



# Olive Industry Benchmarking 2017

The Australia Olive Industry is benchmarking performance in 2017! This new project is funded by Horticulture Innovation Australia using the olive levy so there is no cost to participants.

We are seeking businesses to register for the benchmarking project.

**Places are limited.**

## What is benchmarking?

Benchmarking is a management tool to see either how individual businesses or the industry as a whole is performing. The benchmarking will examine two years of physical and financial performance to take into account the bi-annual production tendencies of olive trees.

This benchmarking process includes:

- Growers to register to participate in the project (now)
- Provide physical data (yield, water applied, climate) to RMCG
- Provide financial data (from financial statements) to RMCG
- RMCG will analyse the data to create industry performance benchmarks and see how the industry is performing as a whole.
- Reporting the data back to businesses who participated, so they know how they specifically compare to 'average' or the 'top 20%.'
- Reporting the aggregate results to industry. This report will allow future research and expenditure to be focussed on key issues that will lift profitability for growers.

Growers who participate in benchmarking will be able to easily see the strengths and weaknesses of their business, enabling them to make management decisions to optimise profit.

*\*Note all financial data will remain confidential with RMCG. Results will only reported in aggregate, i.e. businesses cannot be identified in the reports.*

RMCG is an agricultural consultancy group that has undertaken industry benchmarking with a range of horticulture, livestock and cropping commodities across Australia. [www.rmccg.com.au](http://www.rmccg.com.au)

## Why benchmark?

- Understand how the industry is performing as a whole
- Understand how your business performance compares with others
- Understand what the top 20% of Olive Groves do to achieve their level of performance.
- Assist with decision making and future planning for your business
- The project will create industry wide benchmarks that you can use to monitor your performance over time
- Help the industry identify priorities for investment so that it can remain competitive internationally

## Interested in benchmarking your business?

To register your interest in benchmarking your business, please click on the attached link.

<https://www.surveymonkey.com/r/olivebenchmarking>

Alternatively, to discuss benchmarking further, please contact either:

- Luke Rolley 0407 505 362 [luker@rmccg.com.au](mailto:luker@rmccg.com.au)
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