

Growcom STRATEGIC PLAN (2016 - 2019)

MISSION STATEMENT & VISION

Growcom will work towards the profitable and sustainable future of the horticulture industry through effective advocacy, grower engagement and service delivery.



Be a financially successful organisation with a commercial culture

- Be the lead delivery agent of choice for funded projects in horticulture.
- Provide relevant and cost-effective services of benefit to the industry.
- Develop and implement a commercial strategy that achieves a profit outcome of \$200 000 plus, each financial year.
- Pursue integration opportunities with other regional horticulture representative bodies.



Deliver effective policy development and advocacy for horticulture

- Engage members, stakeholders and staff to identify issues and develop and improve Growcom policy development and activities.
- Identify and establish collaborative and partnership opportunities with government and industry bodies to promote awareness of, and seek solutions to, issues that affect the horticulture industry.
- Communicate policy development achievements effectively to broader industry and stakeholders.



Be a peak body for all production horticulture, representing all commodities and engaging with members

- Be the “go to” organisation for horticulture industry crisis management in Queensland.
- Develop and implement an effective member and industry engagement strategy.
- Be a proactive and effective Peak Industry Body for Pineapples.
- Provide support to, and assist in the growth of, the Queensland Horticulture Council.