



**Vision:** Productive and profitable agriculture, fisheries and forestry sector



**Purpose:** Promote a sustainable and innovative agriculture, fisheries and forestry sector and rural business which adds value to the economy and community

## We focus on clear objectives for advancing agriculture, fisheries, forestry and rural economic vitality

### Objective 1.

Create the conditions for successful agribusinesses and supply chains which encourage innovation and productivity

#### Strategies

- Grow markets and investment to support the flow of trade and capital
- Support the discovery, application and commercialisation of new ideas and technologies
- Continue to build Queensland's biosecurity capability to protect the economy, the environment and community from biosecurity risks
- Ensure department activity/regulation provides the foundations for a strong business environment, balancing economic, ecological, social and biosecurity imperatives
- Optimise benefits from fisheries and State owned forestry

#### Performance Indicators

- Market and investment opportunities facilitated by DAF
- Percentage return on RD&E investment
- Regulatory frameworks continually improved

### Objective 2.

Assist people in agriculture, fisheries, forestry and rural businesses to respond to challenges and protect environmental values

#### Strategies

- Support development of a modern and capable workforce to meet agribusiness labour needs
- Engage and partner with agribusinesses to capitalise on opportunities for innovation, growth and export development
- Work with rural communities to identify regional economic opportunities and improve rural business competitiveness
- Increase the capacity of agribusinesses to respond to production risks and adapt to changes in climate
- Build capability to adjust to market disruptions driven by technological innovation
- Lead Queensland's biosecurity preparedness and responses

#### Performance Indicators

- Business improvement attributed to DAF's products and services
- Significant biosecurity response programs deliver agreed outcomes

### Objective 3.

Ensure the sustainable management of natural resources to underpin productivity and protect the environment

#### Strategies

- Advocate for agriculturally important land, energy and water
- Leverage changes in water and land use to develop new agricultural and aquaculture opportunities
- Reduce the impact of agriculture, pests and weeds on the environment and the Great Barrier Reef
- Implement fisheries-related elements of the sustainable fishing policy
- Balance economic fisheries and forestry resource use with environmental and social values

#### Performance Indicators

- Adoption levels of best practice management in reef catchments
- Status of key Australian fish stocks
- DAF's effectiveness in influencing planning and development
- Accreditation of our fishery and forest management systems

## Contributing to the Queensland Government's objectives for the community

**Creating jobs and a diverse economy** › economic growth from increased value of primary and value-added production › innovative businesses and supply chains › a skilled and ready agricultural workforce.

**Delivering quality frontline services** › biosecurity and drought response leadership › expanded one-stop shop and e-government services › fisheries compliance and education › extension services.

**Protecting the environment** › sustainable agriculture, fisheries and forestry resource management › effective animal and plant pest and disease management › less impact on the Great Barrier Reef.

**Building safe, caring and connected communities** › strengthened rural economies › safe, healthy food › wider recreational opportunities › stronger regions.



