, or use a hybrid approach.

The key to getting this right is to not focus solely on the funding model, but in understanding how to think beyond it in order to unearth a sustainable way in which your group can operate now and into the future.



Your structure is important when considering raising money. It will directly affect the sources of funding available to your group (i.e. donations can generally only be directed to NFPs).

Revisit the last chapter for more information.

We will focus on the following funding options to help you start your journey:



- [Social Enterprise Guide \(NFP Law\)](#)
- [Capital Raising \(Australian Institute of Company Directors\)](#)



MEMBERSHIP FEES & MODELS

Should we charge members to be part of our group?

Considering membership models

Introducing a membership model involves individuals paying to access the value or benefits of your young farmer group. This can become a significant and recurring revenue source depending on its structure and take-up.

Membership can be a way of incentivising involvement with your group and extends opportunities to them in return for a donation/membership fee.

ADVANTAGES & DISADVANTAGES OF INTRODUCING A MEMBERSHIP STRUCTURE

Advantages



- People crave community.
- Increased event attendance.
- Stable cash flow (monthly or annual payment).
- Lower marketing cost.
- Scalability.
- Feedback loop.
- Additional revenue opportunities (selling items to members i.e. caps).
- Data to assist with sponsorship opportunities (i.e. show companies the number of members you have who can be their audience).
- May be easier than obtaining other funding sources.
- Large member-base of individuals to assist in volunteering.



Disadvantages

- Providing enough value that people actually want to pay a monthly/ annual payment (this is a biggie!).
- Do you have the right skills to pull this model off?
- You may require membership software to implement and scale this model.

MEMBERSHIP FEES & MODELS

What models can we consider?

The process of setting up a membership model

Step 1

Who are your future members?

You must structure your model around your prospective members interests and values, so you must first need to learn a little more about them and how they will interplay with your group’s overarching strategy.

Ask yourself:

- Who are your likely members?
(Consider your marketing avatars introduced in [Chapter 3](#))
- What role will they play in your group?



Survey your members:

- Does your mission align with their values?
- Will you have to adjust it slightly to align more heavily with them?



Step 2

What will your membership benefits be?

Brainstorm all the potential value you could add to your future members (you know them pretty darn well now after Step 1!) before thinking about membership segmentation & tiering.

Examples of benefits include:

- Member-only newsletters.
- Special access (i.e. early event registration, free or discounted tickets).
- Member-only activities or prizes (special events/meetings).
- Exclusive member merchandise (bumper sticker, cap).
- Access to jobs or scholarships.
- Physical or digital membership card.
- Networking opportunities.
- Online member hub.
- Educational resources.
- Listing in member directory.
- Access to eBooks, templates, sample documents.

MEMBERSHIP FEES & MODELS

Step 3

Will we have a one-size fits all approach?

A single membership price is the most simple approach (to explain and to administer) however, it could leave money on the table from those that would be willing to pay more to be more involved in your group.

You may be able to charge higher fees for different types of memberships (i.e. individual, organisation etc.) and target different people with different offers.



Option 1: One level only

DESCRIPTION	ADVANTAGES	DISADVANTAGES
Everyone pays a flat rate for a benefit or bundle of benefits.	<ul style="list-style-type: none"> Simplified financials. Reduced administrative complexity. 	<ul style="list-style-type: none"> Missed opportunities to gain more revenue from those willing to pay more. Difficult to segment members.

Option 2: Benefit Levels

Charge members more for extra benefits. e.g. Basic, Premium, Premium Plus or Bronze, Silver, Gold	<ul style="list-style-type: none"> Increased revenue from higher \$ brackets. Increased members due to widening the affordability net. Lower expenses for higher value items (i.e. only print paper publications for those who pay for that benefit). 	<ul style="list-style-type: none"> Administrative burden. Providing enough extra value at premium level to attract members. Can segment members.
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Option 3: Member Levels

Charge member based on demographics. e.g. Junior, Student, Individual/Adult, Professional, Senior	<ul style="list-style-type: none"> Members self-identify into levels easily. Easier to market to different groups. Charge more for professionals. 	<ul style="list-style-type: none"> It's difficult to keep track if members change levels.
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Option 4: Group Bundles

Offer sign up as a group, rather than individual.	<ul style="list-style-type: none"> May be attractive for groups of people to sign up that would not have done so individually. Attract families and employers. 	<ul style="list-style-type: none"> Administrative burden (who's in which bundle).
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MEMBERSHIP FEES & MODELS

Consider the following:

- Compare the value of the benefits offered to your group against your available time, resources, and ability to achieve your group goals.
- What is your end goal? Work backwards - how many members do you think you can encourage to join, and then divide your goal among those members.
- How will you use your membership fee revenue?
- Set prices to enable you to achieve your group goals.

Step 4

How much do we charge?



Research what similar organisations are offering to their members and their price levels.



Step 5

How often do we charge?



ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Charge full price (annual is often offered at a discounted price). • Less risk may encourage more takeup. • Feedback loop quicker for you. 	<ul style="list-style-type: none"> • Can cancel membership each month - more opportunities to leave which will affect revenue. • Difficult to forecast. • Can be time consuming if not automated.
<ul style="list-style-type: none"> • Boost in cashflow upfront. • May be easier to administer. 	<ul style="list-style-type: none"> • Often discounted. • Difficult to judge engagement. • Can be time consuming if manual once a year.

MEMBERSHIP FEES & MODELS

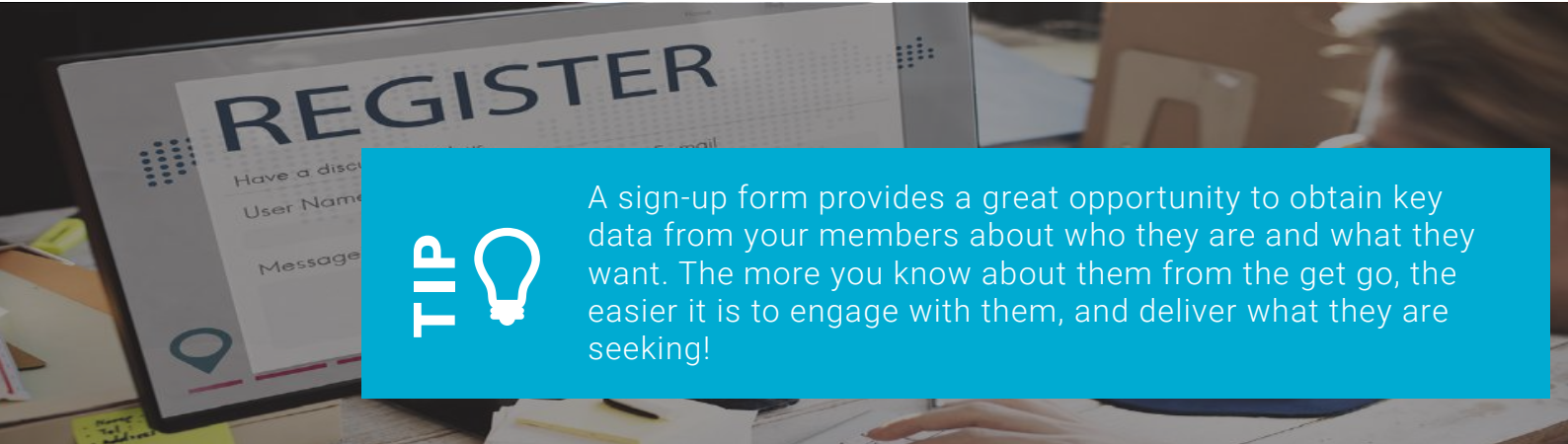
Step 6


Do we need specific membership software?

In order to juggle all your newfound member data, you may need to implement some form of membership management software to assist with your contact database, invoicing/renewal reminders, member communication, and registration.

Examples include [Member Jungle](#) and [The Membership Guys](#).

Manual administration is fine if your membership model is rather straightforward or you have a smaller number of members!



TIP  A sign-up form provides a great opportunity to obtain key data from your members about who they are and what they want. The more you know about them from the get go, the easier it is to engage with them, and deliver what they are seeking!

Step 7

How do we get new members?

If you hope to attract new members, you'll need to develop a marketing strategy for your membership program.

We cover marketing in the next chapter.

Step 8

How do we keep our members happy?

To keep your members invested long-term, you should put together a retention plan for your membership program. Remember to:

- Say thank you often.
- Communicate regularly.
- Make renewal easy.
- Conduct exit interviews.
- Understand why they joined and play to those strengths.



- [Memberships Help Centre \(Funding Centre\)](#)
- [Membership Structures \(Funding Centre\)](#)
- [Members \(NFP Law\)](#)
- [About associations \(Fair Trading NSW\)](#)
- [Membership application checklist \(Wild Apricot\)](#)



How do we get the attention of corporate sponsors?

