



AWARDED 100 FACES OF SMALL BUSINESS

4T CONSULTANTS ... THIS IS MY STORY

Located in Emerald, Queensland

This was the start of my Small Business to Big Business Journey - I just didn't know it yet!

Established as a regionally-based resource management company in Emerald, 4t Consultants has survived the boom and bust cycles of the economy.

Article - submission for BQ, who write:
"Their ongoing success is testament to their determination, agility and expertise.

Prior to establishing 4t Consultants, Bronwyn Reid travelled extensively to bring sustainable agricultural practices to part of Africa and the Pacific. Ian then toured Southeast Asia, advising on best management practices (BMP) in the plantation industry.

By 1997, they were well placed to start 4t Consultants and win their first contract to write four manuals on BMP for plantation agriculture. This was followed by more research, including manuals on safe agricultural spraying.

In 2006, 4t won a \$4 million Australian Government project to bring BMP to Queensland Agriculture, by training farmers and monitoring rivers to build ecological knowledge. A couple of years later, 4T modelled water flows for emergency response teams for the Emerald floods. When the resource boom began, 4T won their first mine environmental monitoring contract.

Between 2009 and 2012, 4T's team of 14 staff experienced exponential growth on the back of the mining boom. During this time, they began delivering resource management expertise to the oil and gas industries as well. The boom was short-lived and, in only 3 months, 6 of their contracts were cancelled. It was during this difficult period that Bronwyn and Ian joined an entrepreneurs group to learn new skills and found that remaining positive helped them deal with the downturn.

In 2017, agribusiness bounced back, and 4T began to grow again. Bronwyn used her experience to write a book designed to help other small businesses and she began speaking as a regional small business advocate.

Throughout more than 2 decades in business, carrying no debt helped 4T to ride the resource boom and survive the bust. Above all, their agile decision-making and innovation allowed the business to move quickly as the economic conditions changed.

Business	4t Consultants Pty Ltd
Directors	Bronwyn Reid Ian Rankine
Location	Emerald Queensland
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4t GET IN TOUCH
T . 07 4982 4100
E . bronwyn @ bronwynreid.com.au
A . PO Box 1946, Emerald, Queensland
M . + 61 417 602 981