

# Growing with Your Grove

## Paths for Personal and Professional Development

Presented  
by Ceilidh  
Meo

A photograph of an olive grove with several trees in the foreground and a hillside in the background. The sky is overcast. Three semi-transparent circular callouts are overlaid on the right side of the image. The text is white and centered within each circle.

**Who is Ceilidh Meo?**

And how do you  
pronounce that name  
anyway?

Olive Grower  
since 2007

People  
Person

Lifetime  
Learner

A photograph of an olive grove with rows of trees on a hillside under a cloudy sky. The image is partially obscured by a dark circular overlay on the left and a smaller dark circular overlay on the right.

## Olive Grower since 2007

[www.apulia-grove.com.au](http://www.apulia-grove.com.au)

- 2500 olive trees, planted 2000-2005 by the previous owners
- Mostly Frantoio and Corregiola with Pendolino and Leccino
- One block of mixed table varieties
- Managed organically but not certified
- No irrigation applied since 2007

**Small Batch  
Processing  
Service**

## Small Batch Processing Service

- Started with a Rapinelli Mini70 in 2009 (Frank)
- Graduated to an Olio Mio Profy150 in 2018 (Ivan)
- Batches between 50-200kg
- Work with other small and backyard groves, community groups



## People Person

Former Committee Member GSOGA

Former Committee Member AOA

Educator

Connector

Collaborator



## Lifetime Learner

- Create (and consume) online courses in a range of topics
- Work with a mentoring group for entrepreneurs who are interested in holistic personal development
- 2022 Applicant for the Nuffield Scholarship

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The difference  
between  
Personal and  
Professional  
Development





The similarities and differences between  
Personal and Professional Development

And why do they matter?



## The similarities and differences between Personal and Professional Development

And why do they matter?

Formal vs  
Informal



## Formal vs Informal PD

Generally to do with how the learning is structured

Does it conform to the Australian Qualifications framework?

Is it a professionally accredited educational opportunity?



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# Personal Development

Can be formal or informal

The purpose is to understand yourself better so you can strengthen areas of perceived weakness

If you don't know your Self, how can you know your Business?

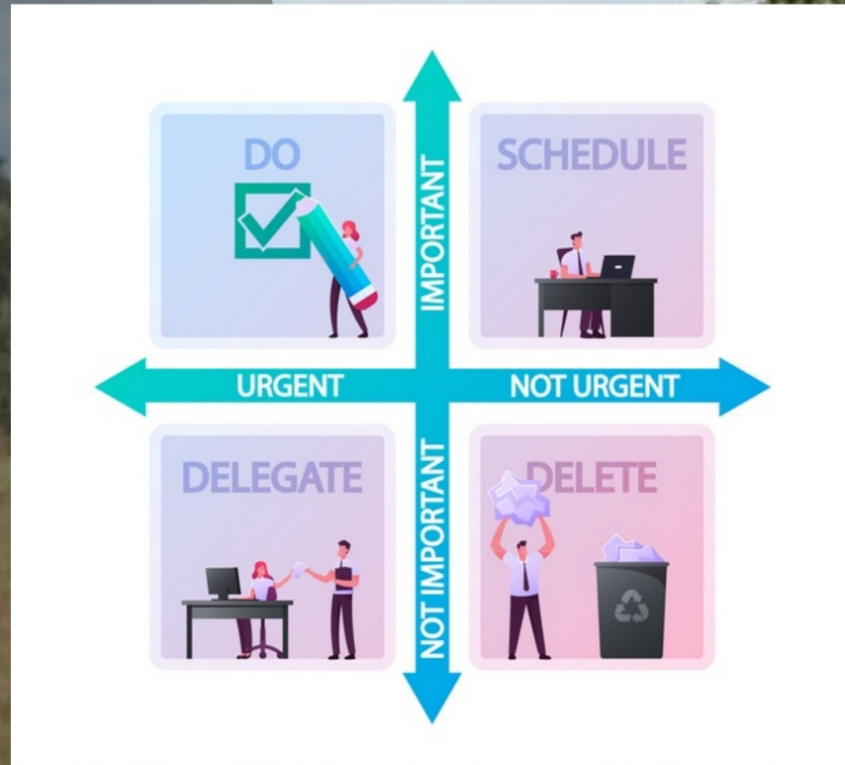


Image source: <http://www.refreshleadership.com/index.php/2020/11/eisenhower-matrix-important-urgent/>

