

# HOME BASED BUSINESS OF THE YEAR

## ENVIRONMENTAL AND CROPPING TECHNOLOGIES AUSTRALIA



After 6 long years at university, covering 3 degrees in Agribusiness, Agricultural Sciences & Environmental Sciences, some tough decisions had to be made and Ready to take on the world seemed like an easy feat with his (Philip) knowledge and networks, until some daunting questions had to be asked.....where should he go, who could he work for and what should he do?

After numerous discussions with his mother and partner, Phillip made the move from Adelaide back home to Esperance and started doing ad-hoc agricultural data processing work under the family business (Shubin Holdings Pty Ltd.), whilst hopping on machinery for farmers in the 'off-times' from managing the family business. The workload steadily increased as time progressed, but he identified early that the general public were having difficulty in associating the Shubin Holdings name with the services they provided.

In February 2015, Environmental & Cropping Technologies Australia (ECTA) was formally registered as a business under the Shubin Holdings banner. This saw instantaneous results as the name helped identify the services and products that they offered, which included basic yield mapping services to identify regions of low, medium and high productivity on farms, before later expanding into full precision-ag data processing services, Geographic Information System services, as well as consulting & vehicle productivity/tracking services throughout the last two years.

Originally based in Esperance, they have seen significant growth across Western Australia and have just ventured interstate. ECTA is a small, private consulting business that provides highly customised precision agriculture and environmental management services to farmers & agronomists throughout Western & Southern Australia.

Working directly from their home-base located here in Esperance, they offer soil sampling solutions, precision agriculture data processing & visualisation services, consultancy & technology training to help ensure farmers get the most out of their data throughout the state. They are quite unique and different to their competitors and offer the following features to all clients:

- 100% Customizable packages
- 100% Independent & In-House
- Professional, personal service
- They look at your operation as a whole
- They are always available, whenever you need them

This financial year has seen many changes within the legal structures of ECTA and their parent company (Shubin Holdings Pty Ltd.) as Simone started enacting her succession plan and stepping away from family businesses and putting Philip in 100% financial & management control. This - combined with personal illness throughout mid-May to early June 2018 – offered plenty of challenges throughout the year as they looked into ways of diversifying the business and becoming more financially stable to ensure their future prosperity.

ECTA is always looking for ways to make their operations more efficient and environmentally friendly. ECTA has strong goals to remain competitive and at the forefront of Precision Agriculture services, with the ultimate aim to expand their services and open up a second location in rural WA.