

# Agricultural Produce Commission Strategic Plan 2013 - 2016

## OBJECTIVE

Facilitate the growth and prosperity of Western Australian agricultural industries through the:

- Formation of APC Producers' Committees
  - Provision of governance and leadership to APC Producers' Committees
  - Provision of effective financial and administrative services to APC Producers' Committees
- Communication to industries of the contribution of APC and its Producers' Committees to agriculture within Western Australia

## STRATEGIES/GOALS

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| 1. Industries aware of opportunities to raise funds through the APC to provide services to support development and innovation, and are supported in that pursuit. | 2. Corporate governance and conduct of Committees are of the highest standard. | 3. Best Practice and Business Improvement principles are applied within the Commission and Producers' Committees. | 4. Comprehensive and effective communication with industries, government and stakeholders |
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## TACTICS

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| 1. Identify, research and communicate with industries which may benefit from an APC Committee/FFS.<br>2. Progress industries already interested.<br>3. Provide 'start up' assistance to prospective Committees as may be required, and is appropriate.<br>4. Ensure industries are fully aware of and understand APC benefits and legislative framework. | 1. Committees are informed about and observe APC legislation and policies.<br>2. Committees implement appropriate systems where necessary.<br>3. Commission policies/Code of Conduct are updated annually.<br>4. Committees develop, use and report against Strategic Plans which <ol style="list-style-type: none"> <li>a. include a budget that reflects forward/strategic planning re future activity and financial sustainability</li> <li>b. have a clear communication plan that informs on the Committees role, activities and achievements;</li> <li>c. develops a means by which producers can approach the Committee with problems /suggestions /questions and feedback on their industry;</li> <li>d. Utilises all/considers the use of service functions as identified in the Act.</li> </ol> | 1. Commission financial management is efficiently managed, prudent and meets government standards.<br>2. APC FFS database is up to date, effective and efficient.<br>3. FFS payments monitored and compliance of producers/dealers regularly reviewed.<br>4. KPI's are used to monitor the Commission's effective level of service to industries.<br>5. Commissioners regularly attend Committee meetings in their capacity as an APC Commissioner.<br>6. Industry guests are invited to participate at Commission meetings.<br>7. Investigate the provision of support to assist in the identification, training and development of young FFS paying leaders. | 1. Communicate through web, attendance at meetings etc positive achievements, and value of APC.<br>2. Attend key industry events.<br>3. Appropriate industry/government networks established and maintained.<br>4. Compile/publish easily accessed record of research/ achievements undertaken using FFS funds.<br>5. Develop relationships with the supply chain and facilitate their understanding of the FFS and activities of APC Committees. |
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