



the **ARCHIBULL** PRIZE

CAREER SNAPSHOT

It is 6am and Geoff Birchnell is on the road to Barraba in northern NSW to host a seminar for young farmers. In this one-day workshop he will give insights to the world of banking and finance and assist young people who want to get into, or to expand, a farming business.

During the lunch-break he is asked about software packages and he shows several of the attendees a program called Farmecco that he has developed in conjunction with a grazer from Longreach. He shows how to enter data and life goals and how the package can give an overview of any farm business.

At the completion of the workshop Geoff returns a phone call from a farmer in Queensland who wants to buy a new tractor. As the director of Grow Capital Finance Geoff can compare finance rates and make sure his client is getting the best deal. The same farmer then asks Geoff to investigate options for purchasing more cattle for his land.

Geoff is a good person to ask about cattle because he runs the Avignon Hereford Stud, near Tamworth, with his family. His parents, grandfather and brother-in-law run the stud on a day-to-day basis while Geoff co-ordinates behind the scenes such as importing genetics to strengthen the breeding program. He is also on the Board of Directors of Herefords Australia and a committee member of the Cattle Council of Australia.

And at the end of his busy day Geoff reckons there is nothing better than throwing an Australian steak on the barbecue!

This is Geoff's career in agriculture. What will yours be?



GEOFF BIRCHNELL

GEOFF BIRCHNELL USES HIS EXPERIENCE AS AN AGRIBUSINESS ACCOUNTANT TO HELP YOUNG FARMERS INCREASE THEIR FINANCIAL PERFORMANCE.