Raising money through sponsorship

“Whatever you’re doing, you can get corporate sponsors. Don’t think you’re too small, and don’t be sidelined by the fact that you don’t have experience. When I got my first sponsors, I had no track record. But I sold sponsors on the concept, and I surrounded myself with people with more experience than I had.”

- Hollander, *Wealthy Bag Lady*



Step 1

Brainstorm potential sponsors

“THE PROSPECTS”

Create a long list of potential sponsors! When making the list, remember these four criteria most companies use in assessing the request to become a sponsor:

1. **Relevance:** the cause must be relevant to the company’s products or service.
2. **Branding fit:** there must be a good fit with the overall company brand.
3. **Mission alignment:** the partnership must align with a company’s mission.
4. **Business result:** the company must believe it can achieve some measurable business result through the partnership.

Step 2

Understand the value proposition

“THE OFFER”

There are different forms a sponsorship can take depending on the length and focus of the relationship. For example, a founding sponsorship could be an annual payment over three years, an event/cause sponsorship centred around a specific time of year, or a project/program sponsorship centred around a particular activity. But no matter the type, you have to give something back to the sponsor!

Think in terms of sponsor inclusions (what you offer in return for sponsorship money) and benefits (the value for them - hint: it must be attractive!). Your key job here is to understand the intersection between what a potential sponsor needs, and what you have (or can offer).

SPONSORSHIP

“THE PROPOSAL”

A strong, clear and engaging proposal helps to bring together the information above, and compile the asking offer, in a targeted way for each sponsor. Once the base template is completed, make sure you edit it to be relevant to the particular company you are contacting.

The key parts of the proposal are:

- Start with a story.
- Describe what you do.
- Describe your audience and membership demographics.
- Introduce your committee.
- Outline benefits.
- Ask for the money.
- Promise deliverables.



**SPONSORSHIP
PROPOSAL
TEMPLATE (PPT)**

Step 3

**Prepare your
presentation**

TIP



Think outside the box! Many big agribusinesses receive dozens of sponsorship requests per month.

Examples of ‘offerings’ (remember to make these meaningful, relevant and measurable):



Inclusions (start with a long list):

- Logo placement.
- Speaker slot.
- Editorial content.
- Social media mentions.
- Stage acknowledgment.
- Complimentary tickets.
- Media coverage.

Benefits (match up with the inclusions):

- Access.
- Exclusivity.
- Connection.
- Measurement.
- ROI.
- Influence.

The more attractive and measurable these are the more likely you are to land a sponsor - goodwill only gets you so far!

SPONSORSHIP

Step 4

Meeting your potential sponsor

“THE PITCH”

- Don't wait until right before your event/budget year to ask for a sponsorship.
- Find the right person to approach and contact them directly.
- Whenever possible, introduce yourself by telephone. We suggest sending an introductory email with our proposal attachment and follow up with a phone call 1-2 days later to say hello and chat about the email.
- Try to avoid filling out an online form. It's like the black hole!
- If you know how much money you need, ask for it outright.
- Practice, practice, practice. Practice your pitch and deliver with confidence.
- Ask for what you want, but don't take up a lot of their time in doing it. Don't beat around the bush!
- Always follow up. Reach out again if you don't hear back.

Step 5

Sponsorship management

“THE RELATIONSHIP”

Managing sponsor relationships can be a windy road, and it is now more important than ever with sponsors expecting more and money being tight!

- Be true to your word. Ensure you deliver on what you said you would!
- Always be on time for a meeting. Show that you respect their time.
- Regularly check in and update them on the inclusions and benefits.
- Provide qualitative and quantitative data and analytics against your promised benefits as they are delivered.
- Thank them (we have some [templates](#) to help you!)

- [Sponsorship Proposal \(PPT\)](#)
- [Sponsorship Letter \(Word\)](#)
- [Thank you Letter \(word\)](#)



- [The fatal flaw in how most NFP's approach sponsorship \(Pro bono Australia\)](#)
- [Best practice sponsorship \(Connecting Up\)](#)
- [Corporate Sponsorship \(Council of Non Profits\)](#)
- [The five things corporate sponsors want from nonprofits \(nonprofit hub\)](#)

“THE PROSPECTS”

Step 1: Brainstorm potential sponsors

“THE OFFER”

Step 2 : Understand the value proposition

“THE PROPOSAL”

Step 3: Prepare your presentation

“THE PITCH”

Step 4 : Meeting your potential sponsor

“THE RELATIONSHIP”

Step 5: Sponsorship management



Should our group consider applying for grants?

The in's and out's of grant funding

Grants are a sum of money awarded to individuals or organisations by government and non-government bodies. They are often provided to support community activities and range in the level of funding dollars and accountability requirements.

BEFORE YOU DIVE INTO THE WORLD OF GRANTS...

Many organisations think that obtaining grants is an easy way to obtain funding without fully understanding the requirements of delivering it. Before applying for funding, consider the following:

- **Does the funding align with your group's vision and goals?**
Funding can be very prescriptive and may push your focus away from the core reason you exist.
- **Do you have the skills and the capacity for management and reporting of the grant?**
Administration of the grant can be complex and take significant resources and time.
- **Do you have the appropriate legal and administrative structures in place?**
Such processes and requirements may include auditing, record-keeping, insurance, registrations, taxation, and don't forget your time to do these things.

OUR TIPS FOR SUCCESSFUL GRANT FUNDING

Sign up to receive eUpdates of new grants so you are not constantly going back to different sites.

Paid and free grant databases include:

- [Community Grants](#)
- [Farm Table](#)
- [Grant Guru](#)
- [Funding Centre](#)

2: APPLYING

- Always check eligibility and timeframe first and foremost!
- Assess whether there are resources available for the grant application before starting. Some applications can be long, onerous procedures that may not be worthwhile depending on the size and lifestage of the group.
- If there is a contact listed, be sure to pick up the phone and introduce yourself and clear up any questions you may have.
- Be clear in responding to funding criteria, citing examples where relevant.
- Produce data and evidence to support your case.
- Provide evidence of community support.

3. BUDGETING

- Be honest, open and realistic about proposed expenditure.
- Be particularly careful to check the purposes for which funds can and can't be used. Some have restrictions on capital expenditure.
- Make sure you include project management and other resources in the program budget.
- Failure to take adequate care in applying for grants can lead to problems in managing and acquitting the grant.
- Assign value to your volunteer labour.

4. ADMINISTERING

- Read the correspondence, contract and attachments carefully before signing the grant offer.
- See links on next page.

5: MANAGING

- Winning the grant is only the beginning! You have to manage and monitor it.
- Implement suitable administrative systems to manage the grant on a day-to-day basis.
- Remember to monitor against milestones and your budget. Our [project plan event template](#) may be useful in planning your grant journey.
- For more information, refer to the links on the following page.

GRANT FUNDING

6. ACQUITTING

- You will likely have to provide a final report and financial acquittal.
- Acquitting a grant means truthfully reporting on expenditure and outcome.



If you are not eligible for a grant or cannot apply on your own, you may be able to be auspiced by another organisation. Learn more [here](#).



- [What makes a good grant application?](#) (Community Grants Hub)
- [The four steps to grants success](#) (Grant Guru)
- [Grantseeking basics](#) (Funding Centre)
- [Winning grants checklist](#) (Funding Centre)
- [Didn't secure that grant? What now?](#) (The Grants Hub)
- [Common Grant Mistakes](#) (Grant Solutions)
- [Negotiating a grant contract](#) (Funding Centre)
- [Keys to succeeding in grant management](#) (Smartsheet)
- [Grant management: process from opportunity to implementation](#) (Amplifund)





Can we fundraise to help our bottom line?

Events, Donations & Fundraising

Hosting events, receiving donations and generating fundraising dollars are all ways in which cash can flow into your group.

We have an entire section devoted to planning [events](#), so we will concentrate on donations and fundraising more specifically here!

CAN OUR GROUP RECEIVE DONATIONS?

Before jumping into the fundraising game, your young farmer group will need to make necessary preparations to receive donations.

Fundraising laws can be tricky, so we recommend jumping onto the sites below to get some help before embarking on this funding journey. You will need a system in place to receive donated money and goods.

- [What to do before receiving donations.](#)
- [What you'll need when the donations arrive.](#)



Think about how you can work with other groups to fundraise in the community.

HAVE YOU GOT SOME FUNDRAISING IDEAS?

The charitable dollar is in high demand so it may be time to get creative and step out of the comfort zone of raffles! Some ideas include:

- Local Farmer Bachelor auction.
- Community fun run/relay around the cotton gin, local saleyards etc.
- "Dress like a farmer" donation day at local schools, workplaces etc.
- Gift wrapping stand before Christmas.
- Old school car wash.
- Trivia nights.
- Talent contest.
- Young Farmer themed week in your community.
- [Play for Purpose.](#)

- [Receiving Donations \(Funding Centre\)](#)
- [Fundraising \(NFP Law\)](#)
- [101 unique fundraising ideas that actually work \(Eventbrite\)](#)



Can we crowdfund or raise money via debt or equity finance?

