

# STRATEGY

2030



**RURAL BUSINESS  
SUPPORT**

# Message from the Chair



**Rural Business Support (RBS) proudly presents *Strategy 2030*, a roadmap that reinforces our commitment to supporting farming businesses, small and family-owned businesses, and communities across South Australia and the Northern Territory.**

For approximately 20 years, RBS has partnered with rural Australians, equipping them with the tools, knowledge, and confidence needed to navigate economic challenges and build resilient, sustainable futures.

At the heart of this strategy is the continued delivery of the Rural Financial Counselling Service (RFCS), funded by the Australian, South Australian and Northern Territory Governments. The RFCS is a key driver in providing farming families with essential support during tough times.

This free, confidential service is dedicated to helping primary producers address financial distress, tackle underlying challenges, and develop strategies to build financial resilience. By empowering farming families, RBS is helping to secure the long-term sustainability of rural communities.

We believe vibrant rural communities are essential to Australia's identity and prosperity. *Strategy 2030* places a renewed focus on empowering primary producers and owners of rural small and family-owned businesses, prioritising resilience-building initiatives that help them meet adversity with strength and adaptability. By supporting these communities through difficult times, we aim to help them navigate their way back to financial, social and emotional wellbeing.

Key objectives within this plan include enhancing our workforce's capabilities to deliver agile, responsive services, broadening our program offerings to reach a more diverse client base, and cultivating inclusive practices

that reflect the rich diversity of rural South Australia and Northern Territory. We are committed to improving client access to our programs and expanding the reach of our Relief Fund, which provides critical practical support to primary producers during especially tough times.

In addition to our financial counselling and farm management services, RBS is expanding its information services to address clients' needs. The Landowner Information Service (LIS), for example, provides free, impartial support to help landowners, farmers and communities understand how to better work with resource exploration, mining, quarrying and hydrogen renewable activities. By simplifying technical processes, encouraging open dialogue with industry, and clarifying rights and options, RBS helps landowners and their communities to navigate these complex challenges with confidence.

*Strategy 2030* also emphasises collaboration with industry partners, government bodies, and like-minded organisations. Through these partnerships, RBS aims to align with regional and national strategies, delivering impactful services that create more opportunities for rural Australians to overcome barriers and thrive.

RBS is dedicated to empowering our clients and their communities with the skills and knowledge needed to make informed decisions. With *Strategy 2030*, we are tackling the challenges and opportunities ahead, working together to foster a brighter future for the rural communities we serve.

**Peter Treloar**  
Chair, Rural Business Support



# Core Values



## Our Vision

A profitable, sustainable and resilient rural business sector



## Our Purpose

We genuinely care about supporting rural business families when they need it most, providing them with hope and direction for the future



## Our Values

- Build Community
- Work Compassionately
- Influence with Credibility
- Continually Improve



## Our Beliefs

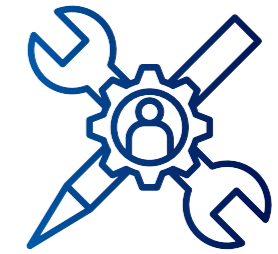
- Sustainable rural communities are essential for Australia's future
- Supporting our clients through adversity will enable them to make good decisions for their future
- Empowering business owners with knowledge and confidence builds resilience
- We make a significant difference to the lives of our clients, their families and their communities
- Being independent
- The long term impact of what we do

# Strategic Objectives



## Number 1

Improve the learning and decision-making capability of our clients, supporting alleviation of their distress



## Number 2

Enhance our workforce's skills for expanded and agile service delivery



## Number 3

Improve the wellbeing and safety of staff and clients



## Number 4

Government and industry seek RBS as preferred service delivery partner



## Number 5

Increased recognition of RBS Relief Fund in philanthropic landscape



## Number 6

All cultures and backgrounds are supported at RBS, including in our service delivery

