

Brigid Price

Rural Resources Online



“(WiRE) offers more opportunities to connect with other entrepreneurs and agencies as it provides a great starting point to ask for assistance”

YOU AND YOUR VENTURE

What words would describe you as a person?

Genuine, People focused, Empathetic, Supportive, Persistent, Practical problem solver, Reliable, Sincere

Describe how you would pitch your venture

I am an organic beef producer who supports positive long-term change within Australian agriculture. I have created a centralised hub of online tools and resources that help individual members of farming families thrive and their businesses grow for generations to come.

At what stage is your venture?

Website and online magazine are active and the membership library is just about to be launched.

What is your service or product?

Currently we provide an online magazine. Future products will be a membership library, podcast, online training and advertising directory.

What is the structure of your venture?

A Pty Ltd and Family Trust own the business. I am the Founder. My husband and I are directors.

What type of venture do you have?

Ever changing. It started with a simple idea to create a centralised hub where online resources could be stored for easy access and continues to evolve as I identify other important aspects that need to be part of the business.

Does your venture reach local/national/international markets/audiences?

The target market is Australian farming families.



IDENTITY

In one word, characterise your life as an entrepreneur

(why this particular word)?

Determined. I know my 'why' and what drives me to persist with the hard work needed to learn new skills, back myself and keep plodding along until I am at the point where I can look back and say 'yes, that is what I was trying to achieve'.

What does success mean to you?

Being comfortable in my own skin knowing I am helping others both on a personal level and in their business.

What is your favourite aspect of being an entrepreneur?

Being able to do things my way.

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

My belief that you can learn something new everyday and it is ok to question people, processes and the status quo.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business?

The realisation that a lot of people were working to improve agriculture in Australia but those who most needed to access the information were not in a position to do so.

How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas...what pushes you through?

I am a big fan of quotes and mantras. For example when I am frustrated and I feel like I am going around in circles I tell myself I must be about to have a breakthrough.

What is your favourite quote?

'You are the average of the five people you spend most time with' Jim Rohn

VISION

What is your vision for your venture

To create positive long-term change in Australian agriculture



SELF-EFFICACY AND SKILLS

To what do you attribute your success in progressing your entrepreneurial journey?

Backing myself

What would you say are the top three skills needed to be a successful entrepreneur?

Persistence, Resilience and Passion

What was your biggest mistake in an entrepreneurial context?

Underestimating how long the process takes

What was your biggest barrier you faced in your entrepreneurial journey and how did you overcome it?

Not having enough time in the day. Being kind to myself and the realisation it is a marathon and not a sprint.

What sacrifices have you had to make to be a successful entrepreneur?

Time with family and friends and for myself

In your view what factors help individuals make the transition to self-employment?

Training, skills development, commitment, self-belief and support

STRATEGY

What would you say are the top three key elements for starting your business?

1. Knowing and clarifying 'why' you want to do it.
2. Knowing what your target market needs
3. Taking the time to plan

What has been your most successful form(s) of marketing?

My personal brand, Facebook videos, being prepared to get out there and contribute to discussions within different communities both online and offline

What are your thoughts on the value of partnerships?

Collaboration and cooperation are very valuable strategies to accelerate growth and awareness. Formalised partnerships can work well but they need to have documented legal agreements in place from the start.

Where did your venture funding/capital come from?

Personal funds

What creative strategies did you use to execute on minimal cash flow?

Learn all the basics so that I can do them myself. Get in touch with the right people.

What habits helped make you successful?

Working on my business every day either reading, researching, training, implementing or engaging with others. Making a genuine effort, no matter how small the task, to work towards my end goals.

What are your top two tools that you use in your venture (i.e. online tools)

Lumen5 and Canva at the moment

Do you want to grow your business? How will you do this?

Yes, through raising the profile and products offered

How do you stay motivated when things get busy with family and other things?

I remind myself how far I have come and that all I can do some days is just continue to back myself and understand I cannot do everything at the pace I would like to do it and that is ok.

NETWORKS

To what extent do you agree with the following statement and why?

“The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship”

Absolutely agree. It is essential to be able to connect with other people working on their own to share resources, ask questions and have a sounding board to listen to your challenges and offer solutions.

What kinds of networks do you access to help your entrepreneurial journey?

Those within the agricultural industry, those working on websites, people working in rural Australia and other entrepreneurs

Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?

I have just started an 18 week NFF Diversity in Agricultural Leadership mentoring program. Already my mentor is asking me questions that I have not thought to ask before and challenged me to clarify my personal goals.



IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

Originally I went along to the bootcamp with a friend who was going.

What knowledge have you acquired?

I learnt more information about social media.

What skills were developed?

I would say I practiced skills rather than developed any. For example I used my copywriting skills to write letters to the editor.

How useful were these skills in developing your venture and/or your future career?

You learn something new each day, even if that involves using a learnt skill in a different format.

What has been the impact of the WiRE Program?

(on both you personally and your venture)

The timing of the program was good as I knew I had to commit to raising my profile and awareness of the website and the challenges I set myself to do and complete certainly helped achieve that goal.

What benefits have you derived by participating in the program?

I met wonderful ladies and extended my network. I have learnt of new opportunities and events through the Facebook page.


To what extent has the WiRE Program affected your attitudes to entrepreneurship or employment more generally?

It hasn't really. I was just delighted to learn there are so many women in rural Australia working in the entrepreneurial field.

If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program?

If yes, please explain your answer (both in terms of the dollar value of the total enterprise as well as the scale-up value, or/and increase in sales or growth in customer numbers) (whichever applies)

I have been working on my venture for several years. It is a project I juggle around my other demands of family and our core business. There are many factors contributing to the increasing awareness of Rural Resources Online.



To what extent has the WiRE Program enhanced your ability to link with other entrepreneurs and agencies outside the WiRE community that could benefit your entrepreneurial journey?

It offers more opportunities to connect with other entrepreneurs and agencies as it provides a great starting point to ask for assistance.

Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women

The process is a marathon and not a sprint. It is important to have a game plan and know your 'why' to help prepare for the many challenges, roadblocks and overwhelm involved in creating a business from scratch.

Where to find you online

www.ruralresources.com.au

Facebook – [ruralresourcesaus](https://www.facebook.com/ruralresourcesaus)

Instagram – Brigid Price

Please share some final thoughts about the WiRE Program

The twelve week program enabled me to set goals that were outside my comfort zone but beneficial to raising the awareness of my business. The support and encouragement of the other participants was wonderful. Quite often undertaking an entrepreneurial venture involves many hours of solo work, so spending time each week with a group of supportive women was very rewarding.

- Brigid Price -