

REASON

GROUP

original thinking | lasting impact

We are working to build a smarter Australia, with a world class public service sparking private sector innovation.

BUSINESS PERFORMANCE SPECIALISTS

ORIGINAL THINKING | LASTING IMPACT

We solve insurmountable problems. When conventional wisdom has failed to break through, our empathy and incisive thinking reaches the solution more swiftly than you thought possible.

The Reason Group specialises in creating solutions for long-term entrenched challenges. In agriculture, our goal is to shift primary production from a commodity focus to a high quality, high value offering. The solution we are working on aggregates 'lost' productive land, leverages the Indigenous Estate and scales up food manufacturing. Using technology to coordinate on-farm production, processing, manufacturing and delivery to market, the lives of many Australian farmers can be transformed.



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Innovation in policy - rethinking rural investment

Reason Group Partner – Frank Archibald ABARES Outlook 2018 session chair



We have designed this session at Outlook 2018 to provoke and challenge. What is it that Australia needs to do to develop a high quality, high value agricultural offering? We have invited three remarkable speakers to join us to look at the opportunities and value that can be created by rethinking our approach to investment in rural and regional Australia. Through the lenses of infrastructure, rural and regional communities and the Indigenous estate, we test the case for a new way of bringing together the private sector, the public service and Government. Success will deliver:

- Increased GDP
- Improved quality of life
- Rural and regional prosperity
- Indigenous economic advantage
- Improved productivity
- Sustainable production

The Reason Group Outlook session is the next step of our commitment to creating a Smarter Australia. From here we will continue to build the momentum, demonstrate the value of new thinking and support the players pivotal to its delivery.



Discovery is seeing what everybody else has seen, and thinking what nobody else has thought.

~ Albert Szent-Gyorgyi