

LIEBE GROUP MEDIA RELEASE



Liebe Group launches 2022-2026 Strategic Plan

November 2021

The Liebe Group is poised to drive the future of broadacre research, development and extension (RD&E), and support innovation and growth in the northern wheatbelt region of WA. The organisation's new five-year Strategic Plan sets out clear objectives around membership, RD&E, partnerships and governance, which will enable the group to continue to deliver tangible benefits back to its members.

The group is particularly focussed on supporting the next generation of growers to develop their knowledge and skills to manage their farm enterprises into the future. The future of agriculture in the region is bright and the group wants to take an active role in ensuring its longevity.

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. The launch of the Liebe Group's Strategic Plan for 2022 – 2026, which was endorsed by their Management Committee in October, highlights key elements that will drive the group over the next five years.

The review of the group's previous strategic plan was facilitated by independent consultant Caroline Robinson, 150 Square, through a series of member engagement workshop and stakeholder surveys. Through this process Liebe Group has adopted a newly articulated 'Purpose' statement, 'Collective local knowledge that advances, unites and reduces risks for our members', which joins the long standing vision and mission.

Liebe Group Vice President, Brad McIlroy said that the Management Committee recognise the importance of the Liebe Group in the region, and want to ensure that new opportunities are explored, arising challenges are met, and the integrity of the organisation is upheld.

"This is shown clearly by the addition of a Commitment to Members section of the plan which is guided by the four strategic objectives. Both the Committee and the staff are proud of these and will be striving towards these goals over the next five years," said Brad.

The group will continue to facilitate grower prioritised R, D&E to support its members to be profitable and sustainable through the implementation of on-farm trials, grower scale demonstrations and extension of 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 full Strategic Plan 2022-2026 is available on the Liebe Group website or by contacting the office. The Liebe Group acknowledges everyone that contributed to the Strategic Plan, and for continuing to support the group with such strong enthusiasm and passion.

About the Liebe Group

The Liebe Group is a dynamic, grower-driven, not for profit organisation servicing over 85 farming businesses within the Dalwallinu, Coorow, Perenjori and Wongan-Ballidu Shires, encompassing a land area of over 1,000,000ha.

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