New and old ways of raising capital

Finally, we are touching on innovative and more established methods of funding that your young farmer group may consider.

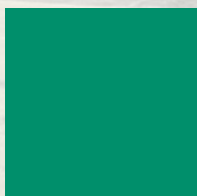


HOW COULD WE IMPLEMENT CROWDFUNDING?

Crowdfunding is an online fundraising campaign for a specific project and target. Once you set a target amount, people pledge to you - sometimes it is a straight donation, but often they receive some form of reward in exchange.

This form of fundraising can take resources, energy and a big splash of creativity, but it can bring both funds and attention to your group.

Learn more via the [Funding Centre's Crowdfunding toolkit](#).



ANY OTHER IDEAS?!

Justice Connect outlines a number of new funding and financing models - including social or environmental impact investments, microfinancing, community finance, new lending practices, social impact bonds, debt and equity financing - [here](#).

*OUR GROUP IS AWESOME,
SO HOW DO WE PROMOTE IT?*

SECTION 3

MARKETING YOUR YOUNG FARMER GROUP



You have worked hard to establish your young farmer group, but are not quite sure how to promote it in order to build membership or get the word out to get seats filled at your events. Maybe you want to share your group with the community, create a great social media following, build an email list or learn how to get an article published in the local newspaper.

This section will assist you to navigate the world of marketing and promotion of your young farmer group. It is not a prescriptive manual, but will give you some tips and tricks to help get the word out about the awesome work you are doing.

We will cover brand assets, a website, social media, email marketing and public relations - all in plain English to help you get started on the right foot!

Before we get started, who are you trying to talk to?

Your target audience

It's important to have a discussion with your committee about your target audience - who do you want to attract to the group and who are you trying to push information out to?

The answer to this question will inform how you promote the group. Don't worry - the audience might change from time to time depending on your objectives however, there will be a "core" audience that you want to communicate with on an ongoing basis.

We like the idea of creating a customer avatar. In marketing lingo, this essentially means the profile of your ideal member/customer/sponsor. Like in a video game, it's an icon or figure representing a person - a semi-fictional profile, but it also outlines everything about them - their age, farming status, personality, problems, influences, dreams etc. You can create a number of these to focus on.



BRAND ASSETS

Do we need a designer and software developer on board before we start marketing?

Creating brand assets and your online presence

Creating some key brand assets (your marketing collateral) that will represent your group to the public is a key step before you promote your group. But, you don't need to bring in the expert cavalry - you can do a lot of this yourself on a tight budget!

DO WE NEED A GROUP LOGO?

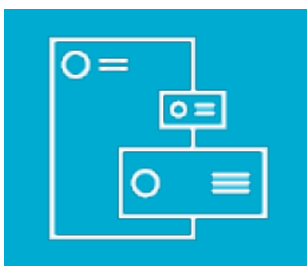


Absolutely! A logo gives your group an identity and is one of the first things that people will recognise about your group. There are some easy ways to create a logo - use these links to help:

- [Canva](#)
- [Squarespace](#)

If you aren't comfortable with creating your own, check out an affordable freelance marketplace like [Fiverr](#) or ask your local digital noticeboard (perhaps your town has a Facebook group you can post in!)

WHAT OTHER BITS AND BOBS DO WE NEED?



In addition to a logo, we recommend developing a number of "brand assets" - these are simply a number of digital files or documents that can be used for branding purposes and in your marketing activities. These may be graphics, letterheads, business cards, email headers or social media header images. Once done, you will have a set of consistently branded collateral that will be useful in so many ways. Canva is a great option for creating these assets!

If you want to take your branding a little further, you might want to create a "style guide" for all of your correspondence ie. marketing tools, website, invitations and communications. A style guide can include:

- Fonts
- Colours
- Tone of voice

BRAND ASSETS

DO WE NEED A WEBSITE?

This is a tough question! There are pros and cons for both sides. Before you make the decision, make sure you have considered the following:

- You will need to purchase a domain which costs anywhere from \$10 - \$100.
- Research and get to know SEO (Search Engine Optimisation). In simple terms, SEO practices optimise the way your website appears in search engine results pages ie. Google or Bing. When someone googles “Young Farmer Group”, you want to make sure that your website is near the top of the list! Check out [this resource](#) to learn more about SEO.
- Your website content needs ongoing maintenance. Regular updates and fresh information is the only way your website will stay relevant and continue to attract new viewers.
- Who will be the contact for any enquiries that come through the website? This could take up more time than you expect so be prepared for this!



Links to some successful Young Farmer Group websites for inspiration:

- [Future Farmers Network](#)
- [NSW Young Farmers](#)
- [Young Farmers Connect](#)

If you decide to go ahead and create a website, these platforms are easy to use:

- [Wix](#)
- [Canva](#)
- [Squarespace](#)



TIP



Some programs offer free website options for not-for-profit groups. Learn more [here](#).

SOCIAL MEDIA

We want to use social media (obvs!), but which channels should we focus on?

A quick “how to” guide for social media

Social media penetrates every nook and cranny of our lives, so it’s important that your group is present on those platforms relevant to your target audience.

Social media platforms are also a great way for you to promote your group to your community cheaply and easily.

SO MANY CHANNELS, SO LITTLE TIME!



Facebook is great for young farmer groups as it is the perfect place to create a marketing page, group (public or closed), market your event, and also house key contact information for your group.

How to best use Facebook:

- Tag people and pages when you post, share or link stories.
- Post captivating videos and if confident, go live! Facebook live has amazing reach compared to any other post type.
- Remember the 70/20/10 rule - 70% engaging content, 20% sharing other, 10% promotional content.
- Customise your tabs in your groups page.
- Invest in targeted promotion, particularly when advertising events.



Instagram is such a great tool for the agriculture industry as it helps us to celebrate and share the amazing places we live and work in. It is also great for groups and for behind the scenes footage.

How best to use instagram:

- Use captivating hi-res images and videos.
- Tag people and use hashtags.
- Concise, clear copy with a call to action.
- To increase the number of people who see your images, make sure you reply to comments and stories. Simply clicking the heart button is not enough!
- Posts cannot include clickable links and you can only have one link in your profile but you can get around this by using a free option like Linktree. Just remember to remind visitors to click the link in your bio on your posts!
- Don't take yourself too seriously!

SOCIAL MEDIA



- **LinkedIn** - Specifically designed for career and business - it isn't a relevant channel for your group however, don't forget that personal accounts are really important for all committee members!
- **Twitter** - More relevant to journalism and news sectors. You need to post regularly to gain a following. 19% of Australians use Twitter compared to 91% who use Facebook.
- **TikTok** - Most popular with teens and popularity decreases with older generations. Less users than other apps in Australia.
- **Snapchat** - Users are dropping due to popularity of Instagram stories and TikTok. Mainly used for personal and private messaging between teens.



Here are some tips that may help improve how your group uses social media:

1. Create a group [social media policy](#).
2. Allocate responsibilities for platforms and posting.
3. Include a visual in all posts.
4. Not sure what to post? Just google 'ideas for social media posts' - the options are endless (e.g. inspirational quote, committee member profiles, ask an audience question, share a free resource, fun fact, interesting statistics)!
5. Busy? Schedule your posts! There are free and paid post schedulers on the internet which can save you a lot of time. We love [Buffer](#) (paid) and [Later](#) (free option).

DO I POST THE SAME ON EVERY CHANNEL?

Each network has its own characteristics and audience so content posted to one social media channel may not be suitable for another. In saying that, managing social media shouldn't be a laborious task.

Sometimes an extra 5 seconds is all it takes to tailor your message to the relevant platform.

WHAT ARE THE LEGALITIES AROUND SHARING CONTENT?

Sharing content is a great way to be collaborative and share ideas with others however, make sure you show "repost etiquette" by doing the following things :

- Give credit where credit is due - something like "Photo by @UserName" can be enough.
- Message the user or comment on the post asking for permission before you use.

*You need to consider the potential risks of social media. Read this [guide](#) for more details.



Did you know there are [specific rules](#) for running competitions on Facebook and Instagram?



Social Media (NFP Law)

EMAIL MARKETING

We want to stay connected with our group but we don't want to bombard them!

Email Marketing 101



Email marketing is a great way to keep not just your group, but a wider audience connected and interested. Just make sure that you form a plan before getting started to ensure you don't flood subscribers with too much content!


EMAIL MARKETING TIPS AND TRICKS

Don't be afraid to ask your group for feedback. Ask them how many times they want to hear from you and what kind of information do they like to receive (i.e. case studies, news, committee member spotlight or maybe even a monthly joke!).

