








One Page Strategic Plan – 2020-2022

 <p>Stakeholders</p> <ul style="list-style-type: none"> • Agribusinesses involved in production/growing, processing, and logistics. <p>Alliance Organisations</p> <ul style="list-style-type: none"> • Borough of Queenscliffe • City of Greater Geelong • Colac Otway Shire • Committee for Geelong • Corangamite Catchment Management Authority • Department of Economic Development, Jobs, Transport and Resources • G21 Regional Alliance • Golden Plains Shire • Regional Development Victoria • Regional research and development providers • Regional tourism organisations • Regional tertiary institutions • Surf Coast Shire 	 <p>Value Proposition</p> <p>To support the sustainable operation and development of agribusiness industry sectors in the G21 Region, as a not-for-profit coordination and management entity for stakeholders.</p>  <p>Key Resources</p> <ul style="list-style-type: none"> • Goodwill and credibility in delivering agribusiness development activities • A strong and committed group of volunteers • Existing relationships with stakeholders and alliance partners 	 <p>Key Activities</p> <ul style="list-style-type: none"> • Promote collaborative economic development initiatives among agribusinesses and supply chains within the region • Promote the region as a location for investment in selected agribusiness sectors • Facilitate the receipt of funding for members from Commonwealth, State, local government and private funding sources, to improve stakeholders' capacity and capability in producing, collaborating, and adding value • Receive payments for projects and activities undertaken on behalf of agribusinesses and other stakeholders within and beyond the region. • Promote training, and skills development among agribusiness stakeholders • Establish or be a member of any organisation for the purpose of supporting sustainable production and processing, and in the marketing and promotion of the Region's agribusiness sectors. 	 <p>Industry Scope</p> <p>Agribusinesses in the region are diverse and include agricultural production (grains, beef, lamb, wool, dairy, chicken, pork, seafood, viticulture, floriculture, fruit, vegetables, and other horticultural products), food processing, value-added production, logistics and distribution, agritourism, farm inputs and professional and technical services.</p>  <p>Finance</p> <p>The G21 Agri Collective has a work program that embraces industry driven projects and events. Its budget is derived from financial contributions to these projects/events by participating businesses and, where appropriate, contributions from the G21 Councils, and State and Commonwealth Government.</p>	 <p>Services to be provided</p> <ul style="list-style-type: none"> • Business support to develop supply chain pathways, road mapping to expand markets, and securing funding to deliver projects that benefit stakeholders; • Showcase events such as Autumn Yield and Spring Yield; • Projects to help businesses to diversify and value-add • Virtual hub (www.theagricollective.com.au); and • Seminars, briefings, mentoring and training.
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