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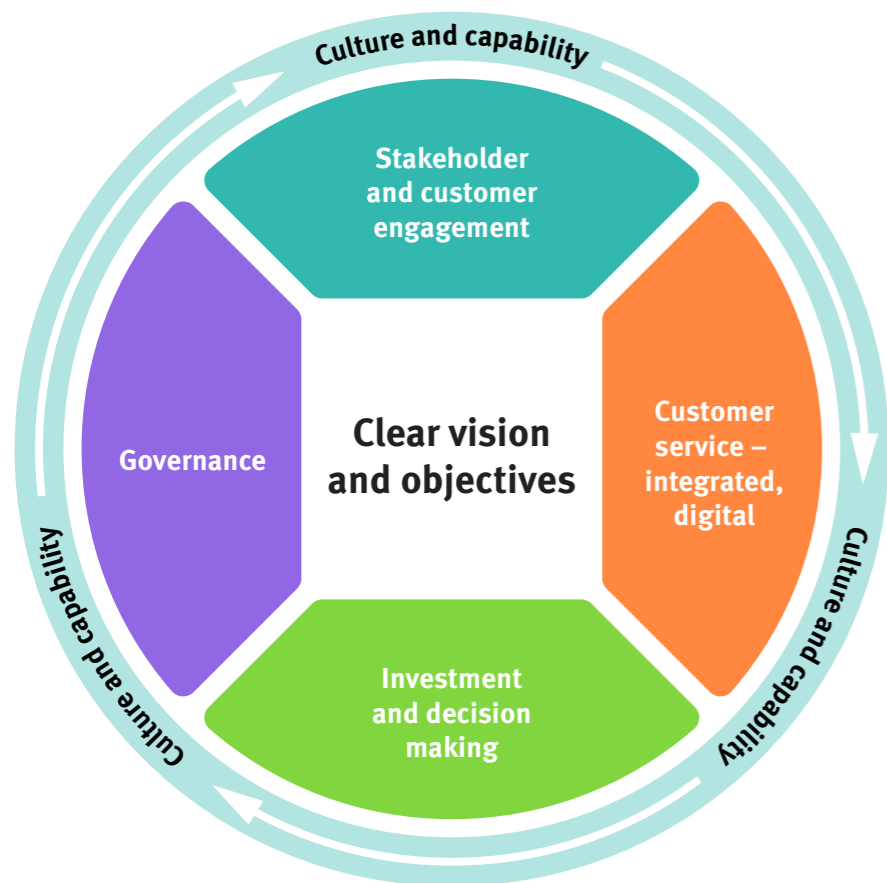


**Purpose:** Promote a sustainable and innovative agriculture, fisheries and forestry sector and rural business which adds value to the economy and community

## Our objectives

1. Create the conditions for successful agribusinesses and supply chains which encourage innovation and productivity
2. Assist people in agriculture, fisheries, forestry and rural businesses respond to challenges and protect environmental values
3. Ensure the sustainable management of natural resources to underpin productivity and protect the environment

## The way we work to deliver our objectives



### Lead

Provide a clear sense of direction, bringing the sector and the community together, offering evidence and advocacy for a way forward.

### Engage

Work purposefully with others to achieve results, developing consistent approaches that invite stakeholders and the community to participate in the development of policy and services.

### Invest

Deliver better results with what we have, prioritising our effort for the highest impact, using evidence to direct resources to high value activity.

### Enable

Build our capability in areas such as governance and business systems, embedding the public service values and our expected behaviours through good leadership and management practices. Drive a culture of innovation and collaboration across the organisation and in external relationships.

### Deliver

Improve the customer service experience and enable a collaborative and mobile workforce making it easier to interact with us. Streamline business processes and integrate services to enable greater self-service and self-reliance.

## The public sector values guide our actions



Customers first



Ideas into action



Unleash potential



Be courageous



Empower people

## Strategic opportunities

**Global demand for food and fibre**—the growing global population and affluence in emerging economies results in demand for protein foods, niche primary products and agricultural scientific expertise that can provide expanded and new markets for Queensland producers and new sources of investment for the sector.

**New technologies**—new technologies to detect threats and improved modeling supported by increased processing power and big data can help DAF prevent the spread of biosecurity diseases and pests, improve fisheries management, and assist producers to improve decision making leading to increased productivity and better predict climatic change.

**Strategic partnerships**—strengthening partnerships with research organisations, industry bodies and other government agencies enables DAF to leverage expertise and share resources aimed at increasing innovation and promoting rural economic development.

## Strategic risks

**Climate**—the frequency and duration of extreme weather events impacts on ability of the sector and the department to direct resources to growth opportunities.

**Biosecurity threats**—greater global movement of goods and people increases the transmission of exotic pests and diseases, which may have a significant impact on the agricultural and broader economy, compromise our disease free reputation and restrict market access.

**Organisational Agility**—the diverse and unpredictable nature of conditions affecting the sector challenges DAF's ability to adapt and renew its business model, skills base and services to better meet the changing needs of customers and grow rural economies.

**Competition for resources**—resources used for agriculture, fisheries and forestry are increasingly subject to demands for competing access from other economic, environmental and social interests that are not always possible to fully resolve.