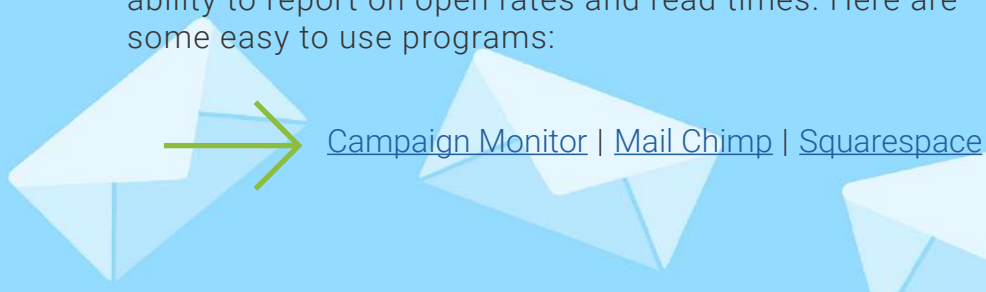


Here are some tips to help you get the best cut through in inboxes:

- People send and receive on average 126 emails a day so a good subject line is critical! Do you know that you can use emoji's in subject lines now!
- The average email open rate is between 20 and 40% so check where yours is sitting and re-assess if needed.
- The best time of day varies, but you'll generally do well in 4-hour intervals. 6am, 10am, 2pm and after 8pm get the best results. 10am still takes the best spot though!
- Collate news unless information is time critical - that way, you won't bombard people.
- Keeping your timing for sending emails consistent is crucial. Give people something to look forward to at the same time each week!
- Using an email software campaign manager will help make your emails look professional and give you the ability to report on open rates and read times. Here are some easy to use programs:



- [The ultimate guide to email marketing for nonprofits](#) (Campaign Monitor)
- [Email marketing best practice for not-for-profit organisations](#) (r&g technologies)
- [4 FAQs answered about email marketing laws](#) (LegalVision)



PUBLICITY

We wanna be famous... How?!

Sharing your group with the community (and the nation!)

In this section, we share DIY Public Relations (PR) tips to help save you money on advertising while getting the word out about the wonderful work you are doing!

BUILDING LOCAL SUPPORT

The local grapevine is very valuable! Warren Buffet once said, "If you want to know what's going on in your town - there is no substitute for a local newspaper".

Local coverage allows you to connect with a community of people who are likely to show an increased interest in your group.

When newspapers, digital, radio and print media choose to focus on small town or neighbourhood coverage, they build an appreciative, loyal audience that is very valuable to advertisers. This is beneficial to your group and should be taken advantage of.

GETTING FREE PRESS!

Getting media attention for your group is highly beneficial. To get the media's attention though, you need to write a press release. These are extremely cost-effective and if done well, could catapult your group to the next level for free!

Media releases can be used to achieve many goals including:

- Getting media coverage for the launch of your group or your events.
- Building awareness of your group and encouraging people to join.
- Marketing your group to increase sponsorships and donations.

MEDIA RELEASE TIPS & TRICKS



How to cut through and get your story noticed.

First up, try to answer these questions:

- Do we have something new?
- What makes it interesting to our local community?
- What's your WOW factor or hook?

Media Release Etiquette

1. Catchy headline.
2. Have the most important info at the top.
3. Keep to one page if possible.
4. Write in third person.
5. Include quotes.
6. Caption and name image files.
7. Do not send a large file (send a link to a Dropbox or zip the files).
8. Include contact information.
9. Include text version of release in email and attach PDF version.

- [Promoting your event](#) (Landcare Australia)
- [Writing a media release](#) (Our Community)
- [Writing a press release](#) (Oxfam Australia)
- [How to write a press release](#) (Adoni Media)



ADVERTISING

We have a tiny advertising budget. Help!

Getting the word out about your group

Maybe you need to sell more tickets to an event or increase membership numbers, but are not sure how to reach more people? Well the good news is that you don't need deep pockets to attract more people to your event. In addition, reaching out to media (previous page), we outline some additional options to advertise below.



PHYSICAL

- **Local newspaper** - typically costs less per thousand readers than television, radio, and direct mail advertising. See previous page on how to write a media release.
- **Local radio** - can you do a Radio Contest or Giveaway as a form of promotion?
- **Direct mail** - keep your group top of mind with a magnet, or fridge calendar.
- **Local and industry newsletters** - editors are always seeking fresh content so get in touch with them to share your story in the next issue!
- **Host an event** - getting people together is a great way to build awareness about why you exist and what value you bring. Read our next chapter for more!
- **Car magnets** - a cheap way of getting your logo and name out and about.
- **Printed materials** - drop marketing posters at local shops and businesses.



ONLINE

- **Search Engine Optimisation (SEO):** SEO refers to the practice of optimising your webpage so you increase the quality and quantity of traffic to come from an organic (non-paid) search (i.e. Google) result. If you improve your SEO, the result is free traffic! So, how do you rank better for key search terms? Learn from the guru's [here](#).
- **Content:** if you have a website, creating blog and educational content will raise brand awareness. If you don't have a website, take time to write more in depth posts on social media (and perhaps amplify the best ones with some advertising dollars)
- **Local audience targeting:** If you choose to spend some dollars on advertising you can use location targeting on social media and search engine platforms.



Laws of advertising and marketing in Australia apply to you. Learn more [here](#).



- [Promotion and marketing kit \(Landcare Australia\)](#)
- [How to promote your local business \(Hubspot\)](#)
- [Marketing and Media \(Our Community\)](#)
- [Producing a communications strategy \(Our Community\)](#)
- [How to stand out from the crowd \(Our Community\)](#)
- [The laws of advertising and community organisation \(NFP Law\)](#)



*WE WANT TO RUN AN EVENT...
HELP!*

SECTION 4

RUNNING YOUNG FARMER EVENTS AND WORKSHOPS



So, you've created your own Young Farmer Group, you've got your committee all lined up... why not launch this group to your local community! Events are a great way of promoting the group and its objectives, raise money and bring people together to share in a common goal.

Or perhaps you're old hands, but managing events still seems to bring with it an undue amount of stress and anxiety.

This factsheet will give you the tools you require to run a safe and successful event - BEFORE, DURING & POST-EVENT.

Make sure you have fun while planning... that's what events are after all!

First things first.

Set some event objectives by answering the following questions. We will help you unpack them in the following pages!

1

What are you trying to achieve?

(i.e. why are you doing this? What are the key things you want an attendee to walk away with?)

2

What format will best fit your objectives?

(i.e. is it a networking opportunity, a social occasion to let the hair down, educational tour or perhaps you want to raise money for a local organisation/ community program?)

3

Time of year and time of day?

Timing is everything. Will people likely attend first thing in the morning, or is it better over lunchtime? Consider the calendar of operations for your potential attendees - is it harvest time? Is it in the middle of calving? Ask them!

4

Can you charge for the event?

Can you charge people to attend or does it need to be free? Always keep in mind that charging a small, nominal fee may allow for more buy-in from registrants and avoid 'no-shows' that can occur with free events.

5

Are you looking to make a profit?

Is the event a fundraising activity for the group or is breaking even ok? Answering this question and deciding on a profit amount will assist in budgeting for the event.

6

What does success look like?

(i.e. happy members, more members, \$\$\$, education etc.)

Be sure to write your objectives and key performance indicators down... it will make it easier to keep on the right track when things get busy and you're pulled in many directions!



EVENT FORMAT

Choosing the right event format

Onsite, virtual or hybrid?

Events are a powerful form of communication and community. They can build relationships, share knowledge and increase memberships, among many other advantages.

Meeting face-to-face is the most traditional form of connecting people, but it is no longer the only option. Onsite, virtual and hybrid events all have their strengths, but which one is best?!

ONSITE:
in person

VIRTUAL:
attend remotely

HYBRID:
mixture of the two!

ADVANTAGES	DISADVANTAGES	EXAMPLES
<ul style="list-style-type: none"> Face-to-face builds relationships (people don't just attend for content!). Most effective form of communication and experience. Can be easier to keep attendees engaged. 	<ul style="list-style-type: none"> Higher costs. Limitation on attendee numbers. May require travel or overnight accommodation. Higher admin burden. 	<ul style="list-style-type: none"> Paddock walks, field days, training programs, conferences, workshops, dinners, charity events.
<ul style="list-style-type: none"> Lower cost, no travel costs and travel time. Faster turnaround and broader reach. Bad weather? No problem! Full recording of event to archive. 	<ul style="list-style-type: none"> Technology options may require additional expertise. More distractions. Less chance to build relationships Tech doesn't always cooperate! 	<ul style="list-style-type: none"> Webinars, video-conferences, elearning and virtual training.
<ul style="list-style-type: none"> Reduced travel costs and time. Allow participants to choose which format suits them. 	<ul style="list-style-type: none"> Logistics multiply! Increased preparation, administration and logistics. Technology options may require additional expertise. 	<ul style="list-style-type: none"> Transmitting an in-person event virtually. Conference dinner with virtual auction element.



