

Strategic Plan at a Glance

South East Premium Wheat Growers Association



Vision		
SEPWA is focused on a profitable and sustainable grains industry in the Esperance Port Zone.		
Goal One	Goal Two	Goal Three
<p>To ensure the delivery of a complete package of research, development and extension each year.</p> <p>S1 Ensure RD&E happens in the EPZ. A1 Develop validation trials to test leading edge practices. A2 Support the Break Crop project. A3 Identify local limitations to yield potential. A4 Integrate technology and decision support tools.</p> <p>S2 Ensure RD&E is relevant. A1 Increase participation in SEPWA activities. A2 Identify priorities for RD&E at field days. A3 Engage with progressive, respected and leading farmers.</p> <p>S3 Engage with as many growers as possible. A1 Maintain and improve the SEPWA Newsletter. A2 Utilise social media for linkages to articles and sites. A3 Encourage the use of social media by members and monitor member interest. A4 Survey members on preferred delivery methods.</p>	<p>To increase the profitability of the EPZ grains industry through influence and lobby.</p> <p>S1 Maintain and build post farm gate relationships and influence. A1 Build in briefings from the broader grain marketing community. A2 Consider a wider study of port price differentials. A3 Continue the relationship with Interflour. A4 Look for canola and barley relationships with end users. A5 Maintain the CBH relationship. A6 Gain a better understanding of road freight agreements. A7 Maintain awareness of potential port competition. A8 Keep up to date with Government regulation, lobby and keep members informed. A9 Keep up to date and lobby on chemicals. A10 Encourage industry participation on Boards and Committees. A11 Maintain knowledge and lobby for different segregations or specifications to maximise value.</p> <p>S2 Maintain and build pre farm gate influence. A1 Target correct breeding programs for wheat, barley and canola for the EPZ. A2 Facilitate the introduction of end point royalties for canola. A3 Engage and influence GRDC. A4 Keep up to date and update members regarding planned change to Government regulations. A5 Engage and influence DAFWA to support SEPWA and the EPZ R&D effort.</p>	<p>To professionally manage the business of SEPWA on an ongoing basis.</p> <p>S1 Maintain the strength of our membership. A1 Meet member needs. A2 Demonstrate the value of membership.</p> <p>S2 Promote the brand of SEPWA. A1 Maintain strong representation at industry events and on peak bodies. A2 Maintain professional standards for Executive / staff through uniforms, behaviour and publications. A3 Manage the security of intellectual property.</p> <p>S3 Nurture our people. A1 Mentor new staff and the Executive. A2 Respect and acknowledge our past / life members. A3 Attract the next generation to roles of leadership. A4 Maintain the professional development of staff and the Executive.</p> <p>S4 Maintain viability and sustainability. A1 Continue to deliver projects relevant to members and the EPZ. A2 Manage sponsorship levels to meet budget needs. A3 Ensure sound financial management. A4 Be open to new/innovative income streams. A5 Maintain sound corporate governance.</p>