



THE BUSINESS OF MILLENNIALS

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1. Storytelling



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Department of
Primary Industries



Young Farmer Business Program



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2. Matching communication styles



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Slido.com
#dubbo



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How have we engaged?



50
EVENTS



156
COACHING
SESSIONS



1,030
SOCIAL MEDIA
ACTIVITIES



805,484
REACHED

"Through social media, workshops,
coaching and all the other fun stuff we
do."

Where are the events located?



1,359



Attendees

50



Events

72 KM



Average distance
travelled to events

What is changing?

What effect do our events have on young farmers?

Connection with
other young
farmers



90%
↑

Business
knowledge and
skills



68%
↑

Access to new
business
products and
services



83%
↑

Belief in capacity
to make good
business
decisions



69%
↑

3. Evaluation



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