



STRATEGIC PLAN 2005 – 2008

Murray Valley Citrus Board
58 Pine Avenue, Mildura Vic 3500
PO Box 1384, Mildura Vic 3502
Phone: 5051 0500
Fax: 5021 1905
Email: executive@mvcitrus.org.au
Website: www.mvcitrus.org.au

- OUR VISION -

Success in Citrus

- OUR MISSION -

Leading the Murray Valley citrus industry to sustained profitability through communication, research, extension, market information, promotion and environmental responsibility

VALUES

- Ethical, accountable and professional behaviour.
- Cost efficient and effective services to growers and industry partners.
- Leadership in market development, product development and change.
- Partnership in the network of service providers to all sectors of the industry.
- Cultivation of strategic partnerships.
- Recognition of the need to be flexible in response to market opportunities.
- Striving to understand and meet client needs.
- Respects the value of our staff and rewards team performance.
- Encouragement of environmental responsibility and sustainable production.
- Support of safe food production.
- Promotion of professional development of all Board members and staff.

The Murray Valley Citrus Board is a statutory authority established under the provisions of the Agricultural Industry Development Act 1990 (Victoria) with extraterritorial jurisdiction in the Murray Valley region of New South Wales as voted on by the majority of members in 2004.

The Board is now charged with the responsibility of providing industry information, research and extension services endorsed by citrus producers in this region.

While the Board and its predecessor organizations have a long history of providing services to the Murray Valley citrus industry, the Board's current role is primarily to resource regionally relevant research, development, extension and market development services with marketing being the jurisdiction of the national citrus body, Australian Citrus Growers Inc. (ACG). The Board will provide leadership in these areas and work collaboratively to complement but not duplicate the activities of other regional and national peak industry citrus organizations. The Board is not an agripolitical organization, this is the role of Sunraysia and also Mid Murray Citrus Growers Inc.

The Board is required to produce a Plan of Operations which covers the term of its operation. This strategic plan meets this requirement and will form part of the Board's annual report to the Victorian Parliament.

