

2023 Programme Guide

Empowering women to accelerate progress and change in the primary sector and rural communities.



Empower



Challenge



Unite



Nurture



Connect



Create

Nau mai haere mai

welcome to your guide to 2023 AWDT programmes

We have a determined focus on empowering individuals, farmer/grower partnerships and teams in New Zealand's agri-food and fibre sector and rural communities to create positive change for the people and places they care about.

Our range of research-based programmes equip women and some men with the mindsets, skills and connections to lead positive change in their lives, families, businesses, communities and careers.

AWDT programmes connect diverse groups of learners from across the value and supply chains, creating supportive learning spaces that foster personal and professional growth and open up new networks.

It's our privilege to have worked with almost 5,000 people since 2010. Our graduates are living their deep connection to the land, motivating technology uptake, leading and growing others, building businesses, connecting and collaborating.

As the opportunities and challenges facing our sector and rural communities grow more complex and urgent, it needs the vision, voices and actions of many more people.

We invite you and members of your team to join one of the scheduled 2023 programmes outlined in this document.

Also, we can deliver some programmes exclusively to your business, team or group, or customise programmes to meet your needs.

Feel free to connect with us to talk about how we can support you in 2023.

Ngā mihi

The AWDT Team

AWDT programmes are:

Meaningful

We understand and meet the needs of people who live and work in agri-food and fibre and rural communities. We use lived experience, positive psychology and technical expertise to build your confidence, connections and skills to lead change.

Expert-facilitated

Our team of leading facilitators live in your world. Trained in the art of facilitation and coaching, they are farmers, AWDT alumni, leadership experts, psychologists, accountants, farm advisors and professional coaches.

Accessible & affordable

As a charitable trust, we invest everything we can into affordable personal and professional development that is as easy as possible to access. There are online options for flexible learning or we meet participants in some of New Zealand's smallest towns.

Supported growth

From working in diverse groups with our facilitators to post-programme support through online and regional networks, your AWDT journey doesn't stop at graduation. New networks open up and create spaces for new conversations and ongoing growth.

Limited to small groups

Most AWDT programmes are capped at 16 participants - the right size for shared learning and one-on-one attention that meets individual learning needs.

Customisable

Existing programmes can be delivered privately businesses, teams and groups, or tailored to meet your specific needs and context.

Contact us to explore how we can support your team.

Our partners

Strong, values-led partnerships power our work as a charitable trust. Thanks to these partners who help us to empower women to be changemakers in the food and fibre sector.

Strategic Partners



Programme Partners

Ministry for Primary Industries
Manatū Ahu Matua



Sponsors



FARMERSWEEKLY

Programme matrix

Audience	It's all about YOU	Next Level	Wāhine o te Whenua	Escalator	Know your Mindset. Do what Matters	Our Resilient Farming Business	Generation Change
For women	✓	✓	✓	✓	✓	✓	✓
For men					✓	✓	
Wāhine Māori			✓				
Partnerships/ teams					✓	✓	
Topics							
Business planning						✓	
Career planning	✓	✓	✓	✓			✓
Coaching conversations		✓		✓			
Communication	✓	✓	✓	✓			
Confidence	✓	✓	✓	✓	✓	✓	✓
Culture	✓	✓		✓			
CV	✓	✓		✓			
Feedback	✓	✓		✓			
Finance				✓		✓	
Goal/action planning	✓	✓	✓	✓	✓	✓	✓
Governance		✓		✓			
High performing teams				✓			
Leadership pathways		✓					
Leadership		✓	✓	✓			
Media training				✓			
Networking		✓		✓			
Personality profile				✓		✓	✓
Resilience			✓	✓	✓	✓	
Self-Awareness	✓	✓	✓	✓	✓	✓	✓
Skills/Strengths	✓	✓	✓	✓	✓	✓	✓
Strategy			✓	✓			
Delivery							
In-person	✓	✓	✓	✓		✓	✓
Online		✓			✓	✓	
Additional delivery/ support							
Online self-directed learning		✓		✓		✓	
Coaching/ mentoring	✓	✓	✓	✓		✓	✓
Online cohort connection	✓	✓	✓	✓			



It's all about YOU

Reconnect with yourself & explore new possibilities

You're not your farm, your job or your kids. You, are you. In your search for confidence and self-worth, your values, strengths, goals and experiences will show you the way.

It's all about YOU is a chance to break away from your everyday routine, reconnect with yourself and explore new possibilities for positive change in your life.

