



Australian Government  
Cotton Research and  
Development Corporation

## Report

### Future Cotton Leader Travel Bursary

June – September 2007

The Cotton Research and Development Corporation has made available up to \$1000 for travel to support your Future Cotton Leader project. The guidelines stipulate that once approved, you can make your own arrangements for travel. **Within one week of your travel** please send a Tax Invoice with copies of your expenses in line with the amount approved to Helen Dugdale, CRDC, PO Box 282, Narrabri NSW 2390 Telephone: (02) 6792 4088. Up to \$1000 will then be reimbursed. Also include a one page report of your travel including benefits to you, enterprise, industry and whether you would recommend this activity / event to others. Use this report format. Please email a copy of your report to [jo@ruralscope.com](mailto:jo@ruralscope.com) for feedback prior to sending to Helen at CRDC.

#### PART A: PERSONAL DETAILS

Name:

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#### PART B: YOUR TRAVEL

**1. Provide a short overview of what your bursary achieved. (Include name / aims of travel / course. Location of travel etc)**

I traveled to Toowoomba to attend a seminar 'Practice Management and Professional Development Workshop' organised by the Australian Association of Agricultural Consultants (AAAC). This course was facilitated by Ian Benjamin.

The main aim of attending this workshop was to improve my skills in client relationships which will lead to improved engagement of grower clients. Improve our ability to more effectively work with other businesses.

**PART C: KEY LEARNINGS**

**2a. What are two or three key things that you learned through your travel bursary?**

Building personal relationships with clients is critical for the success of the business relationship.

Need to be clear about the client expectations before you commence work with a client.

Important to be clear about the services you offer. Need to have a package which clearly illustrates the services you can provide to your clients.

**2b. Is there anything you would improve to gain more from this course / activity / bursary?**

Look at having more than one facilitator, The facilitator Ian Benjamin provided some good information in the morning sessions. The usefulness of the sessions in the afternoon were not as useful and directed.

**PART D: BENEFITS**

**3. What benefits have you achieved from your travel bursary?**

<b>For you</b>	Learned important consulting principles to be successful.
<b>For your project, enterprise or job</b>	I have realised the importance of engaging with growers on a personal and then on a professional basis. I am hoping this is an important step in achieving my project of more effectively engaging with growers.
<b>For the cotton industry</b>	My personal development from attending this seminar will allow me to provide a more effective service targeted at the needs of growers. This will lead to more productive cotton growers.

**PART E: RECOMMENDATION**

**4. Would you recommend this travel / course to others? Why / Why not?**

I would recommend this course for other consultants. There was useful information on a range of issues including client relationships, staff retention, succession planning and business marketing.