



STRATEGIC PLAN 2022 - 2027

Purpose:

To connect and support the WA cattle lot feeding industry.

Mission:

A professional and inclusive industry body that provides relevant information and leadership to empower and promote continual improvement of the WA cattle lot feeding industry.

Vision:

Excellence in lot fed cattle produced in WA.

BOLD GOALS

ACHIEVABLE

What actions will be taken to achieve the goal and strategy?

1. Members

1.1 Members have sustainable and profitable lot feeding businesses

1.2 WALFA events are relevant, accessible and add value to member operations.

- a) Members receive relevant and timely information, research, extension and support
- b) Key stakeholders understand and respond to member priorities

c) Better Beef is a high quality and engaging event for members and stakeholders.

d) WALFA events are inclusive and provide an opportunity for member connection

2. Partnerships

2.1 We have positive stakeholder relationships

- a) We engage, educate and partner with key stakeholders to achieve our objectives

3. Governance

3.1 Board and staff work together to lead and govern a strong association.

- a) Board and staff are engaged, skilled, effective and diverse
- b) Financial reports are accurate and timely