



Your Levy at Work

Strategic Plan Summary 2017-2020



WestVic Dairy

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WestVic Dairy Inc. is the western Victorian Regional Development Program and acts as the regional arm of Dairy Australia. As part of a recent restructure of the extension framework in Victoria, the responsibility for productivity extension in this region now lies with WestVic Dairy and as such it delivers activities and programs developed by DA and others. It is overseen by a local Board of Directors, which is controlled by dairy farmers and it works closely with DA to facilitate technology transfer for the advancement of the sector.

This document sets the broad strategic direction for WestVic Dairy for the period 2017 to 2020.

Our Vision:

A profitable, positive and valuable dairy industry in western Victoria.

Our Mission:

With effective engagement, we will build confidence in our industry by enabling farmers to operate responsible and progressive businesses through quality research, development and extension.



Strategic Priority Areas

Strategic Priority 1: Profitable Dairy Farms

- Productive Farms
- Sustainable Farms
- Profitable Farm Businesses

Strategic Priority 2: Capable Industry People

- Recruit, Retain and Transition
- Training and Skills Development

Strategic Priority 3: Two-way Communication & Engagement

- Effective communication with farmers and other stakeholders

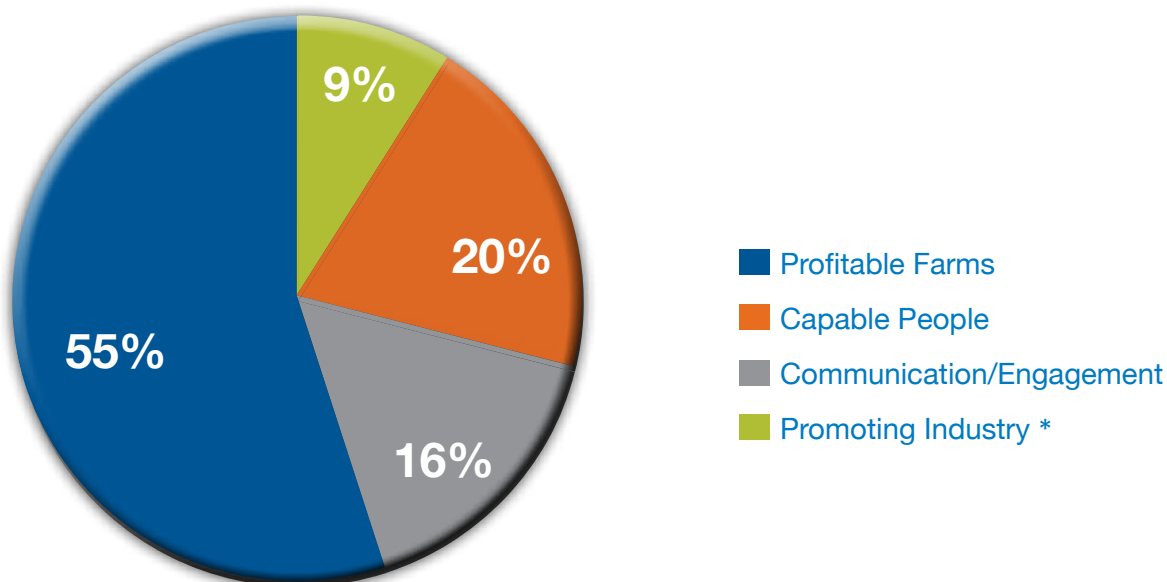
Strategic Priority 4: Promoting a trusted and valuable industry *

Awareness of regional economic value, through:

- Collaborative leadership
- Social responsibility

*DA takes the lead in many activities in this priority

Strategic Investments by Priority Area



*DA takes the lead in many activities in this priority

ORGANISATIONAL VALUES

Our Values underpin our behaviours and inform the way we do business in order to work towards our Vision and implement our Strategy. We adopt Dairy Australia's values of motivated, Integrity, Leadership and Knowledge (MILK)