Designed for	Women only		
Focus	Personal development		
Programme aims	<ul style="list-style-type: none"> • Discover your true value by reconnecting with your strengths, experiences and core values • Refocus and re-prioritise yourself, no matter what stage of life you're at • Explore new possibilities and opportunities to live with purpose • Build your confidence • Create lasting connections, join the AWDT network and live supported growth everyday 		
Topics	<div> Career planning Communication Confidence Culture CV Feedback Goal/action planning Self-Awareness Skills/Strengths </div>		
Locations	Wellington: 20 & 21 March	Wairarapa: 23 & 24 March	Stratford: 29 & 30 May
	Whanganui: 1 & 2 June	Christchurch: 17 & 18 July	Timaru: 20 & 21 July
Structure	In-person - two consecutive days Post-programme support through online group & optional coaching		
Registration	Open registration - limited to 16 participants		
Fee	Two-tier fee model. If you are from a farm, from a rural community, or running a small business, you are eligible for a subsidy, making the fee \$420 + GST. If you are sponsored by your primary sector business or organisation, the full programme fee of \$1,000 + GST applies.		

"I credit 'It's all about YOU' for giving me the courage and confidence to give this (Spring Arm Products Ltd) a go. Thank you so much for THE most inspiring and truly helpful course teaching 'soft skills' I have ever been on. It has had a tremendous impact on me and my life!"

"I believe in my decisions and direction far more strongly than I did before. I used to talk about doing something - then wonder if I could. Now it's about what I want to do and how to do it."



Next Level

Find your leadership 'why' and confidence to create positive change

You are a change-maker - here to make a positive difference for the people, places and organisations that you care about. It's time to step-up and lead.

Next Level is about understanding your 'why', building the mindset and skills to lead, and setting the direction towards your goals.

The programme combines individual learning and support from professional facilitators and coaches, with the power of a cohort for life – a group of women who grow to trust and support each other for the journey ahead.

Designed for	Women only	
Focus	Leadership & Governance	
Programme aims	<ul style="list-style-type: none"> • Break-through internal barriers to find confidence and courage • Develop a leader's mindset • Find new ways to motivate and lead • Understand and develop greater influencing ability • Own communication skills that don't wilt under pressure • Connect with your tribe of like-minded, supportive women • Create a personalised plan of action, including a governance CV 	
Topics	<div> <div>Career planning</div> <div>Coaching conversation</div> <div>Communication</div> <div>Confidence</div> <div>Culture</div> <div>CV</div> <div>Feedback</div> <div>Goal/action planning</div> <div>Governance</div> <div>Leadership pathways</div> <div>Leadership</div> <div>Networking</div> <div>Self-Awareness</div> <div>Skills/Strengths</div> <div>Individual coaching</div> </div>	
Locations	Invercargill: 28-30 Mar & 17-19 Oct	Online: 15-16 May & 14-15 Aug & 6-7 Nov
	Taupo: 9-11 May & 31 Oct-2 Nov	Christchurch: 5-7 Sep & 5-7 Mar 2024
Structure	<p>In-person: Two face-to-face modules, 2.5 days each, covering core development areas - supported by self-directed online learning and individual executive coaching.</p> <p>Online: Three online modules, two days each covering core development areas supported by self-directed online learning and personal executive coaching.</p>	
Registration	<p>Open registration limited to 14 participants per programme</p> <p>Online programme limited to 10 participants</p>	
Fee	<p>In-person \$4,500 + GST</p> <p>Online \$3,800 + GST</p> <ul style="list-style-type: none"> • Registered service with NZTE 	

"I thought I was on a mission to find my 'why'. Actually I had that all along, it was my "how" that needed clarity. I now see myself as a leader and endeavour to always act as a leader, using a positive voice to advocate for and influence within our industry and community."

"Next Level focused on bringing authenticity to governance roles: whilst you might not have an ownership stake, you needed to treat it like you did. It set me up to look for roles that I was going to be interested in."



Escalator

Grow your ability to lead change in New Zealand’s food & fibre sector

This is a time for new leaders to stand up. Deeply connected to place and committed to growing others, they will embrace collaboration, seek out diversity and lead with their values. As our food and fibre sector and rural communities grapple with change, women with purpose will show us the way. Women like you.

Escalator is our impact leadership accelerator - empowering purpose-driven women with the mindsets, skills and connections to create systemic change in our sector and rural communities.

It’s about unleashing your true self in the service of others - reconnecting with your strengths, embracing your leadership style and developing the hard and soft skills that define modern, mission-oriented leadership.

