

## Position Description – Wellbeing & Counselling Practitioner

Document Control	
<b>Version:</b>	V 2.2
<b>Status:</b>	Final
<b>Effective from</b>	July 2026
<b>Term</b>	Initial funding period to 30 June 2027

### ABOUT AGBIZ ASSIST

AgBiz Assist Ltd (AgBiz Assist) provides rural financial counselling services to primary producers and small businesses in rural areas that are experiencing severe financial hardship along with Wellbeing and Counselling, charitable support and other complementary services.

This service is provided under the trading name Rural Financial Counselling Service Victoria – North East, and covers the 14 local government areas (LGAs) of Campaspe, Moira, Greater Shepparton, Strathbogie, Mitchell, Whittlesea, Murrindindi, Mansfield, Benalla, Wangaratta, Indigo, Alpine, Wodonga, and Towong.

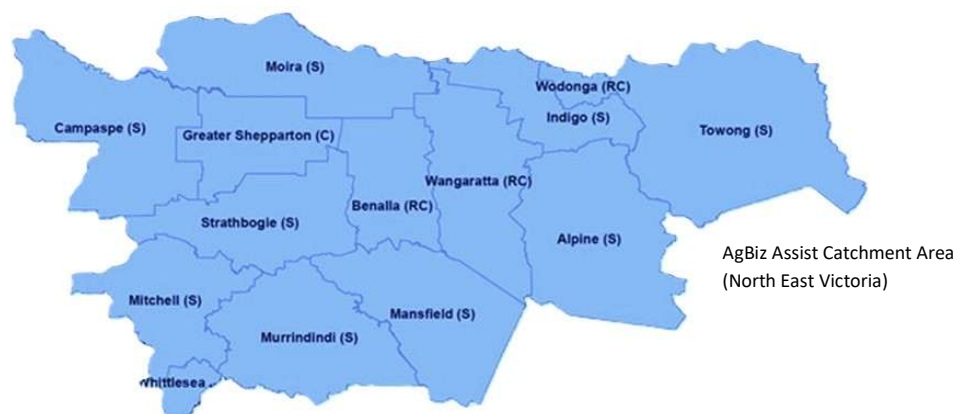
The objective of the service is to assist clients to become self-reliant and better equipped to manage change and structural adjustment. Funding for the organisation is largely from the Department of Agriculture, Fisheries and Forestry (DAFF) and Agriculture Victoria (AV).

AgBiz Assist is a not-for-profit and public benevolent institution, which affords it special taxation status. AgBiz Assist has a fully owned subsidiary Company, Assist Partners, that operates a social enterprise to provide additional services to the community and provide community benefits and income to AgBiz Assist from generated profits.

AgBiz Assist maintains an office in Shepparton and an office in Wodonga, with the Shepparton team focusing primarily on the western seven LGAs (Campaspe, Moira, Greater Shepparton, Strathbogie, Mitchell, Murrindindi, Whittlesea), and the Wodonga team focusing primarily on the eastern seven LGAs (Mansfield, Benalla, Wangaratta, Alpine, Indigo, Wodonga, Towong), with interplay across both areas.

The rural industry is changing and is subject to unprecedented pressures that includes ongoing drought, water shortages, climate change, and major disaster events. In addition, the environment in which AgBiz Assist operates is characterised by a high level of government involvement and legislative requirements.

Despite the different facets of our business, all arms of AgBiz Assist work together collaboratively to support the communities in our catchment area.



**OUR VALUES**

Our values reflect how we work with our colleagues, stakeholders, and the wider community. We demonstrate our organisational values in the following ways:

Organisational Value	Demonstrated behaviour
RESPECT	We treat everyone with dignity, empathy, and courtesy, ensuring that all interactions are conducted with consideration and professionalism.
INTEGRITY	We are honest, fair, ethical, and trustworthy in everything we do. We take responsibility for our actions and uphold the highest standards of conduct.
CARING	We support and advocate for one another, helping everyone reach their full potential. We foster an enjoyable and positive work environment, promote safe practices, and actively discourage unsafe behaviours.
OPENESS	We communicate transparently, listen actively, and welcome feedback. We value honesty in discussions and encourage a culture of sharing ideas and knowledge.
INCLUSION	We embrace diversity and ensure that everyone feels valued, heard, and empowered. We create an environment where all individuals have equal opportunities to contribute and thrive.
ENTREPRENEURSHIP	We foster innovation, take initiative, and embrace new opportunities. We encourage creativity, adaptability, and a proactive approach to problem-solving