# Pillars

1. Organisation	2. Service Delivery	3. Clients / Community	4. Partners
<p><b>1.1</b> Diversify and expand revenue base, year-on-year. <i>Strategic Objectives 1,4,5</i></p> <p><b>1.2</b> Implement workforce development plan, enhancing skills for expanded service delivery opportunities. <i>Strategic Objectives 1,2,3</i></p> <p><b>1.3</b> Demonstrate through agreed actions a commitment to safety and staff/client wellbeing. <i>Strategic Objectives 3</i></p> <p><b>1.4</b> Identify and report against “Measures of impact” for all programs and services. <i>Strategic Objectives 4,5</i></p> <p><b>1.5</b> Increase our cultural and diversity awareness (and intelligence), supporting inclusive employment, policies and service delivery. <i>Strategic Objectives 4,6</i></p> <p><b>1.6</b> Relief Fund identifies funding and builds corpus to support programs and service delivery. <i>Strategic Objectives 1,4,5</i></p> <p><b>1.7</b> Demonstrate service capability to SA and NT stakeholders and community. <i>Strategic Objectives 1,4</i></p> <p><b>1.8</b> Implement best-practice organisational governance, through systems, compliance and training. <i>Strategic Objectives 1,2,6</i></p>	<p><b>2.1</b> Through best-practice, via successful delivery and compliance, maintain or increase our reputation for service delivery. <i>Strategic Objectives 1,4</i></p> <p><b>2.2</b> Pursue opportunities to increase offering of programs and services across SA and NT. <i>Strategic Objectives 1,4</i></p> <p><b>2.3</b> Increase information and learning programs and services. <i>Strategic Objectives 1,4</i></p> <p><b>2.4</b> Awareness and capacity of RBS’s readiness for emergency response is well recognised and understood. <i>Strategic Objectives 1,3,6</i></p> <p><b>2.5</b> Increase wellbeing programs and services. <i>Strategic Objectives 5</i></p> <p><b>2.6</b> Improved client accessibility to programs and services, including Indigenous and CALD communities. <i>Strategic Objectives 1,2,4,6</i></p> <p><b>2.7</b> Develop innovative RBS intellectual property for shelf-ready funding opportunities. <i>Strategic Objectives 1,4</i></p>	<p><b>3.1</b> Increase both service-level and experiential outcomes for clients in our service delivery. <i>Strategic Objectives 1,2,4,6</i></p> <p><b>3.2</b> Improve delivery and reach of RBS programs and services, via innovative delivery and/or technology solutions. <i>Strategic Objectives 1,2,6</i></p> <p><b>3.3</b> Target regional cultural communities for participation in RBS programs and services. <i>Strategic Objectives 1,4,6</i></p> <p><b>3.4</b> Increase client recruitment levels, ensuring maximum level of participation in each program and service. <i>Strategic Objectives 1,4,6</i></p>	<p><b>4.1</b> Formally partner with stakeholders for benefit of both parties, serving our mutual clients and communities. <i>Strategic Objectives 1,2,4,6</i></p> <p><b>4.2</b> Improve collaborative stakeholder engagement with partners, sharing resources and opportunities. <i>Strategic Objectives 1,4</i></p> <p><b>4.3</b> Collaborate with, and support our partners to promote RBS services and recruiting of clients. <i>Strategic Objectives 1,4</i></p> <p><b>4.4</b> Hold annual RBS celebration and stakeholder event, demonstrating the work we do and recognising partners/clients/staff. <i>Strategic Objectives 1,4,5,6</i></p> <p><b>4.5</b> Relief Fund recognition by partners increases annually in the philanthropic landscape. <i>Strategic Objectives 1,4,5,6</i></p>

# HEAD OFFICE

MAGILL • 555 The Parade

## REGIONAL OFFICES

### Northern Territory

DARWIN • Ground Floor, 76 The Esplanade

### South Australia

BERRI • 7 Riverview Drive | CLARE • 12 Gleeson Street | MURRAY BRIDGE • 8 Seventh Street  
PORT LINCOLN • 5 Adelaide Place | WUDINNA • 44 Eyre Highway



**RURAL BUSINESS  
SUPPORT**

**FREECALL 1800 836 211**

**[ruralbusinesssupport.org.au](http://ruralbusinesssupport.org.au)**

