



healthy land.  
sustainable future.

## Holistic Management Training

Where: "Coodardie" Mataranka, NT  
When: Sat 15<sup>th</sup> to Tue 18<sup>th</sup> March 2008

**Holistic Management** represents the life work of Allan Savory with contributions from many other scientists and graziers like you. It is a logical presentation of how environments function, particularly 'brittle-tending', seasonally erratic landscapes like much of Australia, and how important grazing animals can be to the health of the land. As land managers we have an opportunity to use this fundamentally new knowledge to reverse desertification, increase stocking rate, carrying capacity, and profitability.

**Holistic Management** is a framework for decision making offering the most successful process for land management because it focuses on your 'unique whole situation' and offers comprehensive, long-term strategies for restoration and management.

Unlike other approaches, Holistic Management begins with the establishment of a *holisticgoal* based on the core values of the decision makers and how their land must be in the future to sustain those values. This is not a wish list, but a values based goal that decisions are tested toward, considering social, financial and ecological soundness.

The cornerstones of managing holistically are Financial Planning, Grazing Planning, Land Planning and Biological Monitoring. By measuring all decisions within these four areas against the *holisticgoal*, Holistic Management replaces fragmentary decision-making and short-term solutions with a process that is proven to work, and to produce the greatest returns.

Holistic Management incorporates more comprehensive strategic planning and financial planning, and more robust monitoring systems than other approaches to land management.

A Holistic Management Certified Educator can assist you to determine solutions to best address your problems, because only CE's have an international organization behind them, whose expertise and resources have successfully solved land management issues in diverse settings and environments.

As described in the March-April '07 **Alice Springs 'Rural Review'**, Allan Savory & Jody Butterfield's 'Holistic Management – A New Framework for Decision Making' ...***"is an important book. If you manage land, animals, people or care about the environment or our future, you need to read it."*** Each business attending the training workshop will receive this book and the new edition of the Holistic Management Handbook, plus planning guides and forms.

Additionally you will see hundreds of slides, several dvd's, commence planning the grazing of your station, walk the land with practical demonstrations in the paddock and benefit from the combined experience of the group. This four day workshop is designed to be an effective use of your time introducing powerful concepts in land, livestock, financial and family/business management, focused on decision making for your unique situation.

If you have not done a land or grazing management workshop before, this is the one to come to! Bring your wife, son or daughter and spouse, manager or employee. Effective decision making needs to be a team effort.

**If you have done a "Grazing for Profit" or "Grazing Land Management" course, then come to the original source knowledge base that has challenged conventional grazing business management for over 40 years. You won't look at land or your animals the same way again!**

Please check out our websites, HMI Australia [www.holisticmanagement.org.au](http://www.holisticmanagement.org.au) which is linked to the main HMI Albuquerque site [www.holisticmanagement.org](http://www.holisticmanagement.org) with a wealth of case histories and information about successful practitioners around the world.



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# Holistic Management Training

## Course Outline

During the four days (March 15 to 18) we will cover Modules 1 & 2.

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### Module 1: An Introduction to Holistic Management®

- An introduction to the basic concepts of Biodiversity and Holism.
- The critical concept of the “solar chain” - from sunlight to \$ in your pocket.
- The underlying principles of how the land functions. Learn how to use powerful new tools you already own.
- Learn the relationship of plants to soil, grazing animals and time. The true definition of overgrazing and understand the difference between plant recovery and “resting” of plants and soil.
- The “brittleness” of an environment and how it effects the cycle of life.
- Setting a single 'holisticgoal' as opposed to multiple goals and objectives.
- Learn a new way of analysing decisions you and your family make to achieve a high quality of life and more profit on healthier land.

### Module 2: Holistic Management® Biological Planning & Wealth Generation

- A practical module where participants learn:
- How to plan grazing to optimise animal health and performance, plant growth and diversity.
- How to replace conventional “capital” and “operating expenses” with new thinking.
- How to use your unique position as a grazier to capture sunlight through plants and convert that energy into “solar dollars”. In most parts of Australia we can do this every day of the year.
- We show you how to include this biological capital in your net worth and asset base.
- We cover how to continually strengthen the “weak link” in your enterprise production chain by creating new wealth.
- A simple planning and recording process for the people who operate the plan, with or without a computer, to plan a profit.
- How to compare and implement property development decisions in order to earn new solar dollars sooner.
- Hands-on biological monitoring of your soils and plants to guide future decision-making.
- A future land plan based on holistic biological and financial planning can save thousands of dollars and greatly assist
- wealth generation.

### INCLUDED:

Module 1: Holistic Management textbook, handbook and manual.

Module 2: Holistic Management planning guides and charts

### COST:

\$1,500 per business + \$220 - per person including GST (eg two people from one business = \$1940 including GST)

FarmBis approved training program and a subsidy is available to eligible primary producers.





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FAX BACK
REGISTRATION FORM
(08-89754460)

Event: Holistic Management Training – Group 5
Date: Sat 15th March to Tue 18th March 2008
Venue: Coodardie Station, Stuart Highway, Mataranka NT
Ph/Fax: 08-89754460 or Email: ctz.obrien@bigpond.com
Cost: \$1,500 per business + \$220 per person including GST
Farmbis Subsidy: Primary producers in the NT can be funded up to 80% by FarmBi\$ and \$50 per night towards accommodation.
RSVP:

Attendee Name/s
Company Name:
Postal Address:
Telephone: Fax:
Email:
Special Dietary Requirements:

How did you hear about this event?

- Email
Internet
Flyers / direct mail
Word of mouth
Your boss asked you to attend
Other.....

Registration Fees

\$200 deposit, balance payable at the Course

- Via cheque to: Brian K. Marshall
Or via direct deposit: Brian K. Marshall
Or Via Credit Card: Name, Card Number, Expiry Date, Card type, Signature

For more information please refer to brochure or contact:



Brian K. Marshall
Certified Educator in Holistic Management ®

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“Regenerating Land to Sustain People and Profits”