

Mid North High Rainfall Group Inc.

Strategy on a Page



Purpose: "To provide high quality research and extension in the high rainfall zone to increase farm profitability and resilience."

	Objective 1: <i>Provision of high-quality research and extension Influence farmers and key advisers in high rainfall zones and achieve practice change on farm</i>	Objective 2: <i>To be led by a committed, stimulated and enthusiastic group of people</i>	Objective 3: <i>Effective timely, professional communication</i>	Objective 4: <i>To be financially viable and valued by research and extension funders and providers</i>
2021 <i>(and On-going)</i>	<p>Ensure that research and extension topics are highly relevant to our target audience</p> <p>Expand our thinking into other areas outside pure agronomy (i.e. mental health, farm business-related)</p>	<p>Employ a project officer to assist with admin, communications and funding applications</p> <p>Develop a policy for remuneration of committee members when involved in events representing the group</p> <p>Maintain the strong sense of fellowship and camaraderie associated with the group</p>	<p>Develop a communications plan</p> <ul style="list-style-type: none"> to improve communication with members and non-members in the region maintain a high profile with growers and industry 	<p>Maintain a strong working relationship with SARDI</p> <p>Develop an annual budget</p>
2022	<p>Explore options to facilitate relationships with consultants and resellers</p>	<p>Target new committee members from the wider MNHRZ region</p>	<p>Explore engagement of a professional communicator to enact the communications plan</p>	<p>Explore options to amalgamate with other farming systems groups to create "economies of scale"</p>
2023				<p>Develop a succession plan for renewal and transfer of skills</p>
KPI's	<p>Numbers of growers and advisers attending MNHRZ events</p> <p>Growers/advisers from the wider HRZ attend events</p> <p>Non-agronomic events are run by the group</p>	<p>A part-time project officer is appointed to assist with funding applications and enacting the communications strategy</p> <p>A remuneration policy is developed and adopted</p> <p>Committee members are appointed representing the wider MNHRZ region</p> <p>Events involve a "social" component for attendees</p>	<p>Communications plan is developed</p> <p>Communications plan is being enacted</p>	<p>A budget is developed each year guiding decision making</p> <p>Discussions with other farming systems groups exploring amalgamation are held</p> <p>A meeting exploring succession ideas is held</p>

