

Grains Australia Strategic Plan 2025-26 to 2027-28

Grains Australia			
Core functions	Classification – maintaining consistent, science based, value-driven varietal grains classifications	Market insights – providing evidence-based market and consumer insights that inform decision making and improve the capability of the Australian grains industry	Market education – ensuring that technical support and training are available for customers and other stakeholders in the grains value chain
Grains Australia 2025/26 to 2027/28 Strategic Plan			
Vision	Deliver value to the Australian grains industry		
Purpose	Grains Australia manages classification, market access, market insights, and market education to enhance competitiveness and profitability		
Goals	Leading a Team Australia approach (measured through an increase in the industry Net Promoter Score compared to a baseline in year zero)	Optimising market access for Australian grains (measured through an improvement or increase in the value of Australian grain sold over time)	Prioritising Grains Australia investments and initiatives that will take the industry forward (measured through the impact of individual projects, the value of co-investment attracted, and the pipeline of identified and agreed priority projects)
Strategic priorities	Industry engagement	Strategic perspective	Operational excellence
What this means	Providing leadership in the Australian grains industry in delivering the strategic direction it requires to maximise impact and value to grain growers and the broader grains industry.	Looking ahead to set the direction for the Australian grains industry built on evidence-based decision making that informs and prepares grain growers and industry for change.	Focusing on excellence in the timely delivery of the core functions of Grains Australia to maximise the value and impact to grain growers and the broader grains industry.
Activities	<ul style="list-style-type: none"> ▪ Engagement – coordinate and consult with growers, the broader Australian grains industry, and markets to capture information to inform decision making ▪ Communication – communicate the role and value of Grains Australia to grain growers and the broader grains industry including how it aligns with AEGIC ▪ Government engagement – position Grains Australia as a unifying voice for the grains industry on matters relevant to its core functions 	<ul style="list-style-type: none"> ▪ Priority project process – develop a methodology to identify, prioritise and decide on the priority projects Grains Australia invests in including consideration of: <ul style="list-style-type: none"> - Sustainability – identify and examine sustainability requirements in markets and providing the insights to assist industry to address them - Technology and innovation – understand technology and innovation opportunities and how they impact service delivery relating to the functions of Grains Australia 	<ul style="list-style-type: none"> ▪ Driving AEGIC alignment – ensure AEGIC is strategically aligned to present a national approach to the core functions of Grains Australia ▪ Council alignment – align the Councils to the Grains Australia Strategic Plan to ensure their decision making creates outcomes that are of value to the Australian grains industry ▪ Data strategy – develop an approach to collect and analyse information to allow evidence-based decision making
			Enduring capability
			Investing in the organisation and people of Grains Australia to ensure it remains resilient and prepared to deliver impact and value to grain growers and the broader grains industry.
			<ul style="list-style-type: none"> ▪ Workforce development – determine the investment requirement to continue to build a Grains Australia culture and a results-driven team with the tools, capacity and flexibility to respond to change ▪ Co-investment – explore opportunities such as co-investment and leveraging investment in key priorities ▪ Delivery – continuous focus on the effective and efficient delivery of the functions of Grains Australia and how it can best serve the future needs of industry