



UPDATES TO STRATEGIC PLAN 2020–25

OCTOBER 2021

Introduction

Dairy Australia published its Strategic Plan 2020–2025 in August 2020. We have now completed the first year of our new strategy with progress being reported in our **Performance Report 2020/21**.

It is timely to update the Strategic Plan to ensure the plan is focused and success can be measured. The following sections set out the updates made, and as a result of the revised plan all baseline information is complete.

Evolving our strategic success indicators

Our commitment under this new strategy is to be dynamic and responsive to the needs of the industry as well as continuing evolving this strategy by monitoring our progress.

This commitment is reflected in our updated strategic success indicators that were first published in the original Strategic Plan. With the benefit of having baselines from the first year of the delivery of our strategic plan, we have refreshed our success indicators to reflect our ambitions and to provide further clarity around what we are trying to achieve.

Our updated strategic plan comprises of 71 key success indicators compared to 63 in the original plan. An overview of the changes which have now been updated in our **Strategic Plan** is provided below:

- 3 new metrics
- 2 metrics removed due to lack of feasibility or being outside of Dairy Australia's remit
- 14 metrics with increased targets to achieve bigger outcomes
- 15 metrics reworded to provide more clarity
- 4 metrics have been split into nine to enable better engagement with farmers in tracking surveys

Moving forward with our strategy

These changes have now been published on our website dairyaustralia.com.au/strategy.

As we make further progress on our five-year strategic plan, we will continue to proactively monitor the strategic outcomes and our strategic success indicators and will continue to respond to feedback from farmers and industry organisations.

We will report all changes on an annual basis through our Performance Report.