EVENT FORMAT



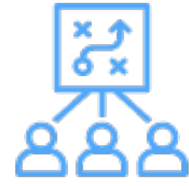
EASY & COST EFFICIENT

- Paddock walk/crop tour and cup of tea.
- Discussion groups at a local pub, cafe or restaurant.
- Zoom calls - i.e. 40 minute discussions bringing isolated farmers together.



MEDIUM PLANNING & BUDGET REQUIRED

- Farm/bus tours.
- Discussion/ educational topics - public venue i.e. local halls and private venues i.e. farm shed.



HIGH PLANNING & BUDGET REQUIRED

- Annual gala dinners.
- Fundraising events.
- Whole day events.

TIP



Check your dates!

It sounds simple, but picking a date for an event can be hard! Make sure your date doesn't clash with other groups or events. You don't want to be competing for the same guest list!

Check the [Farm Table Calendar](#) to make sure there are no clashes!

Here are some examples of past successful events run by Young Farmers Groups:

- [Young Aggies - Field Day](#)
- [Young Aggies - Agtech Pitch Night](#)
- [Young Aggies - Beef Producers Forum](#)
- [Young Aggies - Gold Rush Ball](#)
- [Young Country Networkers - Annual Gala Ball](#)
- [Young Country Networkers - Long Lunch](#)
- [Young Country Networkers - Farm Tours](#)
- [Young Farmers Connect - Virtual Hangout](#)
- [Young Farmers Connect - Field Day](#)

Check out our video's with the Young Aggies, Young Country Networkers and Young Farmers Connect about running successful events!

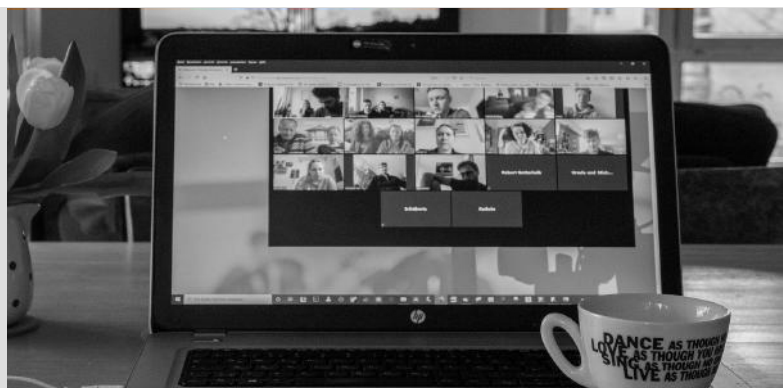


EVENT FORMAT

Some of our audience can't attend events... how can we still include them?

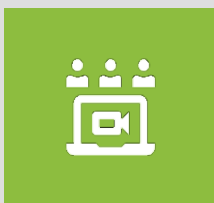
Running virtual events and webinars

Covid-19 has made us re-think the way events are held. Gone are the days where we need to be in the same room as each other!



ONLINE EVENT PLATFORM OVERVIEW

ZOOM

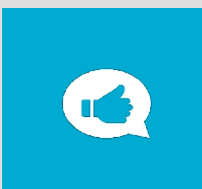


Zoom is the most popular and easiest platform to use. There are multiple types of zoom licenses:

- Meeting: Free Zoom - meeting can go for maximum 40 minutes and can have a maximum 100 people.
- Meeting: \$21/month - unlimited time for maximum 100 people.
- Meeting: \$28/month - unlimited time for maximum 300 people.
- Video Webinar: \$56/month - unlimited time for maximum 100 people. Differentiates between speakers and attendees. Attendees are muted without video but can interact with speakers through Q&A and polling.

Zoom allows you to communicate with guests - send invitations, receive registrations and send out reminder emails. It also allows you to record meetings, capture data and create a database for future events and group communications.

FACEBOOK LIVE



- This is a great free option if you have created a Facebook event.
- Can be useful in livestreaming an event.
- The main downside of Facebook Live is that the video is often bad quality as it is usually filmed from a mobile phone. The image can be shaky and grainy.

There is also dedicated **webinar software** on the market. We recommend looking at this list and the reviews on [Capterra](#).

Livestreaming your in-person event? Check out these [free or paid](#) tools to livestream your event.



Slido is a fantastic tool to add to your chosen video/webinar platform

- Enables interaction with audience through polls, Q&A and quizzes.
- Pricing plans from \$0 - \$15, depending on attendee numbers.
- Captures data for post event usage.

EVENT COMMITTEE

I've heard proper planning prevents poor performance. Help!

Putting together an event committee



Don't be a hero and try to do all of the planning yourself. Many hands make light work so form a committee to share tasks. Some key roles to consider are:

'Captain Chair'
The high level logistics leader will develop the budget, appoint the committee, maintain the project plan and be responsible for team communication.

'Planning Principal'
This person will handle the details of the event itself. They will contact the vendors, coordinate with suppliers, be in charge of event styling, entertainment, AV/lighting and set-up/pack up.

'Sponsorship Star'
This person will be in charge of identifying and managing sponsor relations.

'Procurement President'
If you are having prizes or an auction, this person is in charge of brainstorming, requesting, organising the auction, packaging items and thanking donors.

"Media Mogul"
This person will be in charge of getting the word out about the event and take charge of promoting the event, creating press releases and managing invitations.



EVENT PLANNING TIMELINE					
Date	Weeks out from Event	Task	Notes	Responsible	Status
	8	Form a committee	Work hands, make light work!		URGENT
	8	Define event objectives	Why are you holding the event? Who do you want to attend? What does success look like?		WORKING ON
	8	Establish an event date	Make sure there are no date clashes, check with other local groups and their dates		COMPLETED
	8	Research and choose a venue			URGENT
	8	Create a budget using the Young Farmer Group Toolkit budget worksheet	add line to budget		URGENT
	5	Write a guest list	include all known supporters and friends of the group		URGENT
	5	Setup registration platform (if required)	Registration platform are recommended for an event. They allow you to track confirmed guests and record all names for feedback		URGENT
	4	Reveal task invitations	Remember email, printed invite and postage		URGENT



EVENT BUDGET

Income, expenses, invoices... How do we financially manage our event?

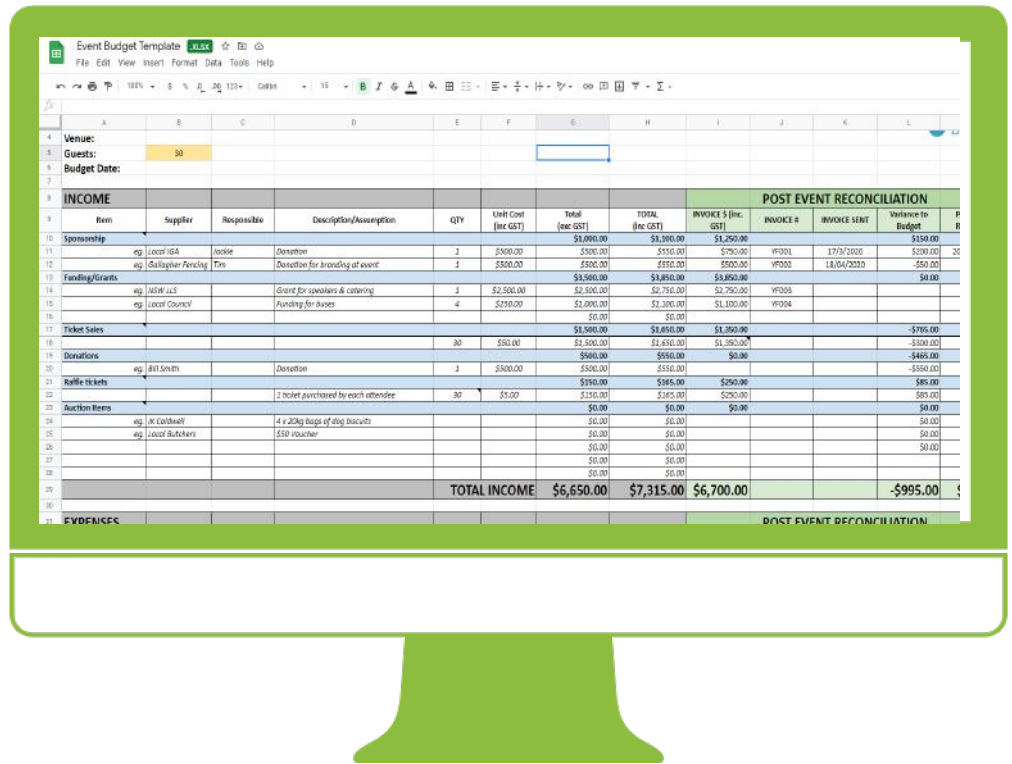


Developing an event budget

An event budget is an essential step in running a successful event. It might seem daunting to begin with, so we've developed this [budget template](#) to help you get started.

