

AUSTRALIAN ORGANIC STRATEGIC PLAN 2019 – 2023 (5 Years)

PROMOTE – to establish the value of Certified Organic and build TRUST through education

Our Objectives	Our Strategies
<ul style="list-style-type: none"> A leader in driving awareness of the benefits the certified organic industry provides across the broader value chain A market leader in design & delivery of strategic and broad reach marketing activities National recognition as a key influencer of education and policy Grow the value of the BUD brand 	<ul style="list-style-type: none"> Enhance our stakeholder engagement Develop market insights that keeps us ahead of the curve Innovate our education platforms to grow engagement Increase consumer awareness through marketing initiatives
MEASURED BY: Consumer engagement, Membership	

PROTECT – the rights of the consumer and the integrity of the industry

Our Objectives	Our Strategies
<ul style="list-style-type: none"> Advocate for clear & robust laws protecting organic claims Lead the unification of the industry and create an effective strong voice to government Increase consumer awareness Deconstruct the meaning of the word Organic 	<ul style="list-style-type: none"> Lobby government for domestic legislation Engage and collaborate with accredited certification organisations, OISCC and broader industry Build ongoing awareness in the consumer market for certification marks Uphold the integrity of the National Organic & Biodynamic Standard
MEASURED BY: Consumer Trust and recognition	

OUR MISSION

To promote the interests of all Australian Certified Organic Industry; both on the domestic and international stage.

OUR VALUES

Be Trusted & Recognised	Deliver Outstanding Member Value
Lead with an Engaged and Respected Team	Progress the Industry



CONSULT – To identify Industry and sector needs, to know the risks and plan a clear path forward

Our Objectives	Our Strategies
<ul style="list-style-type: none"> Proactively develop relationships with broader industry key stakeholders to manage risk and create synergies Demonstrate a balanced viewpoint – science-based fact driven discussion Drive inclusive discussion via advisory committees Deliver value to the membership 	<ul style="list-style-type: none"> Seek clarity of purpose and alignment through discussion Create partnerships that extend capacity and deliver quality outcomes Enable industry to develop and establish clear strategic approach to industry issues Design membership review process to review and understand industry issues and opportunities
MEASURED BY: Industry engagement, Membership transactions	

ENGAGE – To deliver on the needs of the Organic Industry, to execute the plan and to remove obstacles to Trade

Our Objectives	Our Strategies
<ul style="list-style-type: none"> Influence progressive policy with Federal and State governments Connect the Organic Industry through consultative discussion Develop and grow mutually beneficial relationships external to the organic industry 	<ul style="list-style-type: none"> Maintain frequent and timely meetings with Departments, monthly visits at a minimum Work with government bodies to achieve equivalency with EU, UK, USA, China and major markets Ensure relationships with 3rd party entities are well-managed and formalised in writing as needed
MEASURED BY: Industry Results	