Designed for	Women only	
Focus	Leadership & Governance	
Programme aims	<ul style="list-style-type: none"> • Develop the skills of impact leadership - influence, coaching, communication and setting culture, alongside the ‘hard’ skills critical thinking, strategic decision making, governance and fronting to media • Build the confidence to lead - guided self-reflection and looking outward for inspiration and support to turn learning into action • Set your direction - redefine aspirations and explore your place to create positive change • Gather allies, leaving with a life-long connection to 13 other women part of the wider alumni network, intent on leading with impact. 	
Topics	<div> Career planning Coaching conversation Communication Confidence Culture CV Feedback Finance Goal/action planning Governance High Performance teams Leadership Media training Networking Personality profile Resilience Self-Awareness Skills/Strengths Strategy </div>	
Locations	Modules 1,3,4 & 5: Wellington	Module 2: Christchurch
Structure	Five three-day, in-person modules, supported by inter-module learning, individual executive coaching, one-on-one alumni connection, industry forums and networking events.	
Registration	By application. Applications for 2024 open in July 2023	
Fee	\$15,000 + GST <ul style="list-style-type: none"> • Registered service with NZTE 	

“Escalator is a great gift to the sector. I have seen first-hand what the programme does for leaders. AWDT encourages and builds confidence around existing leadership in a way that expresses itself in real community, collaboration and connection-based approaches.”
— Dean Williamson - Farmers Weekly/Agri HQ

“We need skilled leadership now more than ever. In an increasingly complex sector, with fast-changing consumer needs, we need all hands on deck. This includes the best, the brightest and those who can offer different perspectives. My call out to women is unleash your talent! Escalator is a unique opportunity to learn about your strengths and gain clarity on what you’re most passionate about in a supportive environment. Just go for it!”
— Lee-Ann Marsh, AGMARDT General Manager



Know your Mindset. Do what Matters

Training for rural people navigating change

In a world moving faster all the time - sometimes it's best to just pause, cut through the noise and focus on what's important to your family, farm and community.

Know your Mindset. Do what Matters is a short personal development programme to help you respond to pressure and uncertainty with positive, meaningful action.

Know your Mindset. Lead what Matters

Leaders' version

A version of the programme that starts with self leadership and equips leaders to support the wellbeing and resilience of others.

Designed for	Women & men - farmers, growers, rural people, partnerships, teams and professionals		
Focus	Personal & team development		
Programme aims	<ul style="list-style-type: none"> Understand the impact that uncertainty, disruption & change might have on your thinking and behaviour Clarify your priorities and use these to direct behaviour Identify positive changes you can make in your life and build a realistic action plan <p>Know your Mindset. Lead what Matters (leaders' version)</p> <ul style="list-style-type: none"> Develop a shared understanding of how to talk with and support others Be aware of traps for leaders - and tools to navigate in working with people, stress and emotions Identify positive changes you can make in your leadership 		
Topics	Resilience Confidence Skills/Strengths Self-Awareness Goal/action planning		
Locations	Online: 20 & 27 Feb	Online: 15 & 22 Mar	Online: 11 & 18 May
Structure	Online: Two evening sessions one week apart In-person delivery on request		
Registration	Open registration		
Fee	Initial participant \$45.00 + GST, additional participants \$15.00 + GST (subsidised by MPI)		

"It's helped me stay true to myself. Being true to values gets me to a better place. Some people will do things differently and that's ok. It's good to not be too influenced and stick to what matters."

"My thinking's far more flexible nowadays. If everything's going well, I'll think, 'good staff, good rosters, cows are happy, sweet, away you go for a day'. Or if the weather turns bad for a month, I'll think 'right, time to pace yourself' and I'll schedule a bit of downtime on-farm so I'm not burning myself out."

"We had people attending from my team - it facilitated a leadership conversation and awareness which we otherwise would not have gone through." (Know your Mindset. Lead what Matters)



Our Resilient Farming Business

Preparing farming partners to adapt through change

The next drought is coming, prices will swing and regulations are tightening. Uncertainty and risk are not new, but the pace and scale of change facing farmers and growers is.

Navigating your farming business through accelerating change starts at the kitchen table with the accounts open, and the confidence to make good decisions, whatever comes your way.

