

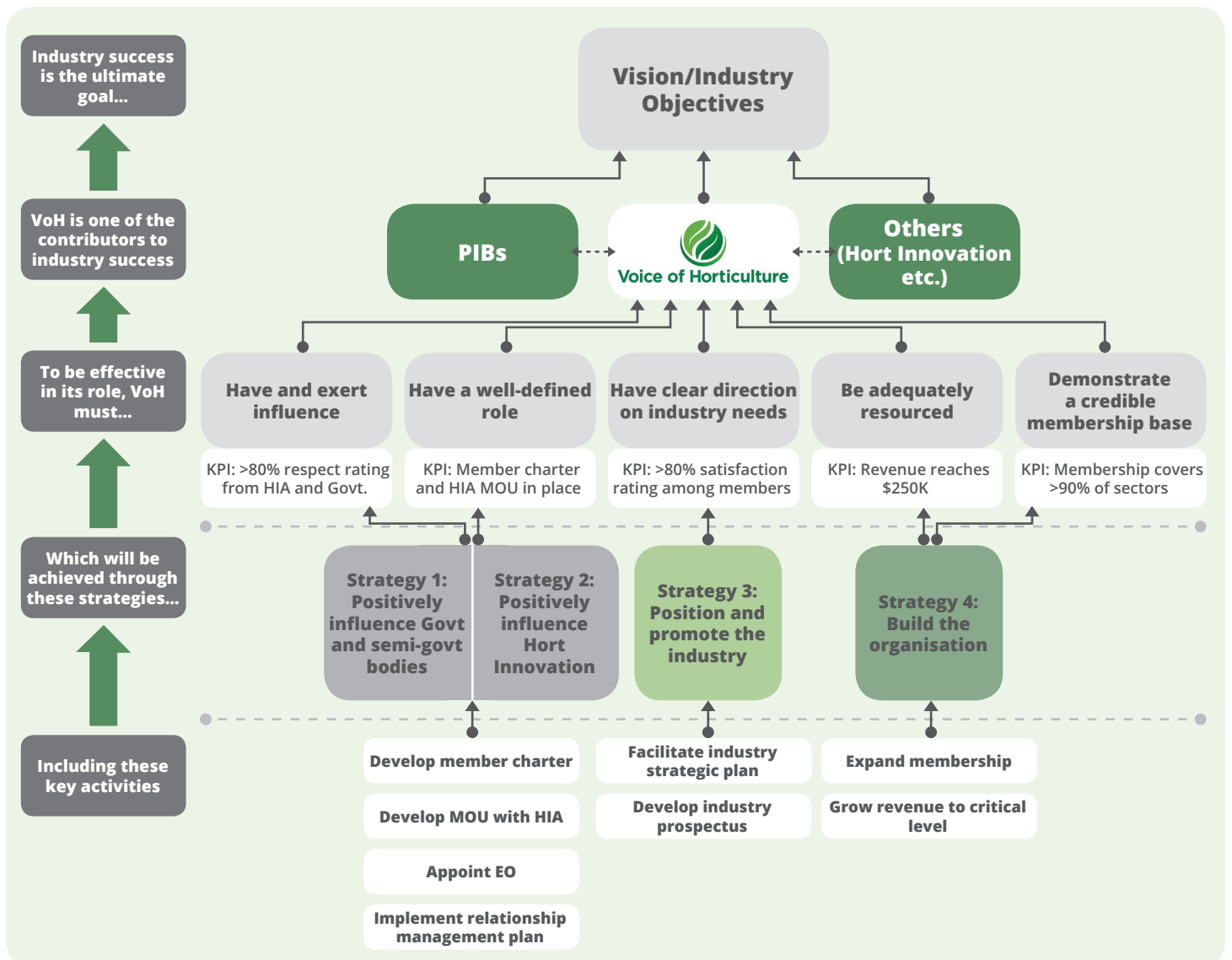


Voice of Horticulture

Strategic Plan 2017/18 - 2019/20

What VoH will do over the life of this plan

Plan at a glance



Strategies and activities

Strategies

1

Positively influence Government and semi-government bodies

Activities

- Develop an Member Charter – define respective roles
- Promote priority whole-of-horticulture policy positions through appropriate channels (see Priorities below)
- Hold regular scheduled meetings with Commonwealth Government
- Build a strong relationship with NFF (e.g. Horticultural Council provides advice to NFF)
- Build constructive relationships with bodies such as the Australian Pesticides and Veterinary Medicines Authority (APVMA) and Plant Health Australia (PHA)
- Have strong policy representation in Canberra

2

Positively influence Horticulture Innovation Australia

- Develop MoU between Hort Innovation and VoH describing strategic, high-level relationship
- Meet with Hort Innovation in relation to strategic plans, annual operating plans and performance reports
- Communicate outcomes of Hort Innovation performance
- Help to grow Hort Innovation membership
- Provide input to Hort Innovation Pool 2 strategies where appropriate
- Lobby Government in relation to R&D levy

3

Position and promote the industry

- Develop a Horticulture Industry Strategic Plan
- Develop a Horticulture Industry Policy Platform
- Develop and regularly update an industry prospectus ('State of the Industry')
- Position the horticulture industry as an exciting, innovative and attractive industry in which to work and invest
- Communicate high-level horticulture achievements and issues

4

Build the organisation

- Grow the membership base to include all PIBs: write to non-members and provide this strategic plan, meet with Boards to encourage membership
- Grow the membership base to include non-PIB members such as commercial players
- Grow revenue through increased membership, sponsorship and other opportunities (e.g. annual congress)