

1 My Future

1.1 Future vision and goals 9

How do you want your farm to look in 5-10 years?

Questions about your preferred future

Developing your goals

1.2 What if you want to exit? 12

If exiting is your best option, a range of service providers can help get the best out of that option

Overview
Understanding where you want to go and why is an important first step in planning. This section supports you to develop goals and a vision that will guide you through the rest of the activities in this Workbook.

This section also provides some information to discuss with your service provider, if you are considering the option of exiting.

"Fit your own mask before assisting others."

(Airline safety advice)

1.1 Future vision and goals

As a grower, you are the driving force behind your farm. This means it is essential to be clear about what you want from your day-to-day working life and what you can realistically sustain when making a decision to change or planning for the future.

This activity helps you explore your personal and professional goals, so you can make choices which line up with your vision for yourself and your farm.

The most important question to answer is:

Where do I see myself in 5-10 years' time?

Discussion Tool
Section 1.5 | Page 14

A vision expresses your main aim for your business. It says **why** you do what you do, and **what** it is you want to achieve. A vision statement should be :

- **Fairly general:** broadly defined but including the things that are most important
- **Aspirational:** a positive description of the kind of future you would really like
- **Brief:** simple and succinct so that you and your team can easily remember it.

Developing your vision should involve the key people in your team (e.g. partner, children, key investors, your farm manager). Sitting down together (potentially with your service provider) to talk through what ideas the team have for the future can be a good start.

Take time to jot down some of your initial thoughts:

**Note that a vision statement is something that should be referred to regularly. It is a check-in point where you can ask yourself, "Does this work or activity help me to achieve my vision?"*

Use the table below to build a clearer view of your preferred life as a grower. Answer each question honestly. There are no right or wrong answers – this is about what works for *you*.

Template 1.1 Questions about your preferred future

Questions	Your response
Where would you like to be living in 5-10 years? On the farm or elsewhere?	
How many hours of farm work a week would you like to be doing?	
Do you see yourself 'on the tools' or more 'in the office/ organising things'?	
Do you mostly want to work alone, or prefer to have a team?	
Who else do you need to consider in this (partner, friends, kids, parents, business partners), and how might they fit in this future view?	
What else will you want to be doing with your time, apart from farming?	

Goals break down the vision into more practical, or doable chunks. What are some specific outcomes or changes you want to achieve by changing how you farm?

Setting some parameters around your goals will make them attainable and removes the guesswork.

You can also refer to the SMART goal guidelines here. Examples of goals might include:

- Within the next 2 years, reduce my working hours so they fit into 5 days a week.
- Within 4 years, establish one extra revenue stream for the farm that evens out our cashflow and starts to pay down debt.

With your service provider and team, come up with 3-5 goals that connect to your vision statement above.

**Note that your goals are something that should be referred to regularly. You can come back to these as you work through the remainder of this Workbook and update them accordingly.*

1.2 What if you want to exit?

The Diversification Guide is for winegrape growers to think about options to continue farming. For some, a deep look at their situation and aspirations might lead to the conclusion that exit is the best option.

If you are planning to leave farming, or are restructuring your farm business to sell, some information is included in the Discussion Tool that might help. Service providers can be beneficial if you have decided to exit. For example:

1. Rural financial counsellor (to clarify options, identify supports, and who to contact next)
2. Community and mental health support (to manage wellbeing)
3. Accountant (to assess likely final financial position after sale of farm)
4. Lawyer (to explain options and process for selling farm)
5. Bank (to plan financial steps, acquit outstanding loans and manage balance of funds)
6. Land valuer and real estate agent (to price farm, advertise, and sell or lease out land)
7. Water corporation or trust representative (to sell or rescind water rights).

"Exit is a form of transition, not failure."

- Grower

If you are thinking of exiting, please talk to your service provider. There are some more ideas in the Tool that you can both draw on if needed.

Discussion Tool
Section 5.6 | Page 63