**POSITION SUMMARY**

<b>Position Title</b>	<b>Wellbeing &amp; Counselling Practitioner</b>
Full Time Equivalent	.8 FTE (four days a week)
Employment type	Fixed Term
Location	Goulburn Valley

**POSITION DESCRIPTION**

The Wellbeing & Counselling Practitioner role will provide wellbeing and basic mental health support to farmers and farm families, the staff of agriculture and ag-adjacent businesses, forestry and fisheries workers, and small rural business owners experiencing stress and other difficult personal circumstances. The practitioner will also provide general support and advice, where requested, to the Rural Financial Counsellors and Small Business Program staff and will attend community events and activities as required across the course of their employment.

The Wellbeing & Counselling team works collaboratively with all areas of service delivery across the organisation and reports directly to the Senior Wellbeing & Counselling Coordinator.

## ABOUT THE WELLBEING & COUNSELLING TEAM

The Wellbeing & Counselling team at AgBiz Assist, was established in mid-August 2025, to provide stress management and basic mental health support, and assisted referrals into clinical mental health services, for primary producers, forestry workers, apiculturists, aquaculturists, viticulturists and associated small rural businesses.

The program's initial focus was on drought impacted rural communities and now includes a disaster recovery focus after the January 2026 bushfires that impacted large parts of our service's operational footprint.

Wellbeing & Counselling team members:

- provide early intervention counselling to eligible clients.
- where appropriate, provide mid-term (3 to no more than 8 month-long), case-managed mental health support to clients.
- assist clients to access clinical mental health professionals, services and wellbeing programs that may include family violence services, community legal services, and Alcohol and Other Drugs services.
- collectively review complex client cases with the team to ensure the best support possible is available to clients.
- provide advice and support to the Rural Financial Counsellors, and the Small Business program.
- attend relevant events, activities, networks and presentations to promote the program and AgBiz Assist services, as well as work to improve general community understanding and awareness around the issues and challenges facing farmers, agriculturally dependent communities, and small rural businesses.

## KEY RESPONSIBILITIES

The Wellbeing & Counselling Practitioner will:

- Prepare and implement case plans for general and complex clients.
- Conduct regular outreach to support clients, engage with rural communities, and engage with and support rural based services.
- Use AgBiz data collection and impact measurement tools to track the efficacy of interventions, assess a client's journey, and provide data for reporting and evaluations.
- Work with management, marketing and client support personnel to contribute to program engagement and promotion plans, collateral materials, and promote AgBiz and its services at events, networks and relevant activities.
- Evaluate the needs of each client considering their personal, social, and (in collaboration with the relevant Rural Financial Counsellor), the client's financial situation.
- Engage with farmers, rural small businesses, and people living in agriculturally dependent areas who are experiencing (or at risk of) situational distress and/or poor mental health.
- Engage with people caring for, concerned about, or who are providing mental health support to farmers and small business owners (and their staff), who have been identified as having, or being at risk of, mental health and wellbeing issues.
- Provide early intervention support and basic counselling and stress management support to clients.

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- Facilitate referrals to medical, mental health and crisis services if required.
- Work alongside Rural Financial Counsellors and the Small Business program staff, where requested, to support clients.
- Develop and implement strategies to support client and community connection and reduce issues associated with social isolation.
- Assist and support clients in accessing services, where appropriate.
- Provide advice and support to Rural Financial Counsellors and the Small Business Program team.
- Work with people in their own environment (outreach), maintaining regular contact and providing support in following through on referrals to various services and assisting the individual/family/staff team, to build a range of support structures.
- Support rural clients as needed to navigate the service system.
- With the support of the Wellbeing & Counselling program coordinator, advocate for client issues and needs.
- Collect the required data for program monitoring and evaluation.

