



McKeon Ready to Go Zone with Grower Groups

Mark McKeon, one of Australia's leading motivational speakers is hitting the road with the Grower Group Alliance (GGA) this March.

Mark, an ex AFL player and High performance coach runs his own business that provides; conference, training and coaching services to organisations across the globe, all whilst still working 30 hours a week and taking 10 weeks of holiday a year.

Mark, will be touring the state in GGA's Biannual Speaker Series in partnership with Partners in Grain (PinG), speaking at seven regional events about the importance of developing and maintaining a good work-life balance.

Agriculture is an extremely intensive business, with many on farm activities being time critical, where farmers can end up spending up to 16 hours a day trying to get their jobs done, said Rebecca Wallis, GGA Project Leader.

"Mark has a great approach to engaging audiences and has many techniques that can help farmers manage their work-life balance," Ms Wallis said.

With fatigue not only being the primary contributor to many agricultural accidents, it can also cause or exacerbate underlining mental health issues.

According to PinG's WA Coordinator Erin Green, "One of Mark's key messages that resonates really well with farming and rural life is that it's ok to have stress and be stressed at periods, but it's how we manage it that makes the difference."

"I would love to see not only farmers but their staff, families and other rural community members at Mark's presentation so that communities as a whole can have a better understanding of how to handle the tough times and the peak periods that farming has," said Ms Green.

This is Mark's third visit to WA as he was the keynote speaker at the GGA's Annual Forum in August, and at the GRDC Farm Business Updates in Merredin in March last year.

"Everyone is multitasking these days, juggling numerous responsibilities and feeling time poor. Mark's "go zone" is such a simple but effective way of working productively and keeping a good work life balance - I know it's helped me since hearing Mark at last year's GGA Annual Forum." said Ms Green.

GGA's Biannual Speaker Series is funded by Partners in Grain (PinG), individual grower groups and localised corporate sponsors.

Mark will be presenting at the following events:

- Tuesday 10 March, West Midlands Group Regional Crop Updates, (Badgingarra)
- Wednesday 11 March, Mingenew-Irwin Group Sundowner (Mingenew)
- Thursday 12 March, North East Farming Futures Regional Crop Updates (Mullewa)
- Friday 13 March, Bendigo Bank (Geraldton)
- Monday 16 March, Agricultural Women Wheatbelt East (AWWE) Group Sundowner (Merredin)
- Tuesday 17 March, Holt Rock Group Update Day (Hyden)
- Thursday 19 March, Stirlings to Coast Farmers Regional Crop Updates (Green Range)
- Friday 20 March, SEPWA Harvest Review (Esperance)

More details about Mark's presentations can be found at <http://www.gga.org.au/Events>

The GGA is a not for profit grower driven organisation connecting grower groups, agribusiness and researchers in a network across WA, and nationally.

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Photo Caption: Mark McKeon Go-Zoning