

**Position:**

Consultant

**Qualifications:**

B Bus (Agribusiness)

**Professional Associations:**Australasia-Pacific Extension  
Network**Contact Details:**

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**INTRODUCTION**

Penny Hooper has always worked in the agriculture sector, with experience both on and off farm. Penny grew up on a family farm, and was involved in the day to day running from a young age, which has given her practical insights and capabilities into agriculture and farming systems.

Penny has training in agribusiness and experience working in rural banking and finance. Penny provides one on one financial advice to clients and coordinates and facilitates producer discussion groups. Since starting with Macquarie Franklin in May 2015, Penny has worked on a number of agricultural extension projects, focusing mainly on livestock production. Penny is a capable project manager, with strong communication skills and experience working on projects dealing with multiple stakeholders.

Penny's range of on and off farm experience has provided her with high level skills and in depth understanding of livestock and dairy production systems, business and financial management as well as extension and major event coordination. Outside of work, Penny has a passion for netball and is president of the Meander Valley Suns Netball Club as well as a player on the senior team. Penny also enjoys keeping fit and spending time with family and friends.

**PROFESSIONAL EXPERIENCE**

2015 – Present: Consultant – Macquarie Franklin

2015: Project Officer – Macquarie Franklin

2014 – 2015: Farm Overseer – Delmont Dairies

2014: Spraying Operations Manager and Machinery Operator – Springland Ag Contracting

2012 – 2014: Agribusiness Relationship Assistant – Rural Finance

2012: Machinery Operator and Bookkeeper – Springland Ag Contracting

2011 – 2012: Livestock Farm Hand – JDR &amp; LJ Peddie

2010 – 2011: Agribusiness Manager – ANZ Banking Group

**RECENT PROJECTS**

- Preparation of farm budgets and business plans for individual clients. Ongoing.
- Farm benchmarking data collection. Ongoing.
- Circular Head Beef Producers Group coordinator, Mar 2016 – present.
- Pasture Principles, Project Manager, Oct 2015 – present.
- Red Meat Updates conference, Co-organiser, MLA, May 2015 – Jul 2018.

**Areas of Expertise**

- Livestock and dairy production systems
- Financial management
- Event coordination
- Training and extension

**Macquarie Franklin Expertise**

- Economic studies
- Business and farm management
- Feasibility studies
- State and regional development
- Irrigation and water development
- Land capability and mapping
- Natural resource management
- Training and extension
- Technical agricultural consulting

- Making More from Sheep, Project Officer, MLA & AWI, Jan 2014 – Dec 2016.
- More Beef from Pastures, Project Officer, MLA, Jan 2014 – Dec 2016.
- Tasmania's Dairy Regions report, DairyTas, Nov 2015.
- Powranna truck wash business case and National Stronger Regions Funding application, DPIPWE, Feb – Mar 2016.

January 2017

