

## PPSA at a glance

Primary Producers SA (PPSA) is the peak industry body representing the interests of South Australian primary producers. In this role PPSA interacts with the Minister for Primary Industries and Regional Development, PIRSA, many other SA Government Departments, the Commonwealth Government and national industry organisations.

PPSA also serves as the South Australian member of the National Farmers Federation (NFF). This ensures PPSA is directly engaged in all NFF activities including implementation of the Roadmap for Australian Agriculture to exceed \$100 billion in farm gate value by 2030.

### Our purpose

As the united voice of South Australia's primary production sector, our purpose is:

- To vigorously **represent the interests and concerns of primary producers** to government and the community.
- To present **one voice** to government and the wider community on cross-commodity issues affecting primary producers in South Australia.
- To **promote the importance of primary production** in South Australia and ensure that the contributions and achievements of primary producers are acknowledged and appreciated, and
- To **work with and assist stakeholders** and suppliers to primary production where such assistance will ultimately benefit primary producers.

### Our members

Our members are the peak commodity organisations of South Australia. Current members include Grain Producers SA, Livestock SA, SA Dairyfarmers' Association, SA Forest Products Association, Horticulture Coalition of SA, and the Wine Grape Council of SA. Each organisation is represented by a councillor on the PPSA Council, to provide direction and oversee the operations of PPSA.

The structure of the PPSA Council ensures that PPSA has the capacity to provide strong representation and advocacy on behalf of the South Australian primary production sector.





## PPSA Strategy Snapshot

### What we do

PPSA develops the South Australian primary production sector through:

1. **Engagement.** PPSA will partner with government and industry to develop policies and programs that promote the social, economic, and environmental sustainability of South Australian primary production.
2. **Leadership.** PPSA acts as the conduit to the South Australian primary production sector and presents a united voice on behalf of its membership in advocacy and representative activities.
3. **Communication.** PPSA influences policy makers by promoting the contribution we make to the South Australian economy and engaging positively with government and the broader community.

### Our vision

A strong and viable primary production sector in South Australia, which is valued by government and the community.

### Our mission

To represent the collective interests of South Australian primary producers without fear or favour.

### Our values

<b>Authenticity</b>	We reflect the needs and aspirations of primary producers in policy.
<b>Cooperation</b>	We work collectively to advance South Australian agriculture.
<b>Flexibility</b>	We readily adapt to changing circumstances and identify new opportunities to achieve our goals.
<b>Trust</b>	We foster trusted relationships and serve as a reliable source of information on behalf of primary industries.



## PPSA Strategy Snapshot

### Our guiding principles

- A strong and viable primary production sector is fundamental to the South Australian economy.
- Agricultural production is inherent to regional development and community prosperity.
- South Australian farmers are custodians of the agricultural and much of the natural landscape and water resources used for food, wine, and fibre production.
- Sustainable stewardship is best achieved through market-based incentives that reward primary producers for preserving natural capital, rather than regulatory interventions or pecuniary penalties alone.
- Biosecurity is a shared community and industry responsibility, and must be adequately funded by government to respond to threats and incursions of exotic pests and diseases.
- Public investment in agricultural research and development delivers significant return on investment through productivity gains and improved sustainability.
- Farmers are on the front-line of a changing climate and adapt to emerging weather risk throughout the growing season.
- Agricultural innovation relies on adoption of new technologies and farming practices to increase productivity and improve efficiency.
- Regional communities deserve equitable access to a standard of health care, education and basic government services readily provided in metropolitan Adelaide.
- Investment in food and fibre manufacturing will support jobs and grow the South Australian economy, while improving domestic food security and sovereign capability.

## Strategy snapshot

### Our strategic objectives

1. To support an innovative, profitable, and sustainable primary production sector in South Australia, that is resilient to external shocks and emerging risks, by developing policies and programs that benefit producers.
2. To ensure agriculture remains a priority industry for State Government, including ongoing funding of a well-resourced, stand-alone agency for primary industries and regions, and supported by a strong public research program.
3. To position PPSA as the 'go to' organisation with State Government to engage with South Australian primary industries.
4. To establish a sustainable business model for PPSA to enable business continuity and attract new investment.
5. To leverage the expertise and skills of our membership, while providing opportunities to develop talent and attract high quality representatives and staff across the PPSA member organisations.

