



***TASMANIAN AGRICULTURAL
PRODUCTIVITY GROUP***

***STRATEGIC PLAN
2007-2009***

TAPG Strategic Plan – 2007-2009

The strategic plan review undertaken by the Tasmanian Agricultural Productivity Group Ltd has identified the following main areas of activity for the organisation. The activity in these areas is to be undertaken in the context of TAPG as an industry representation, promotion and lobbying group.

- 1. Land Management & Stewardship including Sustainable Practices**
- 2. Water Development and Security**
- 3. Industry and TAPG Promotion & Publicity**
- 4. Training and Education**

The actions identified in this strategy will form the basis of the work undertaken and the allocation of resources from TAPG. The actions identified include specific projects and activities as well as broader objectives that need to be undertaken.

This activity reflects the broad aims of the TAPG. These aims are:

- 1. Ensure the ongoing productivity and growth of the Tasmanian agriculture, forestry, food and related industries.**
- 2. Provide a cooperative forum for the promotion and increased recognition of all sectors of Tasmania's agriculture, forestry, food and related industries.**
- 3. Reinforce public confidence in the safety and quality of produce.**
- 4. Ensure the application of safe, efficient, sustainable and appropriate environmental practices.**
- 5. Provide a multi-sector approach to issues affecting the Tasmanian agriculture, forestry, food and related industries.**

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1. Land Management & Stewardship including Sustainable Practices

Outcome: Maximise production from agricultural land without eroding the natural resource, allowing for adoption of new methods and utilising appropriate technology

Actions:

1. Natural Resource Management

-Participate in and represent industry views on the regional NRM strategies and activity.

2. Grower Linkages

-To work closely with TFGA on key issues to ensure maximization of effort and resources on common activities

3. Aerial Spraying Administration, Guidelines and Paddock Numbering

-Administer Aerial Spraying operations with DPIWE and the spraying industry. Administer the paddock numbering database and continue grower education.

4. Weed Management and Pest/disease control

-Participation with the Tasmanian Weed Management Committee and the FeedGrain Imports Industry Group.

5. Chemical Use

-Monitor and support the need for controlled 1080 usage for agriculture and forestry operations.

-Work with industry members and DPIWE on chemical usage information for agriculture.

6. Materials on Roads Code of Practice

-Code of practice to be developed with TFGA for implementation by local government.

Comment:

TAPG needs to represent the interests of industry in the broader community to ensure that a balanced approach is provided and industry views are brought to the fore. All member companies will benefit directly or indirectly from this representation. Where appropriate TAPG should be aiming to co-ordinate the post farm gate industry views on issues. Members can use TAPG to assist to bring important issues to the attention of government and other relevant interests.

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2. *Water Development and Security*

Outcome: To influence Government policy and support industry needs on water allocation and development to ensure adequate resource availability and efficiency of usage

Actions:

1. Water Availability

-Support the need for increased water access, availability and storage

2 Government Policy and Catchment Management Issues

-Participation in reviews of water policy, catchment management planning, and communicate information to members

-Provide feedback to DPIWE and respond to Government on water management, pricing and reports and submissions as required.

-Participate in the Water Management Planning process

3. TAPG Industry Information on the Demand for Water

-Assess industry demand for water through data collection

4. Water Use Efficiency

-Encourage the development and adoption of water use efficiency projects

Comment:

The water issue is a critical one to the future of Tasmanian agricultural, forestry, food and related industries. TAPG is an important vehicle to represent industry interests and ensure that cross sectoral representation and co-operation is generated.

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3. *Industry and TAPG Promotion & Publicity*

Outcome: Enhancement and recognition of TAPG and its member industries. This includes public education on issues relevant to TAPG members including the importance of agriculture to the community and economy and the recognition of this in the public arena.

Actions:

1. TAPG Membership

- Identify potential new members
- Build TAPG industry representation

2. Leadership on Industry Issues

- TAPG will work with TFGA and DPIWE to promote the needs of agriculture and related processing industries in Tasmania
- Identify opportunities to promote our industries and their requirements to the wider community (eg Future Challenges Forum)

3. Industry Data

- Survey and collect data from members appropriate to advance and support the TAPG and its activity
- Access other industry data from ABS and DPIWE industry profile sources

4. Prepare Policy Statements and Background Industry Information

- Prepare statements and information sheets on the main issues of interest to TAPG members in order to both respond as issues arise but also to provide a positive position to the media and community.
- Public relations activity to implement improved industry and organizational profile.

5. Taste the Harvest and other Promotional Events

- Identify and participate in appropriate promotional events such as the Devonport Taste the Harvest

6. Right to Farm information for Local Government Planning

- Support agriculture's right to farm through such processes as local government planning schemes and real estate advice for those moving to rural locations

7. Tasmanian Together Process

- To undertake engagement with the Tasmania Together Board to ensure that industry issues are adequately represented in this process

Comment:

TAPG's effectiveness will be based in part on the information and data that we have available to support the industries we are involved with. By collating and preparing information to support our industries we are better able to promote these industries to the Tasmanian community. We have a requirement to continue to educate the public and government about the important contribution made by our collective membership in Tasmania.

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4. *Training and Education*

Outcome: To promote industry needs for training and skill development and agriculture as a career option to the community.

Actions:

1. Skill Development

- Ensure that agriculture and its related industries participate in programs to raise the general skill levels
- Promote access to training programs in areas of industry need
- Support access to resources for training and development

2. Pre-Employment Training Programs

- Develop the vegetable industry pre-employment training program
- Support the access for new entrants for the agricultural sector

3. Education

- Promote agriculture and processing as career options in the education system
- Support the need for increased opportunities for management level training in Tasmania.

Comment:

The growth and development of our agriculture and related industries requires a continued focus on training and education. This needs to look at school programs to encourage interest in careers, attract new entrants at all levels and promote agriculture as an industry of preference.