



AMGA
STRATEGIC PLAN
2020-2022

MISSION

We drive value for our members, Australia's mushroom growers

VISION

Mushrooms are a vital, unique part of the Australian diet

OBJECTIVES

- Mushroom growers are supported in the production of safe, healthy and profitable products
- AMGA is the voice representing Australia's mushroom industry
- AMGA extracts best value for Australian mushroom growers' levies

COMPETENCIES

- Effective board, well-governed, strong leadership
- Industry-wide communication supports members' interests and increases capability
- Management of industry risk and reputation of the Australian Mushrooms brand
- Ability to influence consumers, governments and other stakeholders
- Extensive technical knowledge and global connections
- Foresight to identify industry challenges and opportunities

PROGRAM

AUSTRALIAN MUSHROOMS BRAND

- Collaborate with Hort Innovation on the most effective marketing and promotion for Australian mushrooms
- Identify risk and manage reputation on growers' behalf

COMMUNICATION/INFORMATION TRANSFER

- Understand what information is of highest value to growers and how it is best received
- Gather industry insights and knowledge, and transfer to members and stakeholders

RESEARCH, DEVELOPMENT & EXTENSION OVERSIGHT

- Ensure Hort Innovation applies member levies for the most effective R&D outcomes
- Socialise R&D project outcomes with industry participants in practical, commercial ways

MEMBER SERVICES & SUPPORT

- Frequent, effective member interaction and engagement that informs the work of AMGA
- Enhance grower accreditation and compliance: food safety, workplace, employment and other requirements