	OUR GOALS ARE...	OUR OBJECTIVES ARE...	STRATEGIES TO BE IMPLEMENTED ARE...
Our Growers	<p>1. We will assist Growers to achieve a profitable return based on best practices.</p>	<p>1.1 Encourage greater uptake of best practice and innovative technology.</p> <p>1.2 Provide high quality industry data to assist growers assess opportunities and make informed business decisions.</p> <p>1.3 Development of generic and targeted promotional strategies for the benefit of MVCB growers.</p> <p>1.4 Encourage risk minimization strategies for growers.</p> <p>1.5 Provide opportunities for grower input and communication.</p>	<p>1.1.1 Assess the range of best practice methods, systems and innovative technology.</p> <p>1.1.2 Implement grower education on best practice production and efficient business management.</p> <p>1.1.3 Develop a program for annual best practice grower field days within the region.</p> <p>1.2.1 Maintain the crop forecasting and planting statistical databases and provide co-ordinated input into the National Citrus Plantings database.</p> <p>1.2.2 Investigate and implement more efficient data collection methods.</p> <p>1.2.3 Undertake research on the potential applications and use of data collected and promote potential and increased utilization of the industry database to the wider grower base.</p> <p>1.2.4 Encourage accurate and timely packout/return information from packers to growers.</p> <p>1.3.1 Evaluate the cost/benefit of promotional campaigns and activities.</p> <p>1.3.2 Actively participate in targeted generic promotions and promotional campaigns.</p> <p>1.3.3 Build on the pilot Melbourne Market Citrus Committee to develop similar committees in other terminal domestic markets.</p> <p>1.4.1 In conjunction with other regional horticultural industries, develop an OH&S manual and co-ordinate grower awareness and training.</p> <p>1.4.2 Promote irrigation efficiency programs and research findings.</p> <p>1.4.3 Disseminate timely market information to enable informed decisions by producers and stakeholders.</p> <p>1.4.4 Develop a Murray Valley regional industry risk management strategy.</p> <p>1.5.1 Develop a program of consultative meetings with growers across the region, as part of the MVCB Communication Plan.</p> <p>1.5.2 Develop and implement a program of regular key staff visits to stakeholders.</p> <p>1.5.3 Conduct a survey of growers and stakeholders to gauge the effectiveness of the Board's communications.</p> <p>1.5.4 Encourage suggestions/input from stakeholders by utilizing the MVCB website, Citnews and Citrep.</p>
Our Industry	<p>2. We will provide Industry Leadership for Development and Profitability.</p>	<p>2.1 Plan, fund and facilitate market development and maintenance.</p> <p>2.2 Instigate market driven research and development and industry adoption.</p> <p>2.3 Liaise with other industry organizations to maximize efficient use of resources.</p> <p>2.4 Promote industry awareness of required management and accreditation systems</p>	<p>2.1.1 Collate, analyse and communicate accurate market information and encourage a market responsive approach throughout the industry.</p> <p>2.1.2 Provide support to the industry to ensure market protocol requirements are met.</p> <p>2.1.3 Identify and quantify realistic market opportunities.</p> <p>2.1.4 Maintain effective relationships with the Australian Quarantine and Information Service (AQIS) and Bio-Security Australia (BA).</p> <p>2.2.1 Maintain active involvement in the identification and funding of Research and Development projects/partnerships.</p> <p>2.2.2 Develop and maintain formal communication relationships with key research institutions and funding bodies.</p> <p>2.2.3 Facilitate effective technology transfer to the regional industry through CITTgroups, Industry Development Officer activities and other mechanisms.</p> <p>2.3.1 Assist in the development and review of the national strategic plan for the industry.</p> <p>2.3.2 Advocate at a national level for the elimination of duplication and the delineation of responsibilities between industry bodies.</p> <p>2.3.3 Investigate and action opportunities for increased co-ordination between IDOs across industry issues, professional development of citrus industry representatives and grower training.</p> <p>2.3.4 Encourage other industries benefiting from the Tri-State Fruit Fly Strategy to contribute funding to the program.</p> <p>2.3.5 Participate in relevant industry committees.</p> <p>2.4.1 Maintain up to date information on the various management and accreditation systems and advocate for achievable consistencies between the various management and accreditation systems.</p> <p>2.4.2 Promote to growers, packers and retailers the importance of complying with food safety principles and standards.</p> <p>2.4.3 Disseminate information to the industry on the quarantine, hygiene and bio-security issues of pest and disease outbreaks.</p> <p>2.4.4 Investigate the on-going future of the Tri-State Fruit Fly Strategy and maintain active involvement in community and industry education programs on the issues of Fruit Fly and other pests and diseases.</p> <p>2.4.5 Partner with Commonwealth, State and Local Governments for maintenance of the integrity of Fruit Fly exclusion zone.</p>
Our Organisation	<p>3. We will be an efficient, accountable and professional organization.</p>	<p>3.1 Provide effective leadership and advocacy.</p> <p>3.2 Focusing on customer satisfaction</p> <p>3.3 Maintain excellence in corporate governance</p>	<p>3.1.1 Participate in citrus leadership training initiatives both within the region and at a national level.</p> <p>3.1.2 Ensure that MVCB resources and policy making are flexible enough to react to industry developments as they emerge.</p> <p>3.1.3 Convey industry information on issues to governments and key policy makers.</p> <p>3.1.4 Promote the role and business of the Murray Valley Citrus Board.</p> <p>3.2.1 Ensure effective policy development and implementation which is based on industry consultation.</p> <p>3.2.2 Develop a communication plan for MVCB which details consultation and communication processes with all stakeholder groups, including the media.</p> <p>3.2.3 Ensure that staff are trained in effective customer service.</p> <p>3.2.4 Ensure that customer enquiries are tracked and dealt with in an efficient manner.</p> <p>3.3.1 Complete statutory requirements</p> <p>3.3.2 Develop an organizational Risk Management Plan which is reviewed annually.</p> <p>3.3.3 Review the financial accountability requirements and ensure that both financial systems and information technology resources can meet these.</p> <p>3.3.4 Develop a performance management system for the Board and staff.</p> <p>3.3.5 Review the Strategic Plan on an annual basis, including input from grower consultations.</p> <p>3.3.6 Review the organizational structure to ensure the most efficient utilization of staffing resources.</p> <p>3.3.7 Develop and implement an annual training and professional development plan for Board and staff.</p>