

RGA Strategy 2019 → 24



Our vision

A Prosperous & Progressive Rice Industry in Australia



Purpose

1. Represent and advocate for the interests of all rice growers in Australia and their Communities
2. Provide leadership and coordination
3. Add value to rice grower businesses
4. Provide accurate and unbiased information



Values

1. Integrity
2. Leadership
3. Innovation/Adaptive/Progressive
4. Collaborative/Representative/Democratic



What we want

Thriving organisation and industry

Outcomes to be achieved



Improved access to and reliability of water for growers

Industry excellence, reputation and innovation

Industry excellence, reputation and innovation

Sustainable rice industry and farm businesses

Priority Activities



Policy, Information & Support

- Evidence based policy.
- Strategic partnerships & alliances.
- Knowledge & understanding.
- Submissions & reviews.
- Communication.

Governance & Leadership

- Maintain charter and code of conduct.
- Clear processes for review & prioritisation.
- Membership engagement.
- Embrace RD&E.
- Membership & representation on industry peak bodies.
- Communication.

Relationships & Stakeholder Engagement

- Raise profile of RGA.
- Build & maintain strategic relationships.
- Widen sphere of influence.
- Improve rice industry reputation & enhance social licence.
- Communication.

Who we want to be

Leaders in the sector

Outcomes to be achieved



Trusted advocate

Innovative, agile and effective organisation

An inspirational place to work and volunteer

Sustainable organisation valued by members

Priority Activities



Advocacy & Representation

- Information & policy based advocacy.
- Apolitical & non-partisan.
- Influence change in public policy and practice.
- Independent and trusted voice for the rice industry.
- Broaden political influence.
- Communication.

Operations & Finance

- Annual work plan.
- Establish achievable KPI's with appropriate performance Management.
- Annual budgets and operating plans.
- Diversify & strengthen funding model.
- Communication.

Membership & People

- Engage & develop our people.
- Membership engagement strategy & communication.
- Maintain existing partnerships & establish new partnerships – aligned with values.
- Maximise opportunities through projects & programs.
- Communication.

Objectives 2019 → 24



What do we want to DO

Improve access to and reliability of water for growers

1. Build on the strong information based policies through Branch networks, Policy Committees and Central Executive.
2. Increase membership, representation and active participation of/on Industry Peak Bodies (NIC, NSWIC and NFF).
3. Build strategic alliances with like-minded community groups and organisations.
4. Improve on the engagement with Politicians, Advisors and Government Departments to influence policy development at all levels.
5. Participate in Federal and State Government agency reviews and processes.



Industry excellence, reputation and innovation

1. Build on and maintain best practice for governance and management processes with regular monitoring and review.
2. Improve the profile of the RGA and seek to achieve tangible benefits for members.
3. Develop and maintain appropriate and focussed communication campaigns associated with projects and activities.
4. Apply quality standards to all activities and be at the forefront of excellence and innovation.
5. Be adaptable to changes driven by disruption, technology and/or public policy.
6. Grow the membership base.



Sustainable rice industry and farm businesses

1. Advocate for ongoing RD&E and support projects and programs that improve outcomes for growers.
2. Take advantage of suitable funding initiatives and grants that align with vision, purpose and values.
3. Develop initiatives that improve outcomes for farm businesses.
4. Diversify sources of revenue.



Improved collaboration between stakeholders & partners

1. Foster and improve collaboration within the rice industry.
2. Build on strategic relationships.
 - a. SunRice
 - b. Rice Marketing Board of NSW
 - c. AgriFutures
 - d. Industry Peak Bodies
 - e. State & Federal Government
 - f. Irrigation Companies
 - g. Local Government & Communities
 - h. Landholder Groups
 - i. Politicians
 - j. Sponsors/Partners
3. Build on, establish and maintain key partnerships with relevant stakeholders.



Who do we want to BE

Trusted advocate

1. Be the trusted and independent voice for the rice industry.
2. Strengthen brand by building awareness of our role, impact and the projects, programs, services and information we provide.
3. Respected by industry peers and stakeholders.
4. A proactive and positive communicator promoting initiatives within the industry and our communities.
5. Be a uniting voice that inspires.



Innovative, agile and effective organisation

1. Be a member centric organisation that is able to meet changing needs, trends and opportunities.
2. Work towards efficient and effective organisational processes and systems.
3. Improve our impact through routine monitoring, evaluation and reporting.
4. Embrace change where it is needed.
5. Extend impact of the organisation through online monitoring, evaluation and reporting.
6. Be leaders in our field.



An inspirational place to work and volunteer

1. Attract and retain a diverse and talented workforce.
2. Inspire, grow and enable Board, Delegates, Staff and Members.
3. Embrace transformational leadership.
4. Encourage open, honest and constructive feedback.
5. Equal opportunity workplace.
6. Value the skills and efforts of our people.



Sustainable organisation valued by its members

1. An organisation that develops meaningful and tangible benefits for its members.
2. Be an organisation that supports its members, Delegates, Board and staff with personal development and training.
3. Be an organisation that has a diverse funding stream.
4. Manage organisational risk and maintain compliance.