Remember to make your budget realistic and calculate as many of the expenses as you can ... and don't forget to build in a bit of padding!

If possible, get more than 1 quote for items. This provides a "sense check" to ensure you aren't being charged over market value.



Next, consider these things:

- Will attendees pay for a ticket to attend? If so, how many people do you think will attend and divide the total expenses to calculate the ticket cost.
- Is it appropriate to ask for local businesses to donate or sponsor the event? This will help reduce ticket prices for attendees, and it could add value to your event.

TIP



Present our [event planning template](#) at your first committee meeting and use as a guide to delegate tasks.



[EVENT BUDGET TEMPLATE](#)

[EVENT PLANNING TEMPLATE](#)

EVENT SPONSORSHIP

Sponsors. Yay or nay?

A quick guide to getting event support

Event support can come in many forms:

- **Sponsorship:** Usually a cash donation in exchange for their own business promotion i.e. branding at event, ability to network with attendees at event, access to guest register for post event correspondence.
- **Cash donation:** this may come from people who are unable to attend the event but still want to support the group.
- **Prize donation:** Donated items are fantastic for raffles or auction items at larger events.
- **Grant funding:** this is a good alternative to procuring sponsorship. Check out our section on applying and administering grant funding earlier in the guide.

Who do we ask for support?

Start by creating a “hit list” of potential donors and sponsors:

HOT LIST



These are people who are “friends” of the group already. They know you, they trust you and they are already looking for ways to support you. Think - past donors, committee members, volunteers, wider networks.

WARM LIST



These are people who have heard of your group but may not know a lot about it. These people are a perfect target - the door is already open.... you just need to step through it!

COLD LIST



A cold list is anyone who doesn't know about the group however, you think would be a good fit for your audience. A well-designed and well-written direct letter will introduce your group and open the door for a conversation.

Local businesses are often happy to help community groups and encourage events that bring people together.

Also remember that these businesses are getting advertising and promotion out of their sponsorship/donation so make sure you see this as a partnership between two parties - not as asking for a hand out!



EVENT SPONSORSHIP

Some thought-starters for businesses to reach out to may include:

Big Business

i.e. Gallagher Fencing, Mongrel Boots, Coprice, Elders, Nutrien, John Deere, RB Sellars.

Local Businesses

i.e. butcher, IGA, independent rural supplies, newsagent, accountants, equipment (i.e. silo) providers.

Up and coming

i.e. new agtech, local artists, hampers, Farm BnB stays, photography, jewellery and leathersgoods.

To grow your hot and warm lists for future events:

- Start a spreadsheet of contacts that you can build on as your group grows.
- Add anyone you give advice or referrals to, or any helpful information.
- At your events, pass around a sign-up sheet or conduct a door prize to get names and email addresses.



How do I ask for support?



We covered this earlier in our guide and don't forget to access our [useful templates](#).

We've got the hit list. Now, how do we ask them for support?! Approaching potential sponsors and donors

Donations, sponsorship and auction items can not only help offset event costs, making the event cost to attendee lower, but they can also add immense value to your events.

1. Approach businesses for donations and sponsorships using this [powerpoint template](#).
2. Always personalise your donation or sponsorship request letters or proposals.
3. Follow up your letter with a phone call to ensure the intended person received it and answer any questions they may have.
4. Ensure promises are fulfilled ie. branding, business cards are out, pull up banners, thank them in welcome speech.
5. Always, always send a thankyou letter to any donors or sponsors. This ensures a strong relationship is created and maintained and that then lean on them for support for future events. [Here's a template for you!](#)

EVENT PRESENTERS

We've got the perfect speaker in mind...

Procuring and managing guest speakers



Speakers are a great way to build interest in your event and reach a wider audience.

SOME TIPS & TRICKS TO MANAGING EXTERNAL PRESENTERS:

- Research speakers in a field relevant to your theme/event purpose. Remember that sometimes a local identity might be exactly what you're looking for!
- Reach out directly to speakers via their website, email, phone, LinkedIn or even slide into their DM's! If you can, make first contact via phone.
- Some speakers will require payment but others might be willing to donate their time. Make sure you find out what their expectations are from the very start and at the very least, offer to pay for any expenses they might incur i.e. petrol and accommodation.

Briefing speakers is extremely important and a formal brief should be provided at least two weeks before the event (at a minimum!). Your brief should include:

- **Overarching reason for event:** why have you asked them to speak, what topic do you want them to focus on, what does success look like, what do you hope to achieve by running the event?
- **Event details:** Where is the event? Where should they park? What time do you want them on site? Before guests arrive is a good way of ensuring they are briefed and ready for their speech!
- **Presentation brief:** be very specific on timing, equipment available, room set up, expected theme/scope, size of slides, when/how you would like to receive their final slides. The more definite you are in preparing them the less likely things will go array (i.e. they speak for toooooo long on irrrrrrelevant things!).
- **Audience details:** how many people are attending, what are the key demographic indicators, what are their interests?
- **Contact on the day:** always include a mobile phone number in case of emergencies.
- **Social media:** ask for their handles so you can correctly tag them and seek permission to use photos and videos of them. And remind them to share any content you post to market the event with their networks!

It is important to thank speakers. Here are some easy ways of doing this:

- Ask the speaker for a short bio on themselves. Use this as an introduction and also to thank them at the start of the event.
- Thank them at the end and present them with a gift that showcases your local community.
- Follow up with an email. You could retrofit our [sponsor thank you letter template!](#)

EVENT PLANNING

How can we ensure our event runs smoothly and safely?

Event coordination, contingency and safety planning

EVENT RUN SHEET



The best way to keep you on track on the day is to create a “run sheet”. A run sheet includes timings, tasks and who’s responsible.

It is a central resource to communicate how the day will run to all those involved behind the scenes. It also keeps contacts and schedules in one place, minimising the risk of things going missing or getting forgotten. We recommend:

- Remember to schedule time for breaks (and don’t rush breaks as they are great networking opportunities) and factor in time to introduce and thank speakers!
- Include maps and parking details for attendees to avoid confusion.
- Distribute the run sheet to your presenters, caterers, venue, team etc.

Some templates to help you are [here](#) and [here](#).

SAFETY FIRST, ALWAYS.

Whether your event is large or small, for 10 people or 100 people, you must always consider the health and safety of your attendees.

Use these links as a guide for your obligations as event planners:

- [Events](#) (NFP Law)
- [In safe hands toolkit](#) (Conservation Skills)
- [Event starter guide](#) (DPC NSW)

PERMITS

You may be required to take out a permit for your event. Your local council will be the best contact for information about permits, public liability insurance requirements, selling alcohol or food and other issues regarding your event. Check out their website or give them a call to make sure you are checking off on all your responsibilities and obligations!

Learn more via following factsheets:

- [Legal issues to consider when holding events.](#)
- [Events involving food.](#)
- [Events involving alcohol.](#)
- [Events involving travel.](#)
- [Events involving sport or adventure activities.](#)

Keep to time with a well prepped MC, a detailed run sheet and proper preparation of all contractors. Be sure to stress the importance of everyone keeping to their allocated time slot!



CONTINGENCY PLANNING

Contingency planning is a vital aspect of any event plan. Even the best made plans can go wrong.

The easiest way to keep your calm is to make a list of things that MAY go wrong, and what the solution would be.

REGISTRATION & PROMOTION

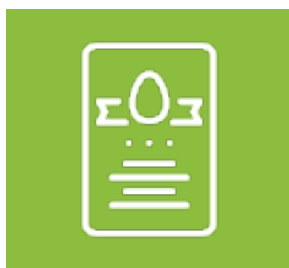
Our planning is on point. Now how do I get people to attend?

Promote, promote, promote!

Getting bums on seats can sometimes be difficult, particularly if there are competing demands on people's time. However, you can put your best foot forward by promoting the benefits of attending your event and ensuring it is easy for people to register.

WAYS TO REACH PEOPLE ONLINE:

DIGITAL INVITATIONS



- Digital invitations save the hassle (and cost) of printing and postage. All you need are email addresses and you're ready to send!
- You can use Paperless Post. A free Card can be sent to up to 50 emails. To send more than 50, a flat fee of \$20 is charged to send a Card up to 15,000 recipients.
- Or design your own and attach to an email. Canva is awesome!

FACEBOOK EVENT



- Creating a Facebook event is an easy way to invite large groups of people.
- The platform allows you to stay in constant contact with people by providing event updates such as a new speaker, a new sponsor, donations received and raffle items.
- Message people through Facebook to remind and confirm their attendance.

