



**AGRICULTURAL
PRODUCE COMMISSION**

Supporting Producers' Initiative

STRATEGIC PLAN 2022 to 2026

Approved December 2021

Agricultural Produce Commission Strategic Plan 2022 - 2026

OBJECTIVE

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

Formation of APC producers' committees.	Provision and execution of quality governance practices for the Commission and to committees.	Provision of effective, efficient financial and administrative services to committees.	Support for committees in the identification and implementation of synergistic opportunities both on an industry and cross-industry level	Provision of leadership and governance to committees	Communication of the positive contribution and achievements of APC committees to agriculture within Western Australia.
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STRATEGIES/GOALS

Industries are aware of and understand the opportunity to establish committees to raise funds through the APC, and are encouraged / supported in that pursuit.	Commission and committee governance and conduct are of the highest standard.	Best practice and business improvement principles are applied within the Commission and committees.	Committees enable and support the sustainability and profitability of producers and their industries	Upskill and improve effectiveness of committee operations	Comprehensive and effective communication with industries, government and stakeholders both state and national.
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TACTICS

<p>Identify, research and communicate with industries which may benefit from an APC committee/FFS.</p> <p>Ensure industries are fully aware of and understand APC benefits and legislative framework.</p> <p>Provide comprehensive assistance to industries already interested in establishment of committees.</p>	<p>Committees are informed about and observe APC legislation and policies.</p> <p>Committees implement and follow appropriate internal governance and management processes.</p>	<p>Financial management is efficient, prudent and meets government standards.</p> <p>APC FFS database is up to date, effective and efficient.</p> <p>FFS payments monitored and compliance activities undertaken.</p> <p>Commission KPI's are relevant / provide data on the Commission's effective level of service to committees.</p>	<p>Committees have robust, inclusive and diverse communication with their producers and stakeholders.</p> <p>Committees maintain understanding of current and upcoming opportunities and issues within their industries.</p>	<p>Provide either in-house or access to annual workshops / forums on areas such as chairpersonship, operations, media skills. Encourage and assist with committee succession planning.</p>	<p>Communication plan with industries.</p> <p>Attend key industry events.</p> <p>Further develop and maintain relationship with DPIRD. Appropriate industry/government networks established and maintained.</p> <p>Develop relationships with the supply chain to facilitate their understanding of the FFS and activities of APC Committees.</p>
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Facilitate the growth and prosperity of Western Australian agricultural industries through the:

Formation of APC Producers' Committees.	Provision of governance to APC producers' committees.	Provision of effective financial and administrative services to APC producers' committees.	Support for committees in the identification and implementation of synergistic opportunities both on an industry and cross-industry level	Provision of leadership and governance to committees	Communication of the positive contribution and achievements of APC producers' committees to agriculture within Western Australia.
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HOW WE MEASURE PERFORMANCE AGAINST GOALS AND TACTICS

New committee enquiries. New committee establishments.	No more than zero to three complaints from committees against the Commission per annum. Annual meeting with committees is well attended and rated productive by committees. Committees perform annual self-review (pro-forma provided) with good outcomes. Committee satisfaction via KPI's meets targets.	Clear annual audit. Committee satisfaction via KPI's meets targets. Committees satisfied with FFS compliance rates.	Committees develop and maintain strategic plans reflective of industry needs, opportunities and issues. Committees actively work within their strategic plans to improve producer and industry sustainability and profitability.	Little to no governance / operational issues requiring addressing in committees. Commission receives outside acknowledgement of value of APC committees.	Industry events attended. Committee events attended. Stakeholder and government events attended. Positive reflection of APC via industry, committee, stakeholder and government feedback.
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