

the entrepreneur

Newsletter for the “Developing Emerging Young and Other Entrepreneurs in South Australia’s Mid North” project

Welcome to the fourth edition of “The Entrepreneur”, the E-newsletter designed to keep those with an interest in the “Developing Young and Other Entrepreneurs in South Australia’s Mid North” project informed.

This edition will provide a brief project update and profile a great Australian entrepreneur; RM Williams.

Project Update

Short Courses have been delivered in Clare, Jamestown and Kadina.

Feedback from those who have already completed the first course:

“Provided an understanding about what I need to start doing to make the business progress”

“Provided new knowledge in identifying a structure needed in my business”

“Provided confidence to proceed with innovation”

It is not too late to join the program with more short courses planned for Freeling, Laura, Balaklava, Clare and on the Yorke Peninsula. Remember if you know anyone who may be interested in the project; please tell them to come along to a session to give it a go!

There are five short courses in the program and they will be delivered in sequence around the region:

1. Entrepreneurship and Innovation (2 days)
2. Opportunity Assessment (1 day)
3. New Enterprise Financial Management (2 days)
4. New Enterprise Marketing (2 days)
5. New Enterprise Operations Management (3 days)

The project also involves Individual Coaching and Mentoring, which is available for all short course participants, and Enterprise Development Groups.

Individual Coaching and Mentoring will begin to be rolled out after the second short course, Opportunity Assessment, has been delivered.

Enterprise Development Groups will begin to be rolled out from June. If you have a concept that you would like to form an Enterprise Development Group around, please notify Rural Directions Pty Ltd and we will begin drawing these groups together.

This project is proudly supported by



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Short Course Dates

Short Course 1 - Entrepreneurship and Innovation

Location	Dates	Venue
Freeling	Tuesday 18/3 and Thursday 27/3	Rural Directions Office
Laura	Monday 31/3 and Tuesday 8/4	Laura Civic Centre
Balaklava	Thursday 3/4 and Thursday 10/4	Balaklava Town Hall
Clare (Group 2)	Monday 14/4 and Monday 21/4	Rural Directions Office
Yorke Peninsula	Thursday 17/4 and Thursday 24/4	Ardrossan or Maitland

Short Course 2 - Opportunity Assessment

Location	Dates	Venue
Clare (Group 1)	Wednesday 30/4	Rural Directions office
Kadina / YP	Monday 2/6	TBA

Courses are delivered from 3pm – 8pm. If you cannot attend a Short Course session in your preferred location, you are welcome to attend a session in a different location. For example you could attend Day 1 at Clare and Day 2 at Jamestown. Simply notify Carlyn at Rural Directions Pty Ltd and you can move to a suitable session.

Entrepreneur Profile – R.M. Williams

1908	<ul style="list-style-type: none">Reginald Murray Williams born on a farm in mid-north South Australia
1920's	<ul style="list-style-type: none">Signed on as a camel boy with the missionary explorer, William Wade, in his treks across Australia's central western deserts. He learned valuable bush lore and survival skills from the aboriginal peoples of the area.
1932	<ul style="list-style-type: none">Great Depression - Digging wells in the Gammon Ranges of South Australia with his young family, barely making a living.During this time he met an itinerant saddler named Dollar Mick. Dollar Mick passed on his leatherworking skills to R.M.
1932	<ul style="list-style-type: none">R.M. set up the beginnings of his first factory in 1932 in an iron woodshed behind his father's house at 5 Percy Street, Prospect.
	<ul style="list-style-type: none">With no capital and little help, he built up a team of dedicated craftsmen and took out advertisements in the rural press that asked customers for cash with their orders.Over the following decades, R.M. developed his business, diversifying into bush saddlery, equipment and the company's trademark moleskins, jeans and bush shirts.
1951	<ul style="list-style-type: none">Founder of the Australian Roughriders Association, and helping to form the Equestrian Federation of Australia
	<ul style="list-style-type: none">The R.M.Williams business grew so rapidly after World War II that, by the 1950's, a showroom had to be created separate to the factory.Percy Street simply became too small for R.M.Williams to continue to re-model the site and to house all its operations successfully. A new boot making factory was opened in Salisbury.
1950's	<ul style="list-style-type: none">Editor of Hoofs and Horns magazine
1988	<ul style="list-style-type: none">Founder of the Stockman's Hall of Fame in Longreach
2003	<ul style="list-style-type: none">R.M.Williams passed away
Today	<ul style="list-style-type: none">R.M.Williams is far and away the leading name in the Australian bush outfitting business.With sales of over \$50 million a year, the company's retail and concept store program has grown to more than 100 locations in Australia and New Zealand and overseas stores in London and New York.The company is passionate about Australian bush heritage, and R.M.Williams Outback magazine has one of the highest subscription rates of any magazine in Australia.R.M.Williams is continuing to expand its export business, particularly in the US, Canada, UK, Germany and other European countries.

Source: www.rmwilliams.com.au

How to register for the project

Registration forms for short courses, enterprise development groups and coaching and mentoring are all available on the Mid North Regional Development Board (MNRBD) website www.mnrdb.com.au .

Alternatively contact: Colin Rawnsley or Alan Schwarz at Mid North Regional Development Board on 08 8842 3115
Carlyn Mellors or Dave Heinjus at Rural Directions Pty Ltd on 08 8842 1103

This project is an Australian Government funded initiative under the Building Entrepreneurship in Small Business Program, administered by AusIndustry.