



Grow your future in horticulture

Masterclass in Horticultural Business

Enrol in this 10 month diploma-level course offered through flexible online delivery by the University of Tasmania.

You will:

- Develop a dynamic business plan for your future success.
- Build confidence and creativity in solving problems.
- Attain research and analytical skills relevant to horticulture.
- Learn applicable leadership and interpersonal skills.
- Develop business acumen for identifying opportunities and minimising risk.
- Understand the global trading environment.
- Advance your career by gaining a formal tertiary qualification.
- Build a supportive network in the horticultural industry sector.
- Share experiences and learn from others who face similar challenges.

The Course is:

- Tailored to horticulture and overseen by leaders in Australian horticulture.
- Contemporary and innovative.
- Developed with three leading global universities.
- Designed to foster practical business and leadership skills that can be applied immediately.
- Online with flexible learning options
- Supported by three interactive face-to-face workshops and select industry visits.
- Funded by Hort Innovation's Leadership Program including generous industry scholarships.

“There are a lot of people involved in the horticultural industries who understand a lot about production but don't understand a lot about beyond the farm gate and opportunities for marketing and value-adding. I think that's where the course is fantastic.”

- Tim Reid,
Managing Director
of Reid Fruits.

> Find out more

Email: hort.bus@utas.edu.au or visit: utas.edu.au/tia/study/masterclass-in-horticultural-business

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