



# ARE YOU INVOLVED IN AQUACULTURE OR FISH FARMING?

**THEN DON'T MISS THIS OPPORTUNITY TO LEARN ABOUT DEVELOPING A BUSINESS PLAN THAT WILL ASSIST YOUR SUCCESS IN THIS INDUSTRY!**

**Aquaculture or fish farming** is creating a lot of interest from investors as well as landowners looking for opportunities to diversify. Over the past decade the aquaculture harvest in Australia has increased by more than 200% to over **38,000 tonnes in 2000/2001**. There has been over a 400% increase in the value of this production to almost **\$730 million**. An **Industry-Government Action Agenda** has been formed to assist the industry reach a value of **\$2.5 billion** by 2010.

Based on successful programs held in other states, a series of workshops are now being offered around Victoria to **show aquaculturalists how to prepare an effective business plan**.

The old saying "Businesses don't plan fail, they just fail to plan!" is very true in aquaculture. Too many businesses have gone under due to poor management planning.

A Business Plan is a well recognised method for documenting all of your information and thoughts. Once in this format it can be used to develop and operate your business, attract external sources of capital and provide limitations and boundaries for expenditure.

The first in this series - "**Business planning for aquaculture – Situation Analysis and Strategic Audit**", is specifically designed by well-known aquaculturists and educators from the National Aquaculture Training Institute. They take participants through the step-wise process in developing a Business Plan that can assist them to establish an aquaculture business that is "**economically viable, socially acceptable and environmentally friendly.**"

Title and topics include:

	<b>Title of Workshop</b>	<b>Specific topics covered during each workshop</b>
1	<b>Situation Analysis – where am I now?</b>	Determination of business structure and relative positioning in the fields of Marketing, Production, Environment and Regulations, Finance and Performance.
2	<b>Strategic Audit – what business am I (will I be) in?</b>	Define your Business Mission, how will your business grow and what are the competitive advantages you possess. Conduct a SWOT analysis to determine strengths, weaknesses, opportunities and threats
3	<b>Corporate Objectives – where do I want to go?</b>	Set realistic and achievable objectives. Define what performance targets are to met in Marketing, Production, Environmental Impact and Finance.

