

Barossa Improved Grazing Group - Strategic Plan On A Page

Financial Years 2016-2018



A trusted and valuable network supporting innovative, sustainable and resilient grazing businesses

Cultivate a measurable improvement in Barossa farming communities' practices through effective delivery of innovative and practical solutions for sustainable grazing systems

Time Period
Vision
Mission

Strategic Imperatives

Overarching Statements

Objectives

KPIs

Who we are

	Research and Development	Innovation and Adoption	Partnerships	Communication	Capability
	Partner with research and development organisations on locally specific projects to deliver targeted R&D to benefit Barossa graziers	Facilitate adoption of innovation practices by producers in sustainable grazing production systems	Develop and maintain relationships with key stakeholders	Provide communication that increase awareness of BIGG and NRM principles and encourage producers to adopt practice change	Develop the capability of BIGG to ensure continued effectiveness
	<ul style="list-style-type: none"> - Invest in and deliver high quality R&D projects to benefit Barossa graziers - Issues, gaps and opportunities are identified at meetings, events and through BIGG networks that are collated and prioritised by the advisory committee - New R&D initiatives are identified and funding secured on a proactive basis 	<ul style="list-style-type: none"> - R&D outcomes are effectively communicated through events and information that encourage and aide adoption of new and innovative farming practices - Projects have practical outcomes that can be implemented on-farm - A framework to assess practice change adoption by producers 	<ul style="list-style-type: none"> - Feedback from current partners demonstrates BIGG is meeting their needs - Develop relationships with new service providers and RDCs - Develop simple and effective messaging to demonstrate BIGGs value proposition to potential new partners 	<p>Communication products achieve the following objectives:</p> <ul style="list-style-type: none"> - Increase awareness of BIGG and NRM principles in grazing operations - Encourage producers to become involved in BIGG either by joining the mailing list or attending events - Disseminate results of BIGG projects to producers/industry stakeholders/project partners - Encourage producers to adopt practice change to improve their farming systems and achieve NRM outcomes - Promote BIGG funders and sponsors to highlight their support and encourage an ongoing relationship between BIGG and the funding-bodies 	<ul style="list-style-type: none"> - The effective advisory committee process drives BIGG direction, representing the viewpoints of the groups and stakeholders who make up BIGG - The advisory committee defines and monitor team member performance against clear role definitions to ensure continued effectiveness - An executive team manages BIGG's day-to-day operations, consisting of chair, mentor, treasurer, technical facilitators and communication officer - BIGG seeks out opportunities to develop the skills of its members - Engage with the next generation through inspiration and mentoring - Systems are in place to ensure the safety of all people who engage with BIGG
	<ul style="list-style-type: none"> - Current priorities for future projects are: Pasture varieties and grazing management Soil biology Precision agriculture Climate variability Innovations and new technology Biosecurity 				
	<ul style="list-style-type: none"> - At least one large scale (3 year) R&D project running - 1-2 short term R&D projects 	<ul style="list-style-type: none"> - 12 BIGG or affiliated organisation event per year - Average attendance of 25 people at BIGG events - 1-2 Innovation/demonstration projects - MERI system implemented 	<ul style="list-style-type: none"> - Project surveys and feedback highlight above average satisfaction - 1 new partner per year - Attracting \$100,000/yr in project funding - Participant event evaluations score average 7/10 	<ul style="list-style-type: none"> - Website, Facebook and newsletter updated/distributed at least every 2 months - 30 references to BIGG per year in external media and newsletters - Subscriber database increase by 10% per year - Newsletter open rate over 35% 	<ul style="list-style-type: none"> - 3 advisory committee meetings per year - 2-3 technical facilitators and a communications officer employed - At least one external recognition (e.g. awards) per year - 4-5 BIGG members on other regional, state or national committees of significance to grazing industries - No reportable injuries - Annual recognition and celebration of achievements

BIGG is a community-driven network of livestock production and farming groups from the Barossa and surrounding areas