



The South Australian No-Till Farmers Association - Strategic Plan

2013/14 - 2017/18

Conservation Agriculture in Action

Vision

A farmer driven organisation, providing independent & trusted conservation farming information to benefit farmers

Mission

To provide economic, environmental & social benefits to farmers through innovative research, development & extension activities & products.

	Objectives	Outcomes	KPIs addressed
Objectives	1. Delivery of high quality projects	<ul style="list-style-type: none"> a) An increase in projects that deliver benefits to farmers, economically, environmentally & socially b) Recognised as a competent project partner with collaborators and funders c) Recognised as the leading organisation in research & development for conservation agricultural projects d) Developed new funding opportunities & project partners 	1, 2,3,5,7,8,9
	2. Delivery of projects that address the needs of farmers	<ul style="list-style-type: none"> a) Development of projects that address current & future needs of farmers b) Successful project outcomes that deliver benefits to farmers c) Innovative projects that provide a clear economic, environmental & social benefit to farmers 	1,2,3,5,7,8,9
	3. Innovative use of technology to deliver extension	<ul style="list-style-type: none"> a) Become the industry leader in the use of technology to deliver extension b) Utilise social media, to build our brand & reach to farmers c) Investigate alternative technologies to deliver extension to farmers 	1,2,3,7,8,9
	4. To be the leading organisation representing conservation agriculture in the state.	<ul style="list-style-type: none"> a) An organisation that has a clear focus on conservation farming b) An organisation that communicates & aligns with the three pillars of conservation agriculture <ul style="list-style-type: none"> i) Stubble retention ii) Crop rotation iii) Minimal soil disturbance c) Develop research & development that is focused on the three pillars of conservation agriculture 	1,2,3,5,7,8,9
	5. Operate a professional organisation	<ul style="list-style-type: none"> a) An organisation with skilled staff & contractors b) Extension material that displays a high level of professionalism c) An organisation that is financially & structurally sound d) Continuation of a farmer based board that represents members from across the state & provides direction to staff & contractors 	All KPIs
Operation objectives	6. Further develop our brand	<ul style="list-style-type: none"> a) "Conservation Agriculture" brand recognised b) An increase in financial & social media membership c) An increase in the sponsorship base 	1,2,3,7,9
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	KPIs	<ul style="list-style-type: none"> 1. One annual conference per year with a minimum of 150 attendees per year 2. Four quarterly journals per year, each with a minimum of 36 pages per edition 3. Weekly updates of social media and website 4. Three face to face board meeting per year 5. A minimum of three study tours over a five year period 6. Rotation of the AGM across the state 7. A minimum of at least one demonstration site each year for member crop walks 8. All project reports are approved with all project funds fully allocated 9. Surveyed members provide future research & development direction at events 	