Designed for	Farmer/Grower partnerships - women and men	
Focus	Business & personal resilience	
Programme aims	<ul style="list-style-type: none"> • Understand how you respond to change and how to embrace it • Understand how financially resilient your business currently is • Shape what your resilient farming business looks like • Learn practical tools for 'what if' scenario planning & conversations • Gain confidence to decide where to focus & prioritise resources • Develop a realistic action plan to cultivate and build resilience • Learn where to access tools and support networks that help build resilience 	
Topics	<div>Business planning</div> <div>Confidence</div> <div>Finance</div> <div>Goal/action planning</div> <div>Personality profile</div> <div>Resilience</div> <div>Self-Awareness</div> <div>Skills/Strengths</div> <div>Strategy</div>	
Locations	Online:	In-person
	March: Four morning sessions on 1, 2, 8 and 30 March	Feilding: 28 Feb & 28 Mar - partner programme
	May: Four morning sessions on 3, 4, 10 and 31 May	Masterton: 5 Apr & 3 May - partner programme
Structure	<p>Online: One-month programme, 4 half-day online sessions</p> <p>In-person: One-month programme, 2 full-day face-to-face sessions, one month apart</p>	
Registration	<p>Online - open registration</p> <p>In-person - registration for partner clients via partners only</p> <p>Limited to 7 partnerships per programme</p>	
Fee	\$280 + GST per partnership (Subsidised by MPI)	

"We've got a much better understanding and awareness of what's in our circle of control. We are better at responding to change now, rather than reacting to it"

"The knowledge gained from the financial section was invaluable. We now feel more confident about where we are heading."

"We feel more change ready, more ready for opportunities, feel more open to see those opportunities and trying to do things differently."



Generation Change

**Young women,
bringing purpose to
food and fibre**

The food and fibre sector of the future will be a place for new ideas and modern thinking. To get there, we need collaborators, innovators and kaitiaki for our land, water and wildlife. We need people driven by purpose. But we get it. As a young woman in tertiary study or training, finding the first step to meaningful work, and making the right connections, can be hard. On your journey to positive impact in the agri-food and fibre sector, Generation Change is your first step.

Designed for	Women only - in tertiary study or training, or first two years of career	
Focus	Personal development, career pathways, mentoring	
Programme aims	<ul style="list-style-type: none"> • Reflect on your personal values and strengths, and cultivate a growth mindset • Imagine yourself in meaningful work and design an action plan to realise it • Learn about purpose, change and impact first-hand from progressive food and fibre leaders • Understand the mega trends shaping the future of work and our sector • Connect to your first network of primary sector people - including a mentor for one-to-one support 	
Topics	<div> <div>Career planning</div> <div>Confidence</div> <div>Personality profile</div> <div>Self-Awareness</div> <div>Skills/Strengths</div> <div>Goal/action planning</div> <div>Mentoring</div> </div>	
Locations	Christchurch - 30 May	Hamilton - 27 July
Structure	One-day workshop followed by mentoring with a food and fibre sector leader.	
Registration	Open registration, limited to 100 participants	
Fee	\$50 incl GST Subsidised by MPI & AGMARDT	

"The most worthwhile thing I have ever done to inform my future."

"Inspiring; makes me proud to be a woman in the agricultural industry."

"A great reminder to follow my passions, be authentic, try new things, be open to opportunities and to create and keep working on a career plan. Fantastic!"



Wāhine o te Whenua

Leading ahuwhenua, iwi and hapu development

Te toto o te tangata he kai. Te oranga o te tangata, he whenua, he oneone.
While food provides the blood in our veins, our health is drawn from the land and soils.
Kōnae tuatahi – understanding yourself
Kōnae tuarua – strengthening your leadership
Kōnae tuatoru – communicating to influence
Kōnae tuawha – supporting your leadership growth
Kōnae tuarima – Mātauranga Māori

Designed for	Wāhine Māori
Focus	Leadership
Programme aims	<p>You will be encouraged and supported to:</p> <ul style="list-style-type: none"> • Make a step-change to lead and influence positive change within their communities and areas of interest • Identify and pursue new opportunities and career pathways across the food and fibre value chain • Prepare for change
Topics	<div>Career planning</div> <div>Communication</div> <div>Confidence</div> <div>Leadership</div> <div>Resilience</div> <div>Self-Awareness</div> <div>Skills/Strengths</div> <div>Strategy</div> <div>Goal/action planning</div> <div>Individual coaching</div>
Locations	TBC May - October
Structure	In-person, six-month programme of two wānanga with individual executive coaching and online group connection in between wananga
Registration	By application, limited to 14 participants
Fee	\$1000 + GST per person (full programme cost is heavily subsidised by MPI and AGMARDT)

“I thought I didn’t ‘fit’ the primary sector but the programme has lit up my enthusiasm for connecting back to the whenua. I’m now looking for opportunities and seeing things pop up. It’s important - I didn’t grow up on the whenua but am returning to it and am helping my hapu set vision and goals. It’s because I have gained the strength to push me forward.”

“Ngā mihi mana wāhine for creating a safe environment for us wāhine in akoranga to share, be vulnerable, feel encouraged, warm and inviting to comfortably connect, whanaungatanga, unload and make space for our knowledge and aspirations.”

