

LIEBE GROUP STRATEGIC PLAN

2022 - 2026



PURPOSE

Collective local knowledge that advances, unites and reduces risks for our members

VISION

Vibrance and Innovation for Rural Prosperity

MISSION

To facilitate grower prioritised research, development and extension to support our members to be profitable and sustainable.

COMMITMENT TO MEMBERS

- We are a welcoming, inclusive and forward thinking grower group
- We are focused on supporting members and providing an enjoyable member experience
- Research, development, extension and adoption will have local significance and relevance to members
- We collaborate for mutually beneficial outcomes
- We will protect the integrity and professionalism of our research, development and extension
- We will deliver value and return on our investments (people, resources, projects)
- We will support our staff to help us deliver upon our purpose, mission and vision
- We will have a professional and capable Board

STRATEGIC OBJECTIVES

STRATEGIES

Membership

1.1 Members are engaged and active in the Liebe Group

- Communication Strategy developed and implemented
- Diverse engagement opportunities are offered
- Members have timely access to R,D,E and A as well as other services that will benefit their farm business

Research, Development, Extension and Adoption

2.1 Skilled, professional and capable team that can deliver R,D,E and A

2.2 Our R,D,E and A is leveraged for member benefit

- Organisational structure reflects member and industry priorities in R,D,E and A
- Liebe Group team is up-skilled and exposed to new experiences and learnings to be able to deliver locally significant R,D,E and A
- R&D Sub Committee prioritise and present ideas and concepts to the Board to consider
- Work towards a Liebe Group collaborative R and D hub

Partnerships

3.1 Our partners deliver value to our members

- Partnership Strategy is developed and implemented
- Identify and approach new partners that help us deliver upon our purpose and vision

Governance

4.1 We demonstrate best practice not for profit governance

- Investment into the capacity and capabilities of the Liebe Board
- Active succession planning by the Board and Executive Officer
- Sub Committees are active and communicate strategic and operational challenges and opportunities to the Board
- Highly skilled finance sub committee to oversee finances



BACKGROUND

The Liebe Group Board endorsed the 2022-2026 Strategic Plan in October 2021, following several months of comprehensive consultation with members, partners and the wider agricultural industry. With assistance from experienced consultant Caroline Robinson, this new plan marks the sixth strategic planning exercise that the Liebe Group has conducted.

Taking on a more concise format, the 2022-2026 plan highlights future opportunities for the group which will be guided by four main strategic objectives. The plan will assist the group in achieving its vision of farming communities and family businesses that are vibrant, innovative and prosperous. Our strategy will be reinforced by continual improvement and evaluation of impact and success, and will continue to provide the guidance to staff in operations and planning.

ROLE OF THE LIEBE GROUP

The Liebe Group is a dynamic, grower-driven, not for profit organisation that operates within the Dalwallinu, Coorow, Perenjori and Wongan-Ballidu Shires in the West Australian Wheatbelt. As a leading 'grass roots' group, the Liebe Group provides its members with access to innovative, timely and relevant research along with grower and industry network opportunities from all over Australia. The group ensures regular consultation with members and industry to guarantee the group remains relevant. Liebe is governed by a central Board which is informed by a range of operational sub-committees that are comprised of local growers and industry partners.

The group conducts valuable research, development and extension through trials, demonstrations and workshops, and provides information to over 100 farming businesses in the local region, encompassing a land area of over 1,000,000ha.

OUR VALUES

The following are a set of evolving philosophies and values that the group maintains for members and employees. By accepting these values it enables us to build trust in order to make effective and efficient decisions and reach our potential.

Member Driven

Primarily, the Liebe Group is here to create value for its members through R&D, technology and capacity building extension. It is local and relevant, and prioritized by the membership.

Innovation and Progression

The group is innovative and progressive and this is encouraged and valued. An ethos of constant review is adhered to, to ensure we are on track and achieving best practice.

Professionalism

The group is professional which is encouraged and nurtured in the membership. The group is driven by the decision-making capacity of the Board and its supporting sub-committees which use accountable and transparent processes. We expect staff to be confidential in their dealings within the group.

Apolitical

The group is apolitical, which means collectively we won't represent the members without following a process to ensure we are representing all their ideas or opinions.

Respect

The group values and respects its members and partners, and their resources and experience. We expect people to be open and honest, and build processes that reflect the transparency of the administration and processes used in the group.

Independence

The group is independent and acts under direction from the 'grass roots.' The group is objective in its views and stance.

Inclusivity

The group is inclusive which means we involve, encourage and support staff, members and the community to take part, have a voice and maintain their ideas and views as individuals.

Collaborative

Effective networking and links to beneficial partnerships is encouraged to add value and opportunities. The group works collaboratively within the agricultural industry to value add. The group maintains an ethos of team work and cooperation within the group and values peer to peer learning.

Empowerment

Empowerment and capacity building is encouraged of members and staff to ensure everyone reaches their potential and supports their personal development.

Enjoyment

There is a social and fun philosophy within the group.

ACKNOWLEDGEMENTS

The Liebe Group would like to thank those who contributed to this Strategic Plan, and for continuing to support the group with passion and enthusiasm. We look forward to continuing this journey with you all.