



Advising

RURAL BUSINESS MANAGER/OWNER

WHAT'S THE JOB ABOUT?

- **Providing a service to rural / regional areas**
Produce store, stock and station agency, real estate agency, bank/building society/credit union, tax agent, accountant, machinery dealership
- **Understanding the specific requirements of farm-based customers**
Local enterprises, seasonal/weather conditions, financial needs, product supply/demand/availability, innovation and change
- **Communicating with farm owners and other staff**
Crop, pasture and livestock information, market reports, stock and produce orders
- **Running a business**
Legal/insurance requirements, taxation, plans/budgets/records/reports, purchases/sales, staff, salaries, contractor payments, networks, information/communication technology, marketing
- **Managing teams**
Effective team structure, enterprise/team/individual goals, team building, tasks/roles/responsibilities, performance, quality





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WORK CONDITIONS

- Rural businesses often have set hours of operation. Some flexibility may be required to meet customer's needs. Additional hours are usually needed to fulfil business requirements.
- Managers/owners may monitor the work of various teams in different locations.
- Depending on the size and structure of the rural business, involvement of the manager/owner in the daily activities will vary and there will be a certain amount of time spent in the office and liaising with farmers, suppliers and contractors.
- Sufficient funds or financial backing are essential to purchase/ lease premises, establish the business and purchase stock, machinery and equipment.
- There is an expectation in rural areas of a high level of integrity in business dealings.

EXPERIENCE AND RELATED TRAINING

- Depending on the type of rural business employment opportunities may be available at the management level for individuals who have relevant experience but no managerial qualifications.
- Gaining a formal qualification will help you to develop the knowledge and skills that you need to excel as a business manager/owner.
- If you are already working at this level, you may have your skills recognised by applying for an appropriate qualification.
- Skills and/or trade qualifications in a range of related areas such as livestock, cropping, irrigation, mechanics, welding and fabrication, office procedures and bookkeeping/ accountancy can be an advantage.





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Career path	Training Requirements
<ul style="list-style-type: none"> • Manager <p>You are responsible for all or most of the above tasks. The degree of your involvement in business planning and directions and control of the budget will vary depending on the size and structure of the business.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> • Certificate 4 in Business/Rural Business Management • Diploma in Business/Rural Business Management
<ul style="list-style-type: none"> • Franchisee <p>You own a business that pays for the right to trade under the brand name of a larger company, using their systems, training and marketing power.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> • Diploma in Business/Rural Business Management • Advanced Diploma in Business/Rural Business Management
<ul style="list-style-type: none"> • Proprietor <p>You have exclusive ownership of the business and have final responsibility for all aspects of the business.</p>	<p>TERTIARY EDUCATION</p> <ul style="list-style-type: none"> • Degree in Agribusiness • Degree in Business/Rural Business Management • Degree in Economics/Agricultural Economics • Degree in Accounting (or equivalent)
<ul style="list-style-type: none"> • Company <p>If your rural business has been successful you may choose to expand the scale of your enterprise and move to a company structure with increased staff under the company's control.</p>	

Related Jobs

- Company representative
- Farmer
- Marketing officer
- Rural agency staff
- Rural contractor
- Rural financial counsellor



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