Horticulture Masterclass kicks off with strong interest from industry

The University of Tasmania’s new Masterclass in Horticultural Business has commenced with strong support from horticulture professionals around Australia.

Masterclass Leader Dr Alistair Gracie said the response to the 10-month program had been outstanding, which indicated it was meeting industry needs for professional development and innovation.

“The Masterclass in Horticultural Business was designed to support the future growth and prosperity of Australia’s horticulture industry. The focus is on practical business skills that can immediately be put into practice, including business strategy, marketing, financial management and innovation, and entrepreneurship,” Dr Gracie said.

“After announcing the program towards the end of 2016 we received a high number of expressions of interest from industry professionals around Australia. Last week we kicked off with the first of three face-to-face intensive sessions on Victoria’s Mornington Peninsula which included field trips to local horticulture businesses.”

Petra Doust from Houston’s Farm is one of the Tasmanian participants in the program and received a $10,000 Vegetable Scholarship supported by the National Vegetable Levy.

“I feel that I’m ready to take the next step in my career by focusing more on the business side of horticulture – and this program will support me to do that,” Mrs Doust said.

“The Masterclass presents me with an opportunity to empower myself with knowledge and I intend to use those learnings to empower other people. Knowledge can have far-reaching consequences and can have a positive benefit on the wider Australian horticulture industry.”

The Masterclass in Horticulture Business has been tailor-made for Australian entrepreneurs in horticulture with expertise from the University of Tasmania, Wageningen Academy in the Netherlands and New Zealand’s Lincoln University.

The Masterclass is funded by Horticulture Innovation Australia, which also supported participation in the program through a number of industry-backed scholarships.

More information is available online www.utas.edu.au/masterclass-horticultural-business

Information released by:
The Tasmanian Institute of Agriculture
Phone: 03 6430 1655 or 0438 387 436
Email: tia.comms@utas.edu.au

utas.edu.au/tia