



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Lisa Lonsdale

Agribusiness Specialist - Lonsdale Agribusiness



"You can't fail until you've tried."

ABOUT

As an independent specialist with a grazing background, I understand the complex issues that producers are faced with. I grew up on a beef cattle enterprise at the head of the Hunter River in NSW. From a young age I had cattle and learnt quickly what living on the land was all about - the good and the bad times. A career in Agribusiness Banking quickly highlighted to me that a primary producer's business was partly controlled by how good their relationship was with their professionals that they engaged. If communication wasn't strong it could have a detrimental effect on their operation. Today I work with producers on a variety of requirements from Rural Property purchases, Financial proposals, Property Planning and Strategic Development and Financial Analysis and Reporting. I advise a broad array of rural clients from breeding, trade and mixed farming operations from areas all over Queensland in different stages of their business and various sizes.

WHAT SUCCESS MEANS

- Seeing the difference that you have caused in peoples lives, in particular for my clients how I have helped them progress through challenging times.
- Self worth for my own life and business.
- The ability to manifest that into financial rewards, which means I can employ others and in return, I am helping them.

FAVOURITE ASPECT OF BEING AN ENTREPRENEUR

- Meeting new people.
- Creating a relationship with others and building on existing relations with other clients.
- Working with clients in their environment and helping them to achieve their goals and start to develop through a short or long period.

BALANCING WORK AND FAMILY

- Work and personal life isn't equal, although I have always worked and my children know they have a working mother so that helps.
You need to find time for your family and work and learn to delegate.
Make sure you can look back on what you have achieved and be proud of it while also being aware that sometimes you have to "wing it".



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MINDSET AS AN ENTREPRENEUR TO OVERCOME CHALLENGES

- It was all a learning curve: I don't regret the choices I have made a lot. I have experienced some negativity, just like other entrepreneurs, although I had to make sure to let those feelings go.
- Listening to Podcasts, and talking to like minded people in the same position as me – making a bit of a sounding board.
- Cut as much negativity out of your life as possible you don't need those vibes when starting a business.

SKILLS TO PASS ON

- Determination and to keep working and focus on what you want to get out of your business.
- Sometimes you can feel isolated especially when living in rural, remote or regional areas of Australia, remember you are never alone and remember why you started in the first place.
- It is also about mindset, you need to remember that you can do this and you can succeed.

WHEN STARTING OUT IS THERE AN ENTREPRENEUR YOU ADMIRE?

- There isn't really one particular person I admire, although listening to podcasts of different people while traveling has taught me so many valuable lessons.
- Going to speaking events in regards to business women has helped pick me up at difficult times.
- Everyone has a weakness but it is focusing on what skills you can bring to your business and there might be shortfalls and there is always ways you can get skills for your business.

VISION FOR MOVING FORWARD

- My vision for moving forward has changed a little as when I started I didn't really have a clear vision.
- At this stage my next step is looking at the growth stage and I want to continue to grow.
- I have clients all over Queensland and I am looking at expanding that interstate.
- As I grow I do want my values and focal points to stay the same and that is with clients and making sure they receive everything that I have to offer.

MENTORS AND COLLABORATION

- When I decided to go out on my own, I was blown away with the support from friends, family and the community.
- I have mentors in different fields that I am in, which is fantastic to get advice and have another sounding board.



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PARTNERSHIPS

- Partnerships are wonderful, especially in regards to agreements with other businesses for referrals.
- If I can't perform a task for a client and I know someone else can then having that agreement is great, also helps other businesses grow.

STRATEGIES

- You have to be prepared.
- Preparing a formal business plan or designing an outline of how you want your business to look.

ADVERTISING AND PROMOTION

- Social media – Facebook, Instagram and twitter also utilising my own website.
- Face to face meetings is hugely important in order to improve your relationship with clients and also utilising email.

BIGGEST LESSON LEARNT

- There is only one of you and your health is very important, try not to wear yourself out.
- There is support out there you just have to ask for it.
- Dedication and the right mindset will help your business and make it flourish.

ADVICE

- Make sure you stay positive and stay focused on your goals for your business and yourself and everything else will follow.
- Its okay from when you first start your business to go down the track to have things change, people develop and your business does as well just make sure your core values stay the same.

CONTACT

- Email: lisa@lonsdaleagribusiness.com.au
- Web: www.lonsdaleagribusiness.com.au