

# CAPABILITY STATEMENT

## David Heinjus



### Executive Partner

### CONTACT DETAILS

0417 808 557  
PO Box 646  
Clare SA 5453

### QUALIFICATIONS

- Master's Degree in Entrepreneurship
- Bachelor of Applied Science
- Diploma of Applied Science in Natural Resource Management

### PROFESSIONAL ASSOCIATIONS

- Agribusiness Association of Australia
- Fellow – Australian Institute of Company Directors
- International Farm Management Association

### COMMITTEES OR BOARDS

- Independent Chairperson of the Grains Weeds Advisory Committee for GRDC 2012-2020

David has 34 years' experience working with farming families, corporate farms and agribusiness.

David founded Rural Directions in 1997 and worked as the Managing Director and Agribusiness Consultant before launching Pinion Advisory in July 2020.

David's role has included leading and managing Rural Directions then leading the merger of this business with Macquarie Franklin, Sunraysia Environmental and Kcoe Isom during 2019 and 2020. His role has also included chairing advisory boards of farming and agribusiness clients. He was also the Chairperson of the Grains Weeds Advisory Committee for the Grains Research and Development Corporation.

David is also the Managing Director of his family's grain, hay and contract farming business on the western edge of the Barossa Valley.

### Areas of expertise

- Farm business management
- Strategic planning
- Management succession planning
- Advisory Boards
- Benchmarking
- Board governance
- New enterprise development

### Professional experience

- Pinion Advisory – Executive Partner, Nov 2025-present
- Pinion Advisory - CEO, 2020-Nov 2025
- Pinion Global - Chairman, 2020-present
- Rural Directions - Managing Director, 1997-2020
- Parea Farms Group - Managing Director, 2000-present

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## Relevant projects

PROJECT	ROLE	CLIENT	YEAR/S DELIVERED
Advisory board and farm management advisor	Chairperson, Advisory Board member and advisor. Specific advice on strategy, policy, benchmarking and growth planning	Various farming and agribusiness clients	1997-present
Grains Weeds Advisory Committee (GWAC)	Independent Chairperson of GWAC. The charter included national strategic advice to GRDC re future weed management R, D&E needs within the grains industry	Grains Research and Development Corporation	2012-2020
Lecturer and student mentor	New Venture Creation course in the Masters of Agribusiness Program	Marcus Oldham Agricultural College	2016-2020
Governance and Investment in Dairy Workshop	Deliver a national workshop program to dairy farmers involved in the Large Herd Program	Dairy Australia	2017-present

Other achievements of significance include:

- Rural Directions being named the South Australian Small Business of the Year and the National Small Business of the Year (4-12 employees) at the 2003 Telstra Business Awards.
- David was also a South Australian and National judge for the Telstra Small Business Awards from 2004-2009.
- Being awarded a Syngenta Growth Award in December 2015. This award acknowledged David's contribution to the development of people with the agricultural advisory industry nationally.