



Herald – May 2009

There's some new information for members in this month's Herald and there are a lot of great things to get involved in as Heartlands Country heads into a hive of activity over the next few months, including a course and networking event that's been heavily subsidised – don't miss this one!

I'd like to take this opportunity let you all know that Peta has had to step down from her role as Executive Officer of Heartlands Country for family commitments. Peta came along with a load of energy and enthusiasm and on behalf of the organisation, I'd like to pass on our thanks and appreciation for her assistance over the past year or more. Best wishes Peta! We'll keep you up to date with news.

Heartlands Country has secured the services of a new Executive Officer. A big welcome to Jemma Vanzetti!! Jemma lives and works part-time for the Wheatbelt Development Commission in Moora. It's great to have Jemma on board and I will be training her over the next few months to take on the duties of administering Heartlands County. Jemma will eventually become the contact point for us all.

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LABOUR MANAGEMENT COURSE AND NETWORKING DINNER (MONDAY, 13 AND TUESDAY, 14 JULY 2009)

AgriFood Skills Australia (AFSA) has successfully won a Department of Education, Employment and Workplace Relations Industry Pathways project to develop a best practice model to enhance business skills in the small agribusiness sector, a sector essential to regional Australia's economic prosperity and community wellbeing.

The project recognises that owners and operators in agribusiness may not have management and business skills needed to optimise enterprise performance and sustainability. They are also time poor and could benefit from understanding the value, benefits and opportunities of pursuing flexibly

delivered business skill development. Furthermore, historically, training delivery models have not suited the actual needs of the sector.

The project aims to build, test and demonstrate benefits of an innovative skills development and training model to address small business shortcomings and constraints. The model, with adjustments to reflect particular industry and structural needs, would then be extended nationally across the agrifood industry with support from ASFA.

For more information on AFSA visit www.agrifoodskills.net.au.

What does this mean for Heartlands Country members?

The **great news** is that Heartlands Country has been identified as one of the 4 pilots to deliver this project to. These pilot projects are to be run to enhance business skills amongst our members. People management skills will be the first workshop to be heavily subsidised by AFSA. The remainder of the training content will be determined by the Heartlands Country to reflect our needs.

Training will be conducted by a Registered Training Officer funded by the AFSA grant and AFSA will also appoint a liaison officer to help establish the project in the field and fulfil an ongoing motivational and monitoring role.

The first training course being organised for Heartlands Country is:

Labour Management Course and Networking Dinner

Including training on attracting workers, advertising, reference checks, induction, training, retention of workers, employing young workers and leadership. This is a terrific opportunity for Heartlands Country members and has been generously subsidised by Agrifood Skills Australia. The details are:

Date: Monday, 13 and Tuesday, 14 July 2009
Time: From 1.00pm on the first day to 11.30am on the second day.
Venue: To be advised (Perth region)
Cost: **ONLY** \$88.00
(real value: approximately \$550.00 – that's a subsidy of \$462.00!!
Great value indeed.)

Dinner will be included at the end of the first day to enable informal networking.

Interested in attending? This workshop is limited to 15 persons only. To book your place call Jemma Vanzetti on 08 9651 1770 (Wheatbelt Development Commission Moora Office) or email info@heartlandscountry.com.

FREMANTLE MARKETS – AN OPPORTUNITY

Here's an opportunity for someone enterprising! The Fremantle Markets are undergoing a major refit and revitalisation and they are seeking new stallholders in this process.

Heartlands Country is considering taking on a regular Friday/Saturday/Sunday stall and would like to know:

- 1) if members would be interested in the opportunity to sell products at a Heartlands Country stall in the Fremantle markets; and
- 2) if a Heartlands Country member or someone you know would be interested in taking on the Heartlands Country stand.

The cost is reasonable and if one of our members is interested or knows of someone who could be interested, Pam Lannin would love to talk to you. If you are just interested in selling through the stall please get in touch with Pam as our Board will be making a decision regarding Heartlands Country's participation and need to know the level of interest from members. It's an interesting opportunity and Pam can be contacted on 0448 865 106 or plannin@bigpond.com.

HEARTLANDS COUNTRY BROCHURE/DIRECTORY

A reprint of the Heartlands Country Brochure/Directory is about to get underway. The Heartlands Country Brochure/Directory is due for a reprint and in June's Herald, Members will be provided with a proof of details to be included in the reprint. Watch out for this in next month's news.

COUNTRYMAN GIDGEGANNUP SMALL FARM FIELD DAY (SUNDAY, 7 JUNE 2009)

Don't miss the opportunity to market to this growing demographic. With 4,000 visitors to last year's event, and a great program of information and farm visits lined up, this promises to again be a practical 'must attend' event for the small land holder.

If you wish to exhibit, contact the Event Co-ordinator, Willemien Fourie on 08 96311021, 0447 323 038 or visit www.gidgegannup.info.

YORK FARMERS MARKET AND GOURMET FOOD AND WINE SHOW (27 & 28 JUNE 2009)

At last the time is almost here for the first York Farmers Market. Be sure to mark 27 & 28 June in your diary as an event not to be missed! This is also the weekend of the Gourmet Food and Wine Show in York so you can be assured of wonderful weekend, but do go early to avoid the crowds.

Potential stall-holders please check out the web site for the eligibility guide. The aim is that, wherever possible, produce will come from the Avon Valley, and will be sold by the people producing it. Allocation of stalls will be made on this basis, with preference being given to local producers.

The market will be held weekly on Saturdays from 8am to 1pm. Becoming a Friend of the Markets, will entitle you to a free York Farmers Market Shopping Bag, a seasonal newsletter, 10% discount of all produce (excepting hot food, drink stalls and membership stalls), and will assist in making the York Farmers

Market a permanent weekly fixture. Be sure to join and make York Farmers Market your regular weekly shopping event.

Interested stallholders can access eligibility and application forms from www.yorkfarmersmarket.com.au, call 9641 1255 or email info@yorkfarmersmarkets.com.au.

WANDERING WHEATBELT WINE AWARDS (31 OCTOBER 2009)

The date of the Wandering Wheatbelt Wine Awards has changed and this year is to be held on the 31 October 2009. With enough interest there may be a bus organised from Narrogin to Wandering Brook Estate.

Hope to catch up with some of you soon!

Kind regards,
Carol Redford

Treasurer
Heartlands Country
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