REGISTRATION PLATFORMS



- Online registration platforms can be used for both paid and free events.
- Benefits include easy collection of money, depositing of funds into one bank account, simple RSVP management and quick guests lists ready for printing.
- Some suggested platforms are Eventbrite (Service Fee: 2% of ticket price + A\$0.49 per sold ticket), Try Booking (Service Fee: 2.5% of ticket price + A\$0.50 per sold ticket) and Ticketebo (Service Fee: 3.85% of ticket prices).
- You can pass on the service fee on to your guests or you can absorb it into the ticket price.



Pop your event in online industry calendars such as Farm Table, Rural Women's Network, local business and council calendars.

WAYS TO REACH PEOPLE OFFLINE:

Don't forget the classic 'letter drop', posting of invitations and putting up posters in local supermarket and noticeboards, post office, and local rural supplies stores.

It's event day!!! What now?!

It's time to reap the rewards of your planning

Congratulations... you've made it to event day! You have planned and prepped so there should be no nasty surprises on the day. In saying that, don't feel bad if some things don't go EXACTLY to plan.

There's a well known rule for events - the 80/20 rule... 80% can be planned perfectly and 20% is "it'll be alright on the night". Just as long as you are prepared for minor mishaps to happen (more people turn up than have paid, the rain won't stop so you have to move your event inside, someone forgot to turn the urn on before guests arrived for a breakfast meeting!).



TIPS & TRICKS FOR MANAGING THE EVENT ON THE DAY:

- If you are running the event, try not to assign tasks to yourself. Delegate all major tasks to others so you can be available for any problems that might arise, welcoming guests and moving around the event to make sure it's going as planned.
- Ensure your run sheet is printed out and everyone has a copy.
- Ensure sponsorship obligations are all met and provide evidence (i.e. photos).
- Always smile and don't ever run in front of guests. Be like a duck on a pond... calm above water but feet pedalling like mad underwater where no one can see.
- Don't forget to promote your event throughout the day. Consider using an event hashtag, organise someone to tweet and post during the day and encourage guests to post and tag you on social media.
- Leave the site as you've found it (or better!).

- [During event checklist \(Guides\)](#)
- [Event management plan checklist and guide \(Western Sydney Parklands\)](#)
- [Your Complete Guide to the Event Evaluation Process \(with Template\) \(Eventbrite\)](#)



POST EVENT

We're done and dusted, is that my job done?

Event debriefing done right!

Sorry but your job is not finished!!!! You need to evaluate every event and use any key learnings for future events.

Have an informal committee meeting to debrief (what worked, what didn't) and to pat yourselves on the back for a job well done!

SURVEYING ATTENDEES



- Send a survey to guests and analyse their responses. [Survey Monkey](#) is easy to use and low cost and Google Forms is free.
- Find some great post event survey questions [here](#).

TYING UP LOOSE ENDS



In order to "close" the event, make sure you do these final tasks - then your job is done!!!

- [Thank you letters to sponsors and donors.](#)
- [Reconcile the budget and report back to committee.](#)
- Acquittal reports for any grant funding received.
- Start planning for the next event!

- [Thank you letter template](#)
- [Evaluating your event \(DPC NSW\)](#)



Event Planning Checklist

A quick recap on how to plan an event from start to finish

1

PRE-EVENT

- Form a committee
- Affirm event objectives
- Who, What, When, Where
- Complete budget
- Create and distribute invitations
- Create Facebook event
- Create and distribute event flyer
- Create a hit list for sponsorship/donations
- Create and distribute your sponsorship letter and/or proposal
- Create a run sheet
- Consider event health and safety
- Write contingency plan

2

DURING EVENT

- Calm troubleshooting
- Ensure sponsorship promises are met
- Promote your event through live social media

3

POST EVENT

- Committee de-brief meeting
- Attendee survey
- Thankyou letter to sponsors/ donors
- Reconcile budget
- Start planning the next event!





HOW DO WE SUPPORT AND DEVELOP THE PEOPLE IN OUR GROUP?

SECTION 5 SUSTAINING YOUR YOUNG FARMER GROUP



Your people – committee, members, volunteers and supporters – are the reason you exist. Supporting and developing your people can help sustain the group, keep morale and commitment high and increase engagement and membership.

However, we understand things also change. So, managing people exiting the organisation is also incredibly important to the sustainability of your young farmer group.

This section focuses on managing fatigue and burnout, conflict, skills development and committee succession and change. Without the human element in your group, it would not exist, so do your best to be proactive in supporting your people, including yourself!

STRESS & FATIGUE

Our people need support, what can we do? Managing fatigue, burnout and stress

Sustaining and growing your organisation is not possible without supporting and developing your people. Your committee, members, and volunteers all work hard to make a difference in your community and the agricultural industry. But no one is infallible – we all need support and time off, particularly when we take on too much.

The best volunteers unfortunately are the most prone to burnout. So, your group has a deep interest in looking after these people and to make sure they do not over commit – even when they say they are fine.

BURNOUT IS COMMON IN VOLUNTEER ORGANISATIONS


Burnout can be caused by:

1. Excessive collaboration.
2. Weak time management disciplines.
3. A tendency to overload the most capable with too much work.

As a group, you can help avoid burnout and fatigue by:


- Having a transparent position description to provide clarity and organisational visibility.
- Create strong processes, culture and environment for communication to occur.
- Incorporate rewards and recognition into your group or committee. It doesn't need to be large, but taking the time to thank people for a job well done is so important for engagement and culture.
- Encourage team members to take some time away and switch off!
- Set firm boundaries around work and how people like to be contacted about their group work during the day.

I'M ONE OF THE GROUP'S LEADERS AND I'M STRUGGLING...




Are you the one everyone looks to to get things done? Are you tired and overwhelmed by the commitments you have taken on? Do you take on so much that your passion project feels like a struggle at times?

Remember to take time for you yourself and prioritise your time, your way. Like many good things, moderation is key – including volunteering.

TIP 

Take some time to answer a few questions on [The Burnout Project](#). The scale has been designed to provide you with an indication to how burnout is affecting you.

- [Combating Volunteer Burnout \(Volunteer Hub\)](#) 

TIPS FOR PREVENTING BURNOUT



Take a breather

You don't have to respond immediately to emails or requests for information or your time. As a leader, you're always on. Conflict, questions, member requests and constant drama can start to weigh heavily on your emotions, energy and time. Pause and take a breath. Give yourself some time to disconnect and take a step back.



Talk to your team

Everyone has felt overwhelmed or drained – talk to your team, vent, tell them how you're feeling and get it off your chest. You'll be surprised at what a big difference that can make!



Identify your triggers

Do you feel overwhelmed with committee requests? Members messaging you? Dealing with conflict in your group? Learn your triggers, sit with them and process them. Identify which tasks you might need more help dealing with as well as which issues you may want to avoid entirely.



Set access boundaries

Set clear expectations around your availability to be contacted about group work and how you best like to be communicated with i.e. phone calls are fine, but have to be after 6pm Tuesday-Thursday, please don't email during office hours.



Practice self care

Easier said than done, right?! You love what you do and the impact you have through the work you do. But it's ok to give yourself a break. Take time out. Step back. Breathe. Rest and recharge. Making time for yourself will assist you to manage the group better.



Learn to say no

It can be difficult but is necessary as spreading yourself too thin can be a bad thing for you and the group, as well as your 9-to-5 job and your family.



CONFLICT

We're just not getting along. What do we do?

Managing group conflict

Conflict is ok! Most of us try to avoid it at all costs, but it is normal and inevitable when people come together to achieve something awesome! The important thing is to try to deal with it appropriately.

If addressed constructively, it can be a super important step in growing and maintaining the relationships in your group. It needs to be resolved or it can become highly destructive.

SO A BIT OF CONFLICT IS OK. BUT HOW DO WE MANAGE IT?

Conflict can arise from misunderstandings, poor communication, lack of planning, inappropriate team selections, frustration and burnout or personality clashes.

Some tips for dealing with conflict:

- Don't freak out when it arises. Rather, see it as an opportunity for your group to grow and mature.
- Recognise that we all see through a different lens and we all handle conflict in different ways.
- Try to separate your opinion on someone from the issue. This is hard, but don't let personality differences get in the way.
- Be open and clear to changing direction or finding an alternative solution.
- We often chat outside the group about what's annoying us, rather than within the meetings themselves. Allocating time to speak when all the group is together is respectful and helpful. Introduce a part in the agenda as "time to be truthful about where we are at".
- Always revisit your purpose and why you formed in the beginning!
- Consider a facilitator if the problem or conflict gets too big.

