



AUSTRALIAN PORK LIMITED
Consultation Plan
for the development of the APL 2020-25 Strategic Plan



Introduction

This Consultation Plan outlines the approach that Australian Pork Limited (APL) will take in consulting and engaging with these stakeholders in relation to the development of its new Strategic Plan.

APL is a company limited by guarantee. It is a unique rural industry service body for the Australian pork industry – a producer-owned company delivering integrated services that enhance the viability of producers.

APL is responsible for enhancing opportunities for the sustainable growth of the Australian pork industry. This is achieved by delivering integrated marketing, innovation and policy services through the pork industry supply chain.

APL works in close association with key industry and government stakeholders and pursues opportunities for the industry at both the domestic and international level. To achieve these objectives, APL operates in an efficient and effective manner, with highly motivated and professional staff delivering key services. This includes regular reviews of performance against various measures.

To this end, APL has recently undergone reviews of its marketing, innovation and general performance and is also seeking industry consultation on those topics. Where possible, the consultation approaches employed will encompass APL strategic planning as well as the relevant specialist topic being discussed.

For the purposes of strategic planning, the following consultation process will seek to identify the priorities of levy payers and opportunities to collaborate with other RDCs on priority Research and Development issues.

Stakeholder engagement

While it must be acknowledged that the range of interested parties in a strategic process such as this is broad, those stakeholders most impacted by the development of the upcoming Strategic Plan include:

- the Commonwealth,
- Levy Payers,
- Industry Representative Bodies,
- other RDCs as appropriate, and
- other stakeholders as appropriate.

The proposed approaches to consultation with these stakeholders are detailed below.

To ensure effective and representative consultation of the industry without jeopardising APL's capacity to deliver its business as usual, a specialist will be contracted to facilitate the consultation, and the specific details of the below may change under their expert advice.

Consultation process



Pre-consultation scoping workshops

The pre-consultation process will, over a period of three days, develop scenarios of the future and ideation as the two key processes for mapping the current industry and hypothesising what the future Australian pork industry looks like. Four future scenarios will be developed. Each scenario will be challenging thinking, identifying current and future industry challenges and opportunities, and support development of innovative and transformative ideas for industry development to inform the 2020-2025 APL Strategic Plan. These processes will involve workshops with industry leaders and innovators and will represent a range of production types and sizes as well as the supply chain, veterinary input, community interest groups and regulators. The outcome will be a suite of hypothetical future scenarios which will be used as a stimulus for consultation with industry.

Face to face consultation, meetings and workshops

Once the future scenarios have been developed, APL will consult with a full range of producers, from small to large and including all production types. These consultations will occur via consultation roadshows, which will incorporate face-to-face meetings and workshops.

After completion of Consultation Phase 1, APL will present initial findings to delegates. This is an opportunity for APL Delegates to influence the focus of Consultation phase 2.

Discussion paper

A discussion paper will be developed prior to Consultation Phase 1 and distributed to stakeholders through direct mail, notices in industry publications and on the APL website. This discussion paper will be drafted based on the outputs of the pre-consultation scoping workshops.

Written submissions

During the consultation period (October-November 2019), stakeholders will be invited to make written submissions online and electronically. This consultation process will complement the face to face consultation, meetings and workshops. Details of these input mechanisms will be made available with the discussion paper.

Development of Draft Strategic plan

The common insights will be distilled from the consultation process and used as stimulus and support material for a facilitated two day Board strategy workshop. Guest speakers who can provide a best practice and future perspective will be invited to present at the workshop.

There will be three primary pillars for the workshop: Marketing; Public Relations and Research.

The outcomes of the two-day facilitated workshop will be to capture and document key findings, learnings, priorities and recommendations. The documented outcomes will be transposed into the Draft Five Year Strategic Plan

Any enquiries regarding APL's Strategic Planning Process or the above Consultation Plan should be directed to:

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