



THE ASF STRATEGIC PLAN 2019 – 2024

SUSTAINABILITY, LEADERSHIP, INTEGRITY AND COLLABORATION

ASF MISSION

To maintain and protect the sustainability of ASF members and the industry it represents through leadership, integrity, and collaboration

ASF VISION

A seed industry that drives productivity and sustainability in Australia and the world

ASF VALUES

Sustainability

- Continue to be a strong peak industry body.
- Understand members requirements.
- Bring value to members businesses.
- Use its assets and resources effectively.

Integrity

- Support ASF members and staff.
- Value our commercial and diverse membership.
- Act in an ethical and respectful manner.
- Deliver high quality products to agriculture industries.

Leadership

- Develop and maintain strong relationships with key stakeholders.
- Assess the political environment and deliver policy accordingly.
- Meet or exceed member expectations.
- Use teamwork and co-operation to achieve industry goals.

Collaboration

- Consult with members.
- Be accessible and communicate clearly both internally, and externally.
- Respond in a timely and proactive manner.
- Be adaptable and deliver meaningful outcomes.

ASF DELIVERABLES

Education

- Develop and improve the information flow to members, key stakeholders and industry bodies.
- Engage with key stakeholders to raise the ASF's profile including its importance to Australian and international agricultural industries.
- Build member skills through investigating and supporting their participation in education and training programs including a focus on developing and nurturing younger members.

Financial Stability

- Increased focus on resource allocation, action plans, business drivers and key performance indicators.
- Widen the ASF's revenue base through increased corporate sponsorship, strategic alliances, and new services which provide membership benefits.
- Establish external and internal processes to ensure the financial sustainability of its operations into the future.

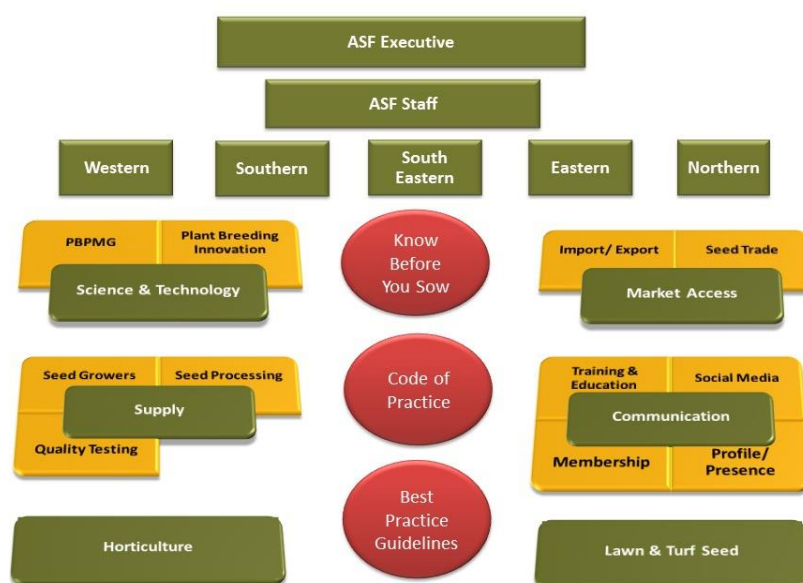
ASF Profile and Effectiveness of Representation

- Increase the ASF's profile by broadening, developing and enhancing relationships with key stakeholders.
- Establish a taskforce approach to the management of new and emerging issues and ensure the taskforce/s, as they are formed, have clearly defined roles, accountability and reporting timelines.
- Form six specialised working groups being Science and Technology, Market Access, Supply, Communication, Horticulture, and Lawn and Turf Seed within the ASF structure.

Freedom to Operate

- Improve the seed industry's operating environment through improved advocacy and relationships with key stakeholders and industry bodies.
- Enhance the integrity, reputation and efficiency of the ASF Code/s of Practice.

ASF STRUCTURE



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