



Students of the 2017 Masterclass program. Applications for the 2018 program are open now.

Applications open for 2018 Masterclass of Horticultural Business

Hort Innovation's recently developed Hort Frontiers strategic partnership initiative (initially referred to as Pool 2) uses a combination of government and partner funding to address major issues facing the future of Australian horticulture for the benefit of the entire industry. As part of this, the Hort Frontiers Leadership Fund endeavours to tackle a pressing dilemma: Australia's horticulture workforce is ageing and, particularly in light of the rapidly changing technological landscape, there is an urgent need to nurture our upcoming Horticulture talent: empowering them to successfully lead the sector into a lucrative, but challenging, future.

The University of Tasmania, New Zealand's Lincoln University, and the world's foremost university in agriculture and forestry, Wageningen Research Academy, have joined forces with Hort Innovation to offer one solution to this problem: the Masterclass in Horticultural Business.

Described as a mini-Masters of Business Administration (MBA), the Masterclass runs for 10 months, and provides a comprehensive, affordable and, with the majority of the course conducted online, accessible education program. Better still, it has the built-in flexibility to accommodate anyone looking to further develop their career in horticulture – no matter what unique industry they have so far been a part of, or wish to move into in future. A strict maximum intake of 30 students ensures dedicated one-to-one delivery that is tailored to each student's unique situation and needs.

Course content focuses on high level leadership and management skills through topics such as people and culture, finance and marketing, supply chain management, global trends and business development and strategy. The flexible online delivery means course material is accessible to students when it suits them – enabling them to work around the demands of their current careers.

This is supported by three face-to-face intensive sessions, which include visits to businesses across Australia and the opportunity to learn from and connect with the industry's current innovators and leaders.

With the first cohort of students nearing the completion of the inaugural program, applications have now opened for the 2018 intake. The Masterclass will start on 12 February, 2018, and finish in November that year. Applications can be made via the UTAS website at www.utas.edu.au/land-food/masterclass-in-horticultural-business/masterclass-scholarships until December 4, 2017.

Masterclass participants will receive an accredited Diploma in Horticultural Business from the University of Tasmania. The course also gives one year advanced standing into an Associate Degree in Agribusiness at University of Tasmania, and graduates can apply for credit into other relevant university courses.