Access some more informal and formal conflict management tips



- [Resolving conflict \(Community Door\)](#)
- [Conflict resolution toolkit \(NSW Volunteering\)](#)
- [Managing group conflict \(University of Nebraska Lincoln\)](#)



Consider your conflict style and that of your team. A [conflict style matrix](#) considers two factors – the relationship and the issue. After charting your responses, the grid helps identify strategies for the conflict.

SKILL DEVELOPMENT

How do we reinvest in our people?

Training, learning & development

Whether paid or volunteers, people are key to the success of your young farmer group. Learning and professional development are key to developing both leadership and technical competence.

WHAT AND WHERE?

Ask your people the areas in which they wish to develop themselves or your committee matrix (next page) may uncover where gaps exist.

If there are common areas that overlap, courses (particularly in person) may offer a discount, or may even come to you! For example, you could bring together other local community groups for an expert-led leadership or public speaking course in your town.

Some suggested areas to go to explore learning options:

Farm Table [AgCourses](#) directory

[NFP Law](#) has training and online webinars designed to understand your legal obligations

[Our Community](#) provides accredited training, half-day workshops and conferences designed specifically for the staff, volunteers, board/committee members and supporters of Australian community organisations.

[Non Profit Training](#) has a range of sessions including governance, grant writing, financial literacy, risk management and board compliance.

[NFP Business Services](#) run a number of programs for NFP Boards, committees and organisations.

The [Australian Institute of Company Directors](#) (AICD) is one of the most highly regarded governance institutions in the country. They run a Governance Foundations for Not-for-Profit Directors.

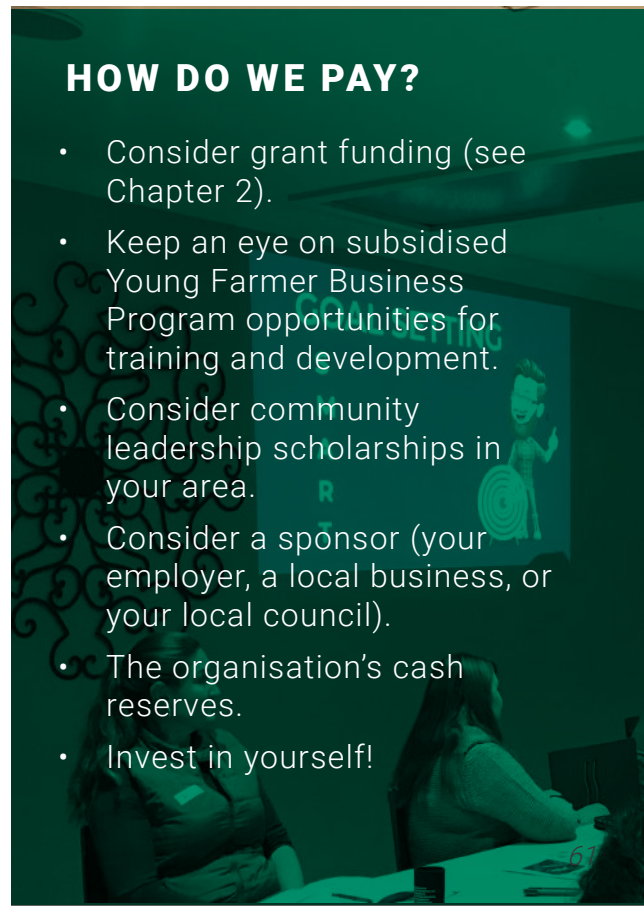
Your local council may run training for volunteer and community groups.

If you need technical competence in marketing, membership software, secretary skills, financial essentials etc. there are so many elearning options available!

[Product Review](#) has reviews and customer testimonials on online education and training organisations that will help guide

HOW DO WE PAY?

- Consider grant funding (see Chapter 2).
- Keep an eye on subsidised Young Farmer Business Program opportunities for training and development.
- Consider community leadership scholarships in your area.
- Consider a sponsor (your employer, a local business, or your local council).
- The organisation's cash reserves.
- Invest in yourself!



COMMITTEE SUCCESSION

Our committee would benefit from some fresh legs... Help!

Supporting committee change and succession

We hear the term succession planning a lot in farming, but it is also a super important process for your young farmer group too! Succession planning enables your group to refresh its committee and leadership team while continuing to meet goals and objectives.

Preparation for change is a key aspect of governance for your young farmer group. Turnover is a necessary and healthy process, and planning for it before it happens will ensure it all goes smoothly.

DOES THIS SOUND FAMILIAR?

Some problems you may be facing as your group matures:

- Group struggling to maintain or increase members?
- People in key roles are planning on leaving soon?
- Can't find enough people to take on committee positions?
- One person holds most of the critical knowledge?
- Lack of documentation on procedures to run the group?

DO WE NEED A GROUP SUCCESSION PLAN?

If you answered yes to any of the questions above, your group needs a succession plan!

Community groups like yours rely on amazing people with super high levels of passion and commitment, but this also makes you vulnerable to departure of key people. For this reason, thinking in advance to manage exit is so important.

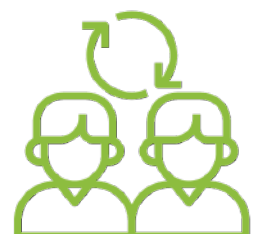
In addition, succession procedures can help clarify roles, skills, enable you to get new people on board, prevent the group becoming too stagnant and facilitates good information sharing, recording keeping and entry and exit of key people.



A **committee matrix** is useful for keeping track of your committee's composition, skills and gaps.

You can then identify what you need to develop and what you need to replace if someone steps off the board.

An example that can be modified can be found [here](#).



COMMITTEE SUCCESSION

WHAT IS IN A SUCCESSION PLAN?

1. Revisit your mission and vision.
2. Investigate what you do well, what you want to do differently/better and what changes the group wants to make in next 1-3 years.
3. Outline the process for retention and record keeping of key processes and organisational and operational knowledge (passwords, partnerships, meeting minutes etc.)
4. Prepare a well organised folder of materials to provide background information to new members.
5. Evaluate the critical positions in your group.
6. Keep your matrix or skills audit up to date as part of your annual planning.
7. Identify when people are planning to leave and develop a position description for existing and new roles.
8. Identify how you are going to recruit people.
9. Outline a process for induction and development of new members.



Getting new people on board

Fresh faces are great for any group! So how can you go about recruiting new committee members or volunteers?

- Talk directly with the person who you would love to be involved rather than making a sweeping announcement that you need more help. Don't wait for people to knock on your door!
- Make people feel immediately welcome when they interact with your group.
- Provide a description of the role and responsibilities, including a realistic expectation on input, meeting times/location.
- Emphasis the benefits of jumping on board and the vision of the group.
- Ensure their contribution is valued!
- Don't overlook younger members of your community. It was once you and they may need the confidence to sit on their first committee. Remember we were all 18 once!

COMMITTEE EXIT

It's time for me to move on...

Planning your positive exit from your group

Maybe circumstances have changed and your time is over. This doesn't mean the group you are part of should cease to function or exist. You shouldn't have guilt over your exit as the group's succession plan will make this process easier. And leaving amicably with all affairs in order will be the best result for both you and the group (personally and professionally).

Signs you're ready to move on

- Your goals have been achieved
- You have stopped growing
- You need a new challenge
- Your personal circumstances have changed
- A problem/conflict has become insurmountable
- You've 'done your time' and contributed enough.

Signs the group is ready for you to move on

- Your mandated term has finished
- The role of the committee has changed
- The needs of the committee has changed.

[Community Directors](#) provides tips to make your exit as painless as possible for all:

- 1. Think and rethink.** While it can be useful for committees to be exposed to new legs and new ideas, it is important to keep in mind that good committee members are a very precious commodity and are never easy to replace.
- 2. Give notice.** Giving as much notice as possible will give your team a better chance of finding a replacement and easing them into the role.
- 3. Discuss your reasons.** Let your team know why you are leaving so they are not left wondering if they could have done something differently.
- 4. Formally resign.** Don't rely on a verbal indication of your intentions; if you have never officially resigned from the board you could leave yourself open.
- 5. Leave a legacy.** Ensure that you leave a history of the work you have done and document any lingering ideas or organisational knowledge you have. Offer to provide a briefing to your replacement.
- 6. Tie up the loose ends.** Fulfill all outstanding commitments and refuse any new work. Return any property or material owned by the group.
- 7. Remain loyal.** By all means, if you have legitimate concerns, report them to the right channels. But remember that disgruntled former members can cause real problems for a board and more importantly the organisation it is serving.
- 8. Replace thyself!** By far the best parting gift you can give to a committee is to take away the headache of organising a replacement to carry on your work.



This Guide has been developed by Farm Table Australia for the Young Farmer Business Program and the NSW Department of Primary Industries.

Copies of the latest version of the guide can be downloaded from www.youngfarmer.nsw.gov.au.

If you need further information or assistance, please contact the Young Farmer Business Program via their [website](#).



Department of
Primary Industries

