



AUSTRALIAN BANANA GROWERS' COUNCIL

STRATEGIC PLAN 2021 – 2023

OUR MISSION¹

The ABGC leads and represents banana growers to ensure a profitable and resilient industry future.

OUR VISION

The ABGC is the recognised and respected authority that enables banana growers to maximise innovation and opportunity. Our 2030 vision is a banana industry that has grasped opportunities with courage and confidence.

OBJECTIVES

The 2021-2023 Strategic Plan is focused on six objectives:

1. Membership
2. Governance
3. Strategy and Advocacy
4. Communication
5. RD&E
6. Marketing

¹ **Mission:** the reason ABGC exists.

Vision: what the ABGC is working towards

Strategy is a plan of action designed to achieve a long-term or overall aim.

Activity: a task that needs to be accomplished.

1. MEMBERSHIP

Objective:

To maintain and encourage grower membership, ABGC will ensure that its members perceive value for money from their membership fees.

Strategies:

- Improve understanding of the value of ABGC membership
- ABGC members will be given every opportunity to discuss issues of importance with the Board Directors, CEO and senior staff;
- ABGC members will receive member only information and services;
- ABGC will seek to increase grower membership.

2. GOVERNANCE

Objective:

To ensure that ABGC's governance, strategy and risks are appropriate and that operations are transparent and accountable to members.

Strategies:

- Ensure that Directors understand the roles, responsibilities and statutory obligations associated with Board membership and good governance procedures.
- Ensure that staff are supported and appropriately resourced to deliver on the ABGC's Business Plan and priorities.
- Ensure that material risks are reviewed and managed.

3. STRATEGY AND ADVOCACY

Objective

To influence outcomes for members, ABGC will lead the industry's response to critical issues, develop strategies to improve the industry's resilience and profitability, and influence Government policy discussions and decisions.

Strategies

- Lead the banana industry's responses to critical issues and events. This includes the response to Panama tropical race 4 (TR4) and to its management, water quality regulations, cyclones, COVID-19 and other critical issues.
- Develop and implement strategies to increase growers' overall resilience and profitability while improving the industry's environmental credentials and social licence to farm.
- Collaborate with all stakeholders to provide technical industry information to inform policy discussions and create positive outcomes for the banana industry.
- Provide science-based information to the Commonwealth Government to allow for informed banana import decisions.
- Influence Australia's horticulture industry to formulate political and tactical responses.

4. COMMUNICATION

Objective:

To promote adoption of appropriate R&D, including best practice and to communicate critical issues, events and other industry development activities.

Strategies:

- Communicate banana industry issues to growers and other stakeholders.
- Inform banana growers, related industry businesses and the general community of the successes and challenges of banana growing, including banana R&D and marketing initiatives.
- Promote best practice of on-farm biosecurity and environmental practices to create positive community awareness and increase uptake of these practices among growers.
- Promote positive industry stories for external audiences.
- Inform banana growers of the responses to critical issues such as new government regulations, COVID-19, cyclones, and Panama Tropical Race 4 when they arise.
- Inform banana growers of new and emerging R&D projects, funding initiatives and other industry-related projects that add value to their businesses, improve their on-farm practices and increase their financial viability.
- Work alongside other professionals and/or government bodies in the banana industry to assist in identifying and promoting news and outcomes from projects and R&D programs.
- Promote the benefits of levy investment to growers and the wider industry.
- Communicate banana industry/grower benefits of the biennial Congress to growers and other stakeholders.

5. RESEARCH, DEVELOPMENT and EXTENSION (RD&E)

Objective

To ensure appropriate banana industry RD&E for the development, sustainability and profitability of the banana industry.

Strategies

- Work with growers and industry service providers to prioritise and coordinate the development and implementation of RD&E projects for the banana industry.
- Promote best practice on-farm biosecurity and water quality practices to growers
- Deliver development and extension projects where ABGC is the most effective entity to do so.

6. MARKETING

Objective:

To influence the banana industry's significant marketing and promotion investment to ensure the profitability of the banana industry.

Strategies:

- Influence the governance and performance of Hort Innovation's Banana Marketing Program
- Use all communication channels to inform growers of Hort Innovation's Banana Marketing program.