



## **LIEBE GROUP MEDIA RELEASE – WEDNESDAY 4<sup>th</sup> OCTOBER**

### **Liebe Group focuses on advances in digital agriculture and expanding partnerships in five year Strategic Plan**

The Liebe Group is set for an exciting, vibrant future, focussed on delivering innovations in grower led research, development and extension for its members.

Advances in digital agriculture, expanding partnerships and services, and continuing to provide high class, relevant information to members are some of the key elements that will drive the Liebe Group over the next five years.

The Liebe Group have recently launched their Strategic Plan for 2017-2022, which was endorsed by their Management Committee in August and is now publically available.

The previous strategic plan was reviewed by members in February through a strategic planning workshop, facilitated by Sue Middleton, independent consultant.

Strategic planning has always been a strong focus for the Liebe Group since its inception in 1997 and has become part of the group's progression and succession over the years.

Liebe Group Vice President, Alex Keamy, stated that this latest strategic planning exercise came at a time when the group celebrates twenty years of operation and is looking forward to the future, and to new challenges and opportunities that will arise in the agricultural sector over the next five years.

“This new strategic plan, along with the construction of our own purpose-built research facility in 2017, will drive the group in achieving its vision of farming communities in the Liebe area that are vibrant, innovative and prosperous,” said Alex.

The group will continue to enable the delivery of grass-roots R, D & E with an interest in complimenting the on-farm trials program with further farmer scale demonstrations and exploration into new technologies, crop rotations and opportunities for diversification within farming businesses.

The Liebe Group strategy is driven by continual improvement and evaluation of impact and success, and will continue to provide the guidance to staff and committees in operations and planning.

The Liebe Group acknowledges everyone that contributed to the Strategic Plan, and for continuing to support the group with such strong enthusiasm and passion.

The full Strategic Plan 2017-2022 is available on the Liebe Group website or by contacting the office.

The Liebe Group is a dynamic, grower-driven, not for profit organisation servicing over 100 farming businesses within the Dalwallinu, Coorow, Perenjori and Wongan-Ballidu Shires, encompassing a land area of over 1,000,000ha.

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