

VISION To be the premier voice of intensive and irrigated agriculture in Queensland, delivering a prosperous agricultural sector

PURPOSE We lead, unite and harness the sector’s intelligence to represent the common interests of member organisations to governments and the broader community to realise a sustainable and profitable future for Queensland farmers.

VALUES

Good Governance	Diversity & Inclusion	Advocacy & Leadership	Data & Information	Sustainable Resource Management & Environmental Outcomes	Best Management Practice	Innovation & Technology
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ACHIEVE PRIORITY OUTCOMES

<p><u>Organisational strength</u> Financial and organisational delivery capacity is increased</p>	<p><u>Enabling policy</u> Legislation and policies provide the best operating environment for agricultural industries to realise their potential and farm businesses to be profitable</p>	<p><u>Member services</u> Members fully informed on cross-sectoral policy issues and industry advancing projects</p>	<p><u>Representation evolution</u> A more cohesive and effective representative model for Queensland farmers is realised</p>	<p><u>Sector profile</u> Recognition of the important role farmers and agriculture play in the state’s economic, environmental and social future</p>
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THROUGH PRIORITY ACTIONS

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| <ul style="list-style-type: none"> • Grow the membership base to better unite and represent Queensland agriculture • Maintain and grow corporate partnerships that align with organisational objectives • Foster greater collaboration with other industry sectors on common issues • Maintain a fit-for-purpose team and continually build staff capacity. | <ul style="list-style-type: none"> • Recognise and embrace diversity across QFF to form agreed, evidence-based policy positions • Foster and expand productive working relationships with industry and all levels of government • Represent members on and engage in relevant government and industry committees/forums that help inform positive policies. | <ul style="list-style-type: none"> • Provide effective forums and processes for members to engage in policy and projects • Deliver timely information to members on policies, projects, opportunities and results • Facilitate member and industry networking through regular meetings and relevant functions • Maintain technical expertise in cross sectoral issues. | <ul style="list-style-type: none"> • Continue to look for and exploit opportunities that result in operational efficiencies for QFF and member organisations • Develop greater alliances and synergies with relevant non-member organisations • Proactively engage in state and federal processes that can lead to better representative models for farmers. | <ul style="list-style-type: none"> • Promote the opportunities and benefits agriculture delivers to the broader community and maintain social licence to operate • Continue to engage in activities that help shape the future operating environment for agriculture • Provide objective positions on and demonstrate pragmatic pathways for the most complex problems facing the sector. |
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