

LIEBE GROUP MEDIA RELEASE



Liebe women inspired to be brave

“Share values, community trust, communication and perspective are the key elements to continuing social license for agriculture”.

This was the key take home message from AWI Manager of Woolgrower Education and Capacity Building, Emily King, at the Liebe Group Women’s Field Day held on Thursday 20 June, in Dalwallinu.

With over 120 regional women in attendance this year, Liebe’s showcase event is aimed at increasing the management capacity of women to build a sustainable future for their families, farm businesses and the agriculture industry.

Emily King also provided an overview of the Australian wool industry, noting that it is a \$4 billion industry (2017/18) and produces 20% of the world’s total wool production, and a significant 90% of the world’s fine, next to skin apparel wool. She also provided some analysis of the wool industry in WA, and the broader Liebe region.

“In analysing the wool production from the postcodes of those attending [The Liebe Women’s Field Day], over 37% of Western Australia’s wool comes from this region” said Emily.

Key note speaker Lyn Beazley, who first presented at this event in 2011 and again in 2012, returned to Dalwallinu to talk about the role of women innovators and how they can turn opportunity into reality.

“I was once asked what advice I would give myself if I had my time again, it would be, be much braver. Don’t wait until you have ticked every box, have a shot and learn the rest” said Lyn.

Lyn also spoke about why women need more financial know-how and how they can get it, as well as highlighting the opportunities for young women in STEM (Science, Technology, Engineering and Mathematics). Lyn explained that it has been estimated that 40% of existing jobs will disappear in the next 10 years and 75% of new jobs will need people with STEM qualifications. Noting the importance of education for women and the next generation, Lyn encouraged and inspired the women in the room to make the most of every opportunity.

“Women need to be brave and have confidence. Women can do anything they want, we just need to support each other to get there” Lyn said.

A variety of speakers filled the remainder of the agenda with topics ranging from ensuring a smooth handover with succession planning, to understanding higher education options for farming families, to precision agriculture and much more.

Liebe Group Women’s Committee Chair, Narelle Dodd said that the event made her realise how lucky we are to be living in Australia with so many opportunities in agriculture.

“Today provided an amazing group of presenters that inspired and empowered us to do more in supporting each other to dare to dream” Narelle said.

The Liebe Group would like to thank Event Sponsor Australian Wool Innovation and Diamond Partners RSM, Rabobank, CSBP, AFGRI and CBH. Thanks to the Liebe Women’s Committee for their efforts in creating this successful day and the Liebe men who assisted in the kitchen to serve the fantastic lunch catered by Tarts & Co from Geraldton.

The Liebe Group is a dynamic, grower-driven, not for profit organisation servicing over 85 farming businesses within the Dalwallinu, Coorow, Perenjori and Wongan-Ballidu Shires, encompassing a land area of over 1,000,000ha.

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