



TFGA – Strategic Plan 2022–2025

OUR MISSION

Provide a united voice for Tasmanian farmers to ensure the growth, sustainability and profitability of the agricultural industry in Tasmania



OUR VISION

A sustainable future for Tasmanian farmers



OUR STRATEGIC VALUES



Advocating



Engaging



Collaborating



Facilitating



Strengthen & Build

In alignment with the four pillars to provide a strong foundation we will:

Our Value Proposition

In a world of social, economic and environmental volatility, combined with increasing regulation, TFGA provides a strong, united voice to ensure our Tasmanian farmers are represented when decisions are made that impact Tasmanian agriculture.

TFGA is committed to achieving this through active, effective engagement and advocacy with all levels of government and other stakeholders, to ensure our members can continue to operate sustainable, profitable agricultural businesses.



Advocate on critical policy positions to government



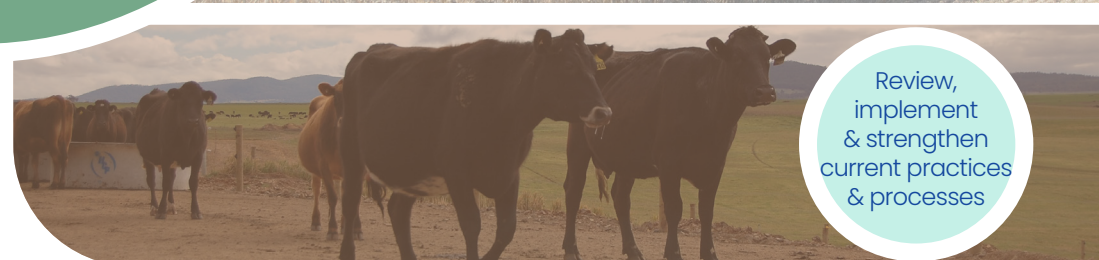
Engage with our members to understand their needs and deliver value



Collaborate with industry & sector partners for improved outcomes



Increase the knowledge & capacity of our members



Review, implement & strengthen current practices & processes



4 STRATEGIC PILLARS

Advocate

Develop and finalise policies in each of TFGA's 2022-2025 critical policy areas.

- - Identify focus topics in the 4 critical areas; water, labour, supply chain and sustainability.
- - Policy position to be advanced via regular, targeted appropriate representations.
- - Review Council structure to maximise engagement and outcomes

Engage

Review the current offering to members; create a compelling value proposition and maintain regular, valuable two way interaction with members.

- - Improve membership offering and uptake.
- - Provide meaningful and relevant information.
- - Increase the number of members under 50 years old (next gen).

Collaborate

Create a plan, with milestones for collaboration with key industry stakeholders, sponsors and strategic partners.

- - Work with industry partners to improve agriculture training in Tasmania.
- - Collaborate with industry stakeholders and strategic partners.
- - Conduct quarterly meetings with education stakeholders to work towards improved programs.

Facilitate

Identify the priority knowledge areas for members and facilitate learning and information sharing in the most efficient and member friendly way. Prepare plan with key milestones. Identify key research partners and create plan (with milestones) addressing how relationships are to be strengthened.

- - Build member knowledge and capacity.
- - Build research partner relationships.
- - Reduce red tape faced by the sector.



ADVOCATE



ENGAGE



COLLABORATE



FACILITATE

In alignment with the above four pillars to provide a strong foundation we will:



STRENGTHEN
+ BUILD

Strengthen & Build

Review and improve staff structure, numbers & capacity
Review and improve the current planning and communications processes
Review the asset composition of the TFGA and work to improve ROI

- - Review and improve the current member relationships platform and ensure at a minimum, basic data is held for all active members
- - Improve the member data integrity
- - Improve asset management