

# AMGA STRATEGIC PLAN

2024-26



## Our Vision

A world-class mushroom industry that provides for a nation that loves Australian mushrooms

## Mission

Supporting the Australian mushroom industry to be safe, prosperous and progressive

## Values



### United Leadership

We provide **leadership** and **collaborative** representation, for a united voice for the industry

### Committed

We are **committed** to the **prosperity** and **sustainability** of our industry

### Adding Value

We work to **deliver value** to our members, and their businesses

### Trusted

We act with **integrity** and **truth**, providing accurate and **unbiased** information

### Ethical and Accountable

Through **ethical decision making**, we act in the best interest of our members and are accountable

## Our Pillars



1

To **increase demand** for Australian Mushrooms

2

To **maximise value** from industry funds

3

To **safeguard and advocate** for the industry

4

To **engage and deliver value** for members

5

To **strengthen AMGA's capacity and capability**



## Pillar 1 To increase demand for Australian mushrooms

Goals	Strategies	Outcomes
Improvement in key indicators of mushroom demand by 2026	Maximise AMGA's influence on levy-funded marketing campaigns	<ul style="list-style-type: none"> <li>Ongoing AMGA representation on Demand SIAP from 2024-26</li> <li>Influence Hort Innovation to have greater collaboration and communication with industry</li> </ul>
	Run effective AMGA-funded marketing campaigns	<ul style="list-style-type: none"> <li>Greater reach and engagement, to provide a positive influence on consumer attitudes and purchasing behaviour</li> </ul>
	Educate customers about mushroom presentation quality	<ul style="list-style-type: none"> <li>Improved mushroom quality and availability in store</li> </ul>
	Monitor and educate the industry on global consumption trends and new channel opportunities	<ul style="list-style-type: none"> <li>Industry and Hort Innovation has increased knowledge of opportunities for growth in new channels</li> </ul>

## Pillar 2 To maximise value from industry funds

Goals	Strategies	Outcomes
Levy funds achieve outcomes that help the industry be more profitable and sustainable	Engage with DAFF and Hort Innovation to improve the governance of industry levy-fund mechanisms	<ul style="list-style-type: none"> <li>Work to continuously improve the levy governance processes, and to allow more flexibility</li> </ul>
	Foster strategic relationships with Hort Innovation to influence engagement, communication and decision-making processes	<ul style="list-style-type: none"> <li>Improved communication between AMGA and Hort Innovation</li> </ul>
	Direct involvement with design and implementation of levy-funded projects	<ul style="list-style-type: none"> <li>Successful AMGA project bids to Hort Innovation</li> </ul>
	AMGA Board agrees on the strategic direction and provides guidance to Hort Innovation	<ul style="list-style-type: none"> <li>Shared vision and alignment between AMGA and Hort Innovation's goals</li> </ul>

## Pillar 3 To safeguard and advocate for the industry

Goals	Strategies	Outcomes
The Australian mushroom industry is protected and can grow through effective forecasting, risk management and strategic partnerships	Proactively monitor internal and external factors impacting the mushroom industry	<ul style="list-style-type: none"> <li>Member satisfaction with AMGA communications</li> </ul>
	Manage risks associated with the Australian mushroom industry	<ul style="list-style-type: none"> <li>Identified risks are mitigated to prevent or minimise adverse impacts to the industry</li> </ul>
	Maintain international connections and relationships with other peak industry bodies	<ul style="list-style-type: none"> <li>New relationships developed with international bodies and experts, and other PIBs</li> <li>Increased awareness of the mushroom industry amongst key stakeholders</li> </ul>

## Pillar 4 To engage and deliver value for members

Goals	Strategies	Outcomes
AMGA members are satisfied and engaged with AMGA activities	Communicate with members regularly	<ul style="list-style-type: none"> <li>Increased reach/readership of AMGA communications</li> <li>Prompt response to grower enquiries</li> </ul>
	Improve knowledge of members and provide professional development opportunities for members	<ul style="list-style-type: none"> <li>Improved member knowledge in key outcome areas</li> </ul>

## Pillar 5 To strengthen AMGA's capacity and capability

Goals	Strategies	Outcomes
AMGA is a respected and influential industry body that can operate effectively, efficiently and sustainably	Ensure effective governance of AMGA	<ul style="list-style-type: none"> <li>All governance obligations are met</li> <li>Regular review of Strategic Plan</li> </ul>
	Manage the AMGA efficiently and ensure strong financial stewardship	<ul style="list-style-type: none"> <li>AMGA is financially sustainable</li> </ul>
	Build internal risk management capability	<ul style="list-style-type: none"> <li>Internal risks are effectively mitigated to avoid or reduce adverse impacts to AMGA</li> </ul>
	AMGA's internal capacity meets the needs of the organisation	<ul style="list-style-type: none"> <li>AMGA has sufficient internal capacity to achieve outcomes</li> </ul>