



2020-2023

GROWCOM STRATEGIC PLAN



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OUR VISION

A strong and profitable Growcom ensures all the resources are in place for a flourishing horticulture industry.

OUR PURPOSE

Growcom leads the growth and evolution of the horticulture industry through grower engagement, advocacy and the delivery of valued programs and services.

OUR VALUES



Our values guide our decisions and actions, they inform our priorities and objectives.

RESPECT

Respect for our members, our partners and the legacy created by all of those who have grown the horticulture industry before us.

PROACTIVE

Taking action in response to the needs of those we serve, by actively listening, truly understanding their perspectives and experiences, and shaping future solutions.

COLLABORATIVE

Making connections for mutual gain, building trust within networks, complementing the expertise of our partners and celebrating our shared success.

INNOVATIVE

Challenging the status quo, using evidence to inform continuous improvement, and leading the discovery and embrace of new practices.

PROSPERITY

Developing a secure financial base by leveraging our unique skills and expertise and pursuing new opportunities that extend our competitive advantage.

PEOPLE

Ensuring a safe workplace where all staff are respected, the value of their unique skills and talents is realised, and teamwork is encouraged.

SUSTAINABLE

Recognising our responsibility to the environment and promoting the enhancement of natural capital by the horticulture industry.

OUR OBJECTIVES



Our objectives are grouped around four key pillars of Engage, Advocate, Deliver and Return.

Each objective is a description of the future we are creating.

The outcome for each objective is how we will measure and assess our success.

ENGAGE

Growers and stakeholders know about the important opportunities and issues affecting our industry and are active in realising or resolving them.

OUTCOME

Member and stakeholder engagement with Growcom is always improving.

ADVOCATE

Growcom's representation of the priorities of growers and stakeholders positively influences the decisions that affect our industry.

OUTCOME

Member and stakeholder perceptions of Growcom's influence and ability to represent industry is always improving.

DELIVER

Growcom delivers relevant, timely products and services that create real value for industry. Project partners value our capacity and performance, and prefer to work with us.

OUTCOME

- Industry demand for Growcom products and services is always increasing
- Share of revenue from commercial projects and services is always increasing.

RETURN

The revenue from service delivery enables Growcom to remain viable and deliver on its vision for a flourishing horticulture industry.

OUTCOME

- The financial position of Growcom is always improving.
- The value of Growcom's assets is always increasing.



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