To achieve our objectives, we will focus on	This means PPSA will	Success will be
<p><b>Developing policy and programs</b></p> <p>Develop evidence-based policy, reflecting the needs and aspirations of our members and broader production sector, position agriculture as economic priority of SA Government.</p>	<p>Develop comprehensive policy platform and work program to advance cross-commodity issues <b>during 2022/23</b>.</p> <p>Dedicate resources to policy development, revamp current committee structure, and commission targeted research.</p> <p>Respond to new PIRSA corporate direction, being a strong advocate for investment in regional development across government.</p> <p>Take clear lead on cross-commodity policy advocacy.</p>	<p>Cross-commodity policy platform established.</p> <p>PPSA agenda reflected in the next SA Government budget cycle <b>in 2023</b>.</p> <p>Retaining skilled policy staff across PPSA group.</p> <p>Influencing new legislation brought to Parliament concerning primary production.</p> <p>One big picture 'win' each year and mix of short term and medium-term goals.</p>

To achieve our objectives, we will focus on	This means PPSA will	Success will be
<p><b>Improving communications</b></p> <p>Raise profile and awareness of PPSA policy platform across government, industry, and community.</p> <p>Amplify messages across PPSA group.</p>	<p>Develop a new PPSA website with improved content, management, professional branding, and linkages with PPSA members and NFF platforms, <b>by mid-2022</b>.</p> <p>Adopt strategic approach to media communications.</p> <p>Establish social media presence, <b>by mid-2022</b>.</p> <p>Develop communications plan to support PPSA member engagement and expand reach to individual producers.</p>	<p>Clear communication strategy established.</p> <p>Public awareness and support for primary producers.</p> <p>Acknowledgement of economic importance of the primary production sector in government communications.</p> <p>Collaboration on communication campaigns.</p>
<p><b>Strengthening relationships</b></p> <p>Strong commitment to PPSA.</p> <p>Establish strong connections with the incoming Malinauskas Government and across government agencies.</p> <p>Engage with leading national bodies.</p>	<p>PPSA membership engaged and united on key policies.</p> <p>Repurpose RGF grant in line with new government policy priorities and reflect in new AOP work program, <b>June 2022</b>.</p> <p>Coordinate lobbying effort across PPSA group, adopt a ‘no surprises’ approach to all dealings with the Minister.</p> <p>Support PIRSA leadership through robust dialogue on policy initiatives, being responsive to requests for information and being a trusted industry source.</p> <p>Leverage NFF membership through active participation in committees and improved information sharing.</p>	<p>Bipartisan support for PPSA and its policy platform.</p> <p>PPSA funding agreement renewed in 2023 and lifted to \$2 million over four years.</p> <p>Continued access to government and Ministers.</p> <p>Agricultural Ministry near top of Cabinet portfolio.</p> <p>Secured appropriately resourced PIRSA.</p> <p>Regular engagement with NFF leadership team.</p>
<p><b>Promoting careers in agriculture</b></p> <p>Promote opportunities available to young people in agriculture.</p> <p>Establish agriculture studies within the school curriculum.</p>	<p>Deliver the final stage of the Educating Kids About Agriculture Program in 2022, identify new funding opportunities to continue this work in schools.</p> <p>Support the work of the Adelaide University Agricultural Students Association (AUASA) and related bodies <b>by 2023</b>.</p> <p>Develop a student internship program across PPSA group.</p>	<p>Secure funding to develop agriculture in the secondary school curriculum.</p>

To achieve our objectives, we will focus on	This means PPSA will	Success will be
<p><b>Investing in leadership renewal</b></p> <p>Create an in-house capacity building program to support staff and elected representatives, current and emerging leaders.</p>	<p>Develop the PPSA Future Leaders forum <b>in 2023</b>.</p> <p>Identify external funding to provide training to PPSA representatives and staff.</p> <p>Engage with PPSA commodity council boards directly to identify experts on specific policy matters.</p> <p>Build community of influence across commodity groups, sharing expertise, skills, and resources.</p>	<p>Access to broader pool of expertise.</p> <p>Environment to develop people across PPSA group.</p> <p>Pipeline of leadership talent established to support succession and career development.</p>
<p><b>Developing our business model</b></p> <p>Attract new members, explore new sources of revenue, establish a clear value proposition to members.</p>	<p>Expand membership and review subscription model, including NFF contribution <b>for FY2023</b>.</p> <p>Secure external project funding to enable program delivery.</p> <p>Undertake a cost/benefit analysis of moving to a shared services model for PPSA member organisations <b>for FY2023</b>.</p> <p>Explore new sponsorship opportunities to provide new sources of revenue <b>for FY2023</b>.</p> <p>Leverage membership and funding; policy and program opportunities to benefit all commodity groups.</p>	<p>PPSA membership includes pork, chicken meat and seafood by 2025.</p> <p>Broaden base of NFF membership contribution from 3 members to 6 members by 2024.</p> <p>Benchmark established for external funding (\$1 membership = \$2 funding) <b>by 2025</b>.</p> <p>PPSA seen to add value to commodity groups.</p> <p>Reduced operational duplication.</p>
<p><b>Continuous improvement</b></p> <p>Review governance structures, improve business processes, developing corporate policies.</p>	<p>Undertake comprehensive review of current Rules of Association, risk management framework and establish a suite of corporate policies to future-proof the organisation <b>by end FY2023</b>.</p> <p>Establish best practice corporate governance framework for non-profit sector.</p>	<p>Structures to gain input from commodity groups and industry.</p> <p>Successful independent audit.</p>

**ENDS**