

# OUR PURPOSE, VISION, AND STRATEGIC OBJECTIVES

GGA is in a unique and potentially catalytic position to drive innovation investment from the ground up, be at the forefront of innovation and adoption and shape the future for the benefit of all producers.

## OUR BELIEFS

- In sustainable production and that's why building and extending innovative research, development and extension in Western Australia is vital for growers' prosperity.

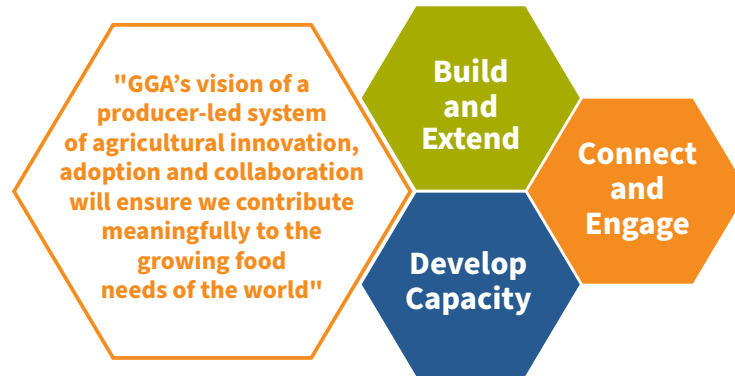
- That developing the capacity of a diverse and connected network of grower groups enables producers, families, and communities to thrive.
- In the power of collaboration and ecosystems where building deep relationships and mutually rewarding partnerships with industry makes an enormous difference.

## OUR PURPOSE

To grow together to make Western Australia stronger

## OUR VISION

A producer-led system of agricultural innovation, adoption and collaboration



### Build and Extend

#### 1. Develop and implement a producer-led research and development model, focussed on innovation and adoption by:

- Ensuring research and development hits the right places at the right times
- Mobilising incremental projects that deliver place-based innovation research and adoption
- Delivering programs and projects that have an enduring, system-wide impact

#### 2. Broker impactful programs and investment that sustainably increases production profitability through:

- Accelerating collective action through multi stakeholder partnerships
- Articulating our sustainable agriculture goals and priorities
- Prioritising innovations which help growers become climate resilient

#### 3. Understand research and development priorities, and influence the selection of projects and outcomes through:

- Using the scale of the GGA network to influence research and development
- Grower groups sharing in priority-setting
- Aligning the GGA network efforts to drive and embed transformative change

### Develop Capacity

#### 4. Support professional development of grower groups to lead and achieve their objectives through:

- Benchmarking grower groups to inform our capacity building activities
- Supporting groups to adapt to corporate sustainability mega-trends
- GGA and grower groups being identified as practice and change leaders

#### 5. Build a thriving and diverse network of grower groups in Western Australia to enhance:

- Vital intersection between grower groups, industry and all levels of government
- Peer-to-peer exchange and collaborative possibilities
- Collaboration to accelerate innovation and adoption

### Connect and Engage

#### 6. Engage with industry to develop innovation and adoption opportunities through:

- Linking grower groups with innovators, business support and investors (and vice versa)
- Diverse and mutually rewarding stakeholder relationships that reflect true partnership

- Engaging grower groups to shape and develop strategies that address long term issues