



**AGRICULTURAL  
PRODUCE COMMISSION**  
*Supporting Producers' Initiative*

# Strategic Plan 2022-26

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



The formation and expansion of APC producers' committees



Robust governance practices and support to enable strong leadership of Producers' Committees



Effective and efficient financial and administrative services to committees



Industry and cross-industry collaboration

## Strategies

Effectively communicate the value and successes of the APC and its Producers' Committees to current and emerging industries and APC FFS payers.	Develop and implement a governance framework to ensure that Commission and committee governance and conduct are of the highest standard.	Embed financial and administrative best practice and continuous business improvement principles within the Commission and its Producers' Committees.	Enable Producers' Committees to support the sustainability and profitability of producers and their industries
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## Tactics

<ul style="list-style-type: none"> <li>Develop and implement an effective communication strategy which informs agricultural industries of the opportunity and benefits delivered by the APC and its legislative framework.</li> <li>Proactively identify and liaise with emerging industries which may benefit from the formation of a Producers' Committee.</li> <li>Provide timely and accessible guidance and advice for industries interested in the establishment or expansion of a Producers Committee.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that Producers' Committees operate with strategic intent, in the interests of FFS payers and maintain understanding of current and upcoming opportunities and issues within their industries.</li> <li>Develop policies and management practices consistent with good governance and APC legislative requirements and ensure that all APC decision-makers are informed about and observe those policies and practices.</li> <li>Support Commissioners, Committees and Staff to have robust, inclusive and diverse communication within the APC and with their producers and stakeholders.</li> <li>Ensure that APC operations are led and delivered by a skilled and competent workforce.</li> <li>Maintain an effective working relationship with DPIRD.</li> </ul>	<ul style="list-style-type: none"> <li>Implement and maintain sound financial management practices which are efficient, prudent and meet government standards.</li> <li>Secure the value of the APC FFS dataset by ensuring that it is current, accurate and secure.</li> <li>Support the ongoing integrity of FFS arrangements through monitoring and compliance activities.</li> <li>Facilitate timely delivery of funding contracts and other relevant Producers' Committee correspondence.</li> </ul>	<ul style="list-style-type: none"> <li>Upskill and improve effectiveness of committee operations and strategic planning.</li> <li>Provide access to annual workshops / forums on areas such as chairpersonship, operations, media skills. Encourage and assist with committee succession planning.</li> <li>Develop and maintain key partnerships with state and national industry bodies and government stakeholders.</li> <li>Encourage cross industry co-ordination and collaboration through effective communication with industries, government and stakeholders both state and national.</li> </ul>
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## Measuring Success

<ul style="list-style-type: none"> <li>✓ New committee enquiries.</li> <li>✓ Committee establishments or expansions.</li> <li>✓ Commission receives outside acknowledgement of value of APC committees.</li> <li>✓ An engaged network of industry stakeholders on social media and other platforms (metrics TBC)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Committee decision-making is guided by an industry strategic plan.</li> <li>✓ No material legislative or policy breaches substantiated.</li> <li>✓ No significant substantiated complaints from or against committees.</li> <li>✓ Well attended and positively rated APC Annual meeting</li> <li>✓ Committees perform annual self-review on time and with good outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Committee satisfaction (measured through survey) meets KPI targets.</li> <li>✓ APC operational costs as a proportion of total FFS collections meet KPI targets.</li> <li>✓ Unqualified annual auditors report.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Committee members' engagement with routine communications (delivery and open rates) meet target.</li> <li>✓ Industry, Stakeholder and government events attended by APC Commissioners and staff.</li> <li>✓ Committee events attended by APC Commissioners or Staff.</li> <li>✓ Positive reflection of APC via industry, committee, stakeholder and government feedback.</li> </ul>
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