



**STRATEGIC PLAN  
2023 - 2026**

## HOW WE DEVELOPED THIS DOCUMENT

The WANTFA Board and staff worked together over a few months to meet and discuss the challenges and opportunities that are present and emerging. Upon reflection the Board and staff recognised that the organisation had achieved its original objectives, that being to

The achievement of WANTFA's original purpose and objectives is widely celebrated and our members have contributed to an industry wide shift to conservation farming. Despite greater than 90% adoption of a no-till seeding system, no-till is not 'done and dusted'. The hard yards of agronomic development now need to take place for Western Australian conditions, using technology and agronomic innovation.

The next horizon for WANTFA is where this Strategic Plan comes into full effect. The Board and staff have responded by developing an achievable and future focused Plan that will guide the organisation in succeeding through the transition period.

## WANTFA HISTORY

Formed in 1992, WANTFA was built on the ethic of growers helping growers. It is the only WA group that solely focuses on conservation agriculture (no-tillage and zero-tillage). WANTFA endorses farming practices that support the following principles:

- > Limited soil disturbances,
- > Permanent ground cover,
- > Diverse rotations, and
- > Reduced compaction.

## WANTFA ROLE

We are a member-based organisation.

The purpose of WANTFA is to integrate new technology and agronomic innovation into conservation farming practices to drive profitability and productivity.

We want to be a forum for growers to challenge and support each other to adopt new practices, systems and technology that positively impact our member farm businesses.

## WHAT WE DO

WANTFA operates with the support and assistance of the Grains Research and Development Corporation (GRDC), Australian Government, Department of Primary Industries and Regional Development (DPIRD), corporate sponsors, events income and membership fees.



<b>PURPOSE</b>		<b>MISSION</b>	<b>VISION</b>
<p><i>Our purpose is to integrate new technology and agronomic innovation into conservation farming practices to drive profitability and productivity.</i></p>		<p><i>Our mission is to be a forum for growers to challenge and support each other to adopt new practices, systems and technology that positively impact farm businesses.</i></p>	<p><i>To create a future where sustainable agricultural production is driven by the adoption of conservation agriculture practices and powered by people and technology working together.</i></p>
<b>STRATEGIC PILLAR</b>	<b>GOAL</b>	<b>OUR INTENT</b>	<b>OUTCOMES</b>
<b>1. MEMBERSHIP</b>	1.1 WANTFA is relevant and valued by members	<ul style="list-style-type: none"> <li>a) Analyse the association governance, membership benefits and operations to align with the purpose, mission and vision</li> <li>b) Members offered <b>events</b> to build member to member relationships, industry connections, knowledge and skills</li> <li>c) Provide <b>resources</b> to build member capacity and decision making</li> </ul>	<ul style="list-style-type: none"> <li>1. Clear value proposition offered to members and stakeholders</li> <li>2. We challenge our members to ‘come on board’ and be leaders</li> <li>3. Develop a Membership Plan and implement it</li> <li>4. The constitution is reviewed and is current</li> <li>5. Positive member feedback</li> <li>6. Increase membership base</li> <li>7. Membership churn rate is less than 5% annually</li> <li>8. Events calendar</li> <li>9. Journal content is relevant to members</li> </ul>
<b>2. RESEARCH, DEVELOPMENT AND EXTENSION</b>	2.1 R, D and E meets members needs and is completed to a high standard	<ul style="list-style-type: none"> <li>a) Identify the knowledge, skill and application gaps around <b>machinery utility</b></li> <li>b) Focused and member driven RD&amp;E program that is aligned to our vision</li> <li>c) Include environmental, social and governance principles in our RD&amp;E program</li> </ul>	<ul style="list-style-type: none"> <li>10. Technology and machinery is integrated into member farming systems to improve agronomic resilience</li> <li>11. The RD&amp;E program is innovative and future driven</li> <li>12. Members have access to data and information that assists them to be resilient, productive and resource efficient</li> <li>13. Seek new sources of revenue received through partnerships and commercial activities</li> </ul>



3. PEOPLE	3.1 WANTFA grows its visibility and influence	a) Engage members in our strategic intent and direction	14. Marketing and communications plan implemented 15. Members are informed and engaged 16. Improved profile and engagement online
	3.2 We have a skilled, professional and capable team	a) Proactive <b>work health and safety culture</b> with accountability mechanisms b) Encourage employees to participate in regular <b>professional development</b> c) Implement an employee succession plan	17. No tolerance for unsafe work practices with policies & procedures in place 18. Up to date policies & procedures in line with current health & safety regulations 19. Smooth transition of leadership and talent within the organisation
4. GOVERNANCE	4.1 Our Board works together to lead and govern a strong association	a) <b>Align our budgets and reserves planning</b> to our strategic priorities and deliver financial longevity for the association b) <b>Financial controls</b> and processes are maintained c) Implement a Board succession plan	20. Effective management of WANTFA resources and finances 21. Employees have long term job security 22. Diverse, engaged and professional Board

### What does success look like?

We know we are delivering our mission to the highest level if:

- > We are financially stable with a membership base that maintains the area under management by WANTFA members.
- > We challenge our members and the industry on conservation farming practices and technology ('no till' and beyond) through research, development and extension projects.
- > Our members and partners describe us as a leading, inclusive and effective organisation.
- > Our staff are happy, supported and developing.

