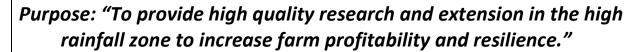
Mid North High Rainfall Group Inc.

Strategy on a Page





	Objective 1: Provision of high-quality research and extension Influence farmers and key advisers in high rainfall zones and achieve practice change on farm	Objective 2: To be led by a committed, stimulated and enthusiastic group of people	Objective 3: Effective timely, professional communication	Objective 4: To be financially viable and valued by research and extension funders and providers
2021 (and On-going)	Ensure that research and extension topics are highly relevant to our target audience Expand our thinking into other areas outside pure agronomy (i.e. mental health, farm business-related)	Employ a project officer to assist with admin, communications and funding applications Develop a policy for remuneration of committee members when involved in events representing the group Maintain the strong sense of fellowship and camaraderie associated with the group	Develop a communications plan • to improve communication with members and non-members in the region • maintain a high profile with growers and industry	Maintain a strong working relationship with SARDI Develop an annual budget
2022	Explore options to facilitate relationships with consultants and resellers	Target new committee members from the wider MNHRZ region	Explore engagement of a professional communicator to enact the communications plan	Explore options to amalgamate with other farming systems groups to create "economies of scale"
2023				Develop a succession plan for renewal and transfer of skills
KPI's	Numbers of growers and advisers attending MNHRZ events Growers/advisers from the wider HRZ attend events Non-agronomic events are run by the group	A part-time project officer is appointed to assist with funding applications and enacting the communications strategy A remuneration policy is developed and adopted Committee members are appointed representing the wider MNHRZ region Events involve a "social" component for attendees	Communications plan is developed Communications plan is being enacted	A budget is developed each year guiding decision making Discussions with other farming systems groups exploring amalgamation are held A meeting exploring succession ideas is held