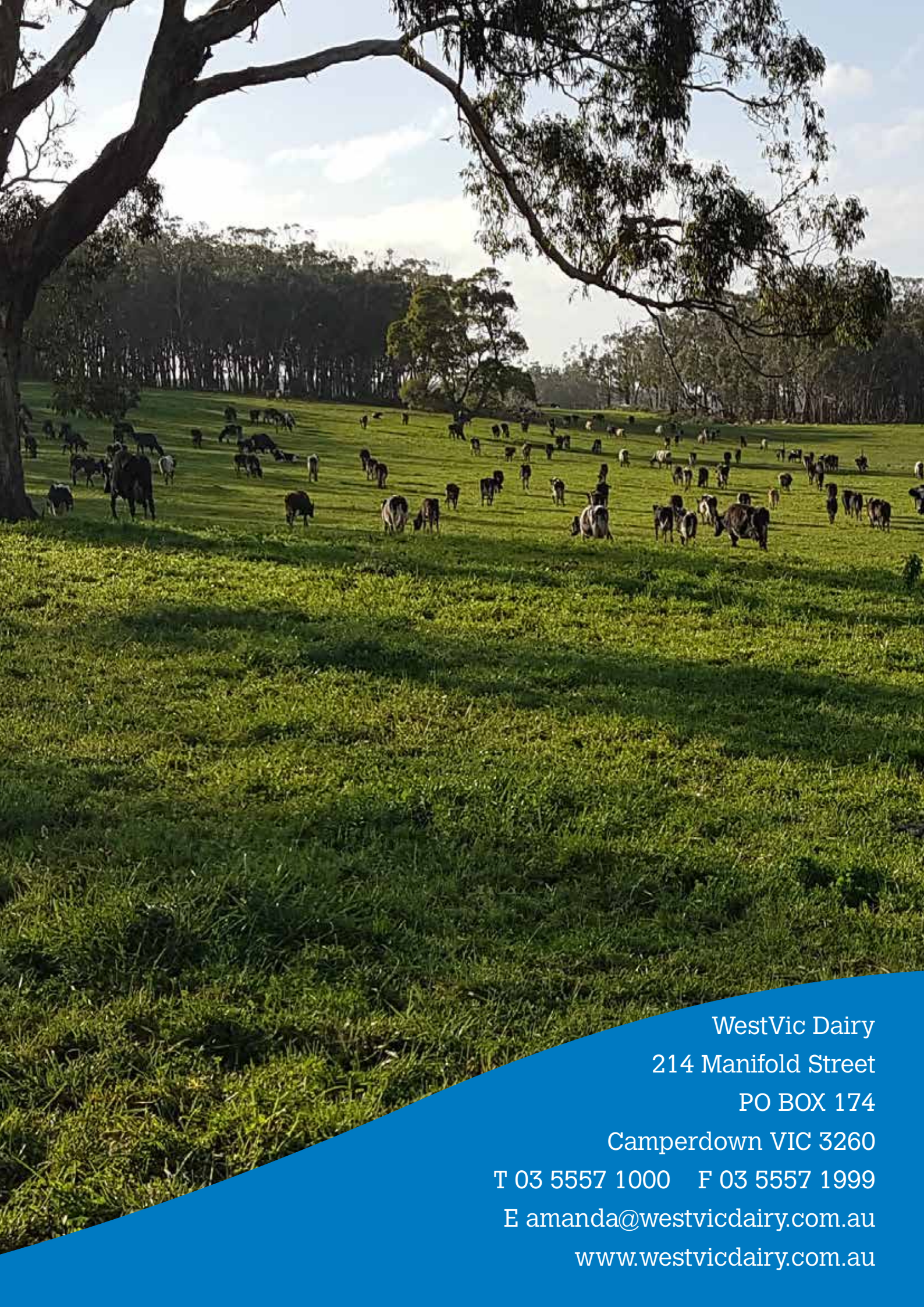
Our Directors and staff will act with integrity as we combine our knowledge and understanding of dairying, with our passion for the industry and innovation to deliver a superior service to our stakeholders.

STAKEHOLDER COLLABORATION

WestVic Dairy values its good relationships with farmers, their representative bodies and all government agencies, organisations and businesses in the dairy supply chain, both in this region and beyond. Recognising their role and importance, WVD will liaise, interact and collaborate with all to facilitate on-going improvements to the industry in order to achieve its Vision.

FUNDING

WestVic Dairy relies significantly on funding from Dairy Australia. Additionally, we seek to attract extra funds to support our objectives - from government, sponsors and other external parties in order to leverage Dairy Australia funding. We invite collaborative funding partnerships with other stakeholders where mutual goals are sought.



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