

Strategic Plan 2020-2025



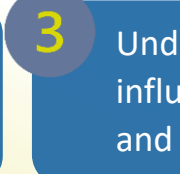
Our Vision: A producer led system of agricultural innovation, adoption and collaboration




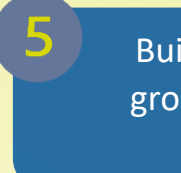
**GROWER
GROUP
ALLIANCE**
Together we grow

GGA aims to shape the WA agricultural industry to grow the national agricultural output to \$100 billion by 2030. Grower Groups, working together through the Alliance, are in a unique and potentially catalytic position to drive innovation investment from a ground up perspective. Groups will be at the forefront of innovation and adoption; shaping the future for the benefit of all WA producers.

Build and Extend Innovative Research Development & Extension in WA

-  1 Develop and implement a producer-led R&D investment model focussed on innovation and adoption.
-  2 Develop business opportunities & broker impactful programs & investment that sustainably increases WA production profitability.
-  3 Understand R&D priorities and influence selection of projects and their outcomes in WA.

Develop the Capacity of the Grower Group Network

-  4 Support the professional development of grower groups to effectively lead and achieve their Group's objectives.
-  5 Build a stronger network of grower groups in WA to ensure relevant representation.

Connect the Grower Group Network with Industry

-  6 Engage with industry to explore and develop innovation and adoption opportunities.