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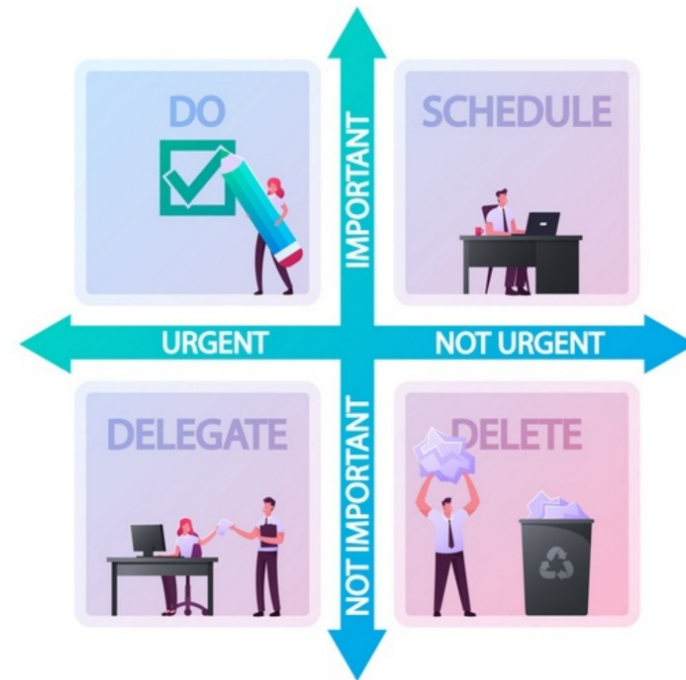


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## Professional Development

Can be formal or informal

The purpose is to learn more about your industry, work or job role to grow the business

If you don't know your Business,  
how can you know your  
Competition?

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Big Picture  
Thinking

# Big Picture Thinking

Why are personal and professional development opportunities important to the Olive Industry?

Industry Strategic Investment Plan

Existing PD Opportunities

Areas to consider up-skilling

# Industry Strategic Plan 2022-2026

Outlines 4 desired outcomes and strategies to achieve them with measurable KPIs to track progress

- Building capability and an innovative culture ... to better manage risk and create positive change.
- Increased profitability, efficiency and sustainability through innovative R&D, best management practices and enhance biosecurity.
- Demand creation ... to develop existing and future domestic and international markets.
- Industry is more profitable through informed decision making using consumer feedback and tracking, benchmarking performance and independent reviews.

<https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-2022-2026-pdfs/hort-innovation-sip-2022-26-olive.pdf>



## SOME Existing PD Opportunities

- Short courses - AOA webinars, Landcare and Regenerative Agriculture groups, TAFE or University
- Accredited training - TAFE and University
- Private coaching/mentoring groups
- Australian Institute of Company Directors - <https://www.aicd.com.au/>
- Australian Rural Leadership Foundation - <https://rural-leaders.org.au/>
- Women's Leadership Australia - <https://www.wla.edu.au/>
- Zanda McDonald Award - <https://www.zandamcdonaldaward.com>
- Churchill Fellowship - <https://www.churchilltrust.com.au>
- Nuffield Scholarship - <https://www.nuffield.com.au/>

## Areas to consider upskilling to counter future societal trends

- IT skills - apps (use and development/design), social media, e-commerce, robotics (use and repair)
- People skills - Communication, community building, story telling, leadership (self and others)
- Financial intelligence - budgeting, asset development (for cashflow management)



Available from <https://michaelmcqueen.net/store/the-new-now-preparing-for-the-10-trends-that-will-dominate-a-post-covid-world>

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