**MEASURABLE OUTCOMES**

Key Performance Requirement	Key Indicators
Relationship Management	<ul style="list-style-type: none"> <li>• Engage, communicate, and develop effective working relationships, liaising with farmers and affected business operators, business and industry groups, and service providers.</li> <li>• Develop effective working relationships with all AgBiz staff across all areas of the business.</li> </ul>
Project Performance	<ul style="list-style-type: none"> <li>• Provide quality, effective, judgement free support and counselling services to clients of AgBiz Assist.</li> <li>• Attend relevant events, networks, and activities to promote the Wellbeing &amp; Counselling program, the Rural Financial Counselling service, and other areas of AgBiz where required. *This may at times require out of hours and weekend work.</li> <li>• Use the AgBiz case management tool, data collection tools, and impact measurement metrics to track effectiveness, client progress, and change over time.</li> <li>• Provide data reporting support to the Senior Wellbeing &amp; Counselling Coordinator, for internal and external reports.</li> </ul>
Project Delivery	<ul style="list-style-type: none"> <li>• Identify and implement opportunities to promote the program and its benefits.</li> <li>• Critically assess and identify needs and develop strategies with client(s) to assist in supporting their needs.</li> <li>• Refer clients to relevant service providers and continue to engage with clients during and post service delivery to monitor progress.</li> </ul>
Ethical Data Collection	<ul style="list-style-type: none"> <li>• Maintain the integrity of all necessary and relevant data.</li> <li>• Ensure case notes and plans are contemporaneous (uploaded to the system within 72 hours of client contact – except where a weekend or public holiday may delay data entry).</li> </ul>

**QUALIFICATIONS, SKILLS, KNOWLEDGE & EXPERIENCE – Key Selection Criteria**

**Key Selection Criteria**

- Mental health qualifications of no less than a Diploma in Counselling, Mental Health, Community Services, or similar qualification.
- Training in the ASIST (Applied Suicide Intervention Skills Training) framework and the willingness to renew that training where required (every five years).
- Experience in disaster recovery.
- Well-developed interpersonal skills.
- A strong understanding of the relevant networks within North-East Victoria, in particular those operating in the Goulburn Valley region.
- A strong understanding of the core therapeutic concepts of Unconditional Positive Regard (UPR), Strengths Based Practice (SBP), and Trauma-Informed Care (TIC).
- Demonstrated knowledge of other counselling frameworks and techniques.
- Ability to work as part of a team and unsupervised.

**Competencies**

1. No less than five-years' experience in mental health counselling, wellbeing and/or the provision of social support programs.
2. Two years or more experience in complex case management.
3. A commitment to professional clinical supervision.
4. Well-developed interpersonal and communication skills, including the ability to negotiate, liaise and consult with a wide range of people in both government and non-government organisations.
5. Demonstrated understanding of the many issues facing farming and agriculturally dependent communities.
6. An excellent working knowledge of current referral pathways into services, including AOD, Legal, Family Violence agencies.
7. Reporting, data collection, and excellent record keeping skills.
8. An understanding of comorbidities and how that will impact the work of a Wellbeing & Counselling team member.
9. Demonstrated capability in, a commitment to, and an understanding of the importance of maintaining a healthy and safe workplace and a positive team culture.
10. An open communication style that encourages collaboration and the participation of others.
11. Problem solving and sound judgement with the ability to successfully overcome hurdles and issues while identifying and implementing opportunities to enhance and improve performance.
12. Able and willing to take initiative, think innovatively, and be fully accountable for your own actions and program outcomes.
13. Experience providing support to community events, activities and workshops.

**Desirable**

- Experience working in disaster recovery.
- Registration with a professional body, or a plan to become registered.

**Qualifications/Experience:**

- Relevant tertiary qualifications at the Diploma level or higher.
- No less than five years' experience working in rural communities across North-East Victoria in a similar role.

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- A demonstrated understanding of outreach work and a commitment to conducting outreach in an effective and ethical manner in alignment with relevant safety and risk assessments.
- Demonstrated ability to operate in a multi-stakeholder environment.

**Other requirements:**

- Australian Residency or eligibility to legally work in Australia.
- Driver's Licence – Minimum current 'C' Class.
- Requirement for regional travel including overnight stays if necessary.
- Current Police Check and Working with Children card (Victoria).