

G21 AGRIBUSINESS FORUM

Strategy and action plan

1. Vision:

To contribute and participate in the agribusiness supply chain to stimulate its ongoing development as a dynamic, innovative sector in the G21 region generating increases in value of output averaging at least 8% pa over the next 10 years.

2. Mission:

The G21 Agribusiness Forum will facilitate growth and development of the region's agribusinesses by:

2.1 *Connecting agribusiness* to organisations that can assist its growth and development. That includes:

- Building awareness of agribusiness in communities across the region;
- Ensuring the industry is aware of and benefits from relevant Commonwealth and State government programs;
- Representing agribusiness to ensure it is considered adequately in State and Commonwealth government policy processes as well as in regional economic development planning and priorities e.g. though links to G21 pillars, infrastructure and transport planning, education and training investments, and workforce planning.

2.2 *Facilitating collaboration* amongst agribusiness players and with other sectors to enhance the creation of value by agribusinesses in the region. That includes:

- Working with research and development organisations to ensure relevance of research investments, and effective communication of results with a view to maximising adoption by agribusinesses;
- Enhanced agribusiness oriented education and skills development at school and tertiary levels to demonstrate opportunities in the sector as well as build the supply of skilled labour available to agribusinesses as they grow.

2.3 *Building entrepreneurial and innovative capacity* of agribusiness owners and operators that includes:

- Facilitating increased innovation along agribusiness supply chains to increase value creation through application of new technologies and business models.
- Providing education opportunities for agribusiness owners and operators to develop enhanced business management practices.

3. Priority actions:

3.1 *Connecting agribusinesses*

- ✓ Finalise brochure outlining the importance of agribusiness to the G21 region economy;

- ✓ Establish G21 Agribusiness as primary avenue for reaching agribusinesses in the region;
- ✓ Establish a database of agribusinesses in the region;
- ✓ Ensure G21 Agribusiness is represented on relevant G21 Pillars (Environment; Transport; Health & Wellbeing; Planning & Services; Education & Training; and Economic Development) and other relevant groups e.g. Northern Gateway Infrastructure group in Geelong;

3.2 *Facilitating collaboration*

- ✓ Identify relevant research and development organisations and establish dialogue on how to assist in addressing relevant agribusiness issues in the G21 region e.g. Deakin, R&D corporations etc;
- ✓ Identify relevant education institutions (Marcus Oldham, The Gordon, Deakin, CSIRO) and establish dialogue on how can assist in meeting identified skills needs of G21 Agribusiness sector;
- ✓ Prepare a G21 agribusiness workforce strategy; and
- ✓ Support development of the Covenant College Agribusiness Trade Training Centre.

3.3 *Building entrepreneurial and innovative capacity*

- ✓ Conduct a minimum of four targeted sessions each year for agribusinesses on relevant topics;
- ✓ Ensure agribusinesses are aware of and have access to enterprise learning opportunities conducted by other sectors in the G21 region e.g. GMC, ENG, Cleantech Innovations Geelong, GFCC etc;
- ✓ Ensure that agribusinesses are aware of relevant enterprise assistance programs e.g. Enterprise Connect, Business mentoring services etc.