

2015/16 PIEF Annual Operating Plan

Our Vision: An Australian community that understands and values its primary industries.

Our Mission: To engage and inform students, teachers and the broader community about the role and importance of primary industries in the Australian economy, environment and wider community, and the career opportunities available through the primary industries and along the chain of supply of food and fibre products.

Our Drivers of Success:

Organisational Development + Extensive Tripartite Network + Informed Policy + Sought After Services

Objectives of the PRIMARY INDUSTRIES EDUCATION FOUNDATION- Strategic Plan 2013-16

Organisational Development	Extensive Tripartite National Network	Sought after Services	Informed Policy
Strengthening awareness of the PRIMARY INDUSTRIES EDUCATION FOUNDATION by government and industry	Identified, defined and registered users who are champions of the PRIMARY INDUSTRIES EDUCATION FOUNDATION for the purposes of peer support.	Develop a greater number of resources, supported by a network of respected authors and editors.	Increase rate of requests for funded research.
An evolved business model around industry engagement and funding flow		Increase access to and utilisation of teaching resources.	Recognition as the peak body for primary industries education in schools by educators and industry.
		Increase level of engagement in and attendance at professional learning sessions.	Increase food and fibre content in the curriculum/student assessments.
		Increase in feedback from educators on the effectiveness and utility of teaching resources.	Ongoing survey of teacher/student attitudes and perceptions of primary industries and related careers.

PIEFA Annual Operating Plan 2015/16

Strategic Area	What	How	Who	When	How
	Will be different by June 2016	Will this happen? What are the small steps along the way?	Is responsible? Who needs to be involved?	Will this occur?	Will we know when it has occurred?
Organisational Development	PIEFA will have \$75,000 in cash reserves in a term deposit	<p>Monthly monitoring of projects and budget reports by A and R committee</p> <p>Quarterly report to board including cash flow forecast updates</p> <p>Projects and income managed to have a minimum of 10% surplus</p>	<p>CEO</p> <p>A and R Committee</p> <p>PIEFA Bookkeeper</p>	<p>June 2016</p> <p>Monthly monitoring of projects</p> <p>Quarterly updates to board</p>	\$50,000 deposited in Credit Card term deposit in June 2016

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Organisational Development	PIEFA will develop a community engagement policy	<p>Sub-committee formed to provide direction and advice including definition of PIEFA's community</p> <p>Templates and drafts sought by CEO from public domain and members</p> <p>Draft written and prepared in conjunction with members</p> <p>Policy actioned</p>	<p>CEO</p> <p>Board Committee</p> <p>Flourish Communications</p> <p>PIEFA Members</p>	<p>Draft tabled to board at October Board meeting.</p> <p>Approved at December board meeting</p> <p>Actioned immediately</p>	Communications and Engagement Policy approved by Board
Organisational Development	PIEFA Business model reviewed and updated, including diversified income streams.	<p>Successful, like-sized NFP organisations identified and approached to inform potential new model</p> <p>Monthly review of grant organization and philanthropic organisations.</p> <p>Potential organisations approached and engaged.</p>	NFF	<p>Paper for consideration at October Meeting</p> <p>New sources contacted and engaged in December for 2016-17 year</p>	<p>Draft Budget 2016-17 indicated a total projected membership revenue of \$400,000</p> <p>New grant income of at least \$50,000 achieved</p>

Strategic Area	What	How	Who	When	How
Extensive Tripartite Network	Increase in size and breadth of network list	Incentives for conference sign ups provided at conference appearances PIEFA Facebook page actively promoted	CEO Education Officer Administration Officer	On-going	Email list increased to 4000 Database of federal and state contacts available on Dropbox for employees and directors 1000 followers on Facebook

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Extensive Tripartite Network	2016 'We Love Food and Fibre' Conference to be held in May 2016	Board committee formed	CEO	On-going	Conference held with 150 delegates a 10% surplus achieved	
		Conference consultants engaged	Directors			
		Communications and sponsorship plans developed and implemented	Conference Solutions			\$20,000 in sponsorship achieved.
		Key naming sponsor or 6 sponsors signed and engaged for a total \$20,000 sponsorship	Admin Officer Education Officer			
		Timeline of actions developed, updated and tabled with monthly CEO report				

Strategic Area	What	How	Who	When	How
Sought after Services	Primezone and PIEFA websites redeveloped	Design brief finalised	CEO	Brief finalised July 2015	Revamped Primezone 2.0 launched
		Selective tender process commenced (at least 5 selected companies approached)	Admin Officer	Tenders sought August 2015	
		Funding proposal/sponsorship plan developed and approved by Board		Potential funders approach August 2015	
		Circulated to potential sponsors and philanthropic organisations		Shortlist of proposals with recommendation submitted to board October 2015	
		Project plans submitted to Board for approval			

Strategic Area	What	How	Who	When	How
Sought after Services	PIEFA accredited for professional learning purposes in every state and territory	State-based authorities contacted and accreditation information packs received.	CEO	July 2015	1500 teachers have attended PIEFA accredited professional learning sessions by June 2016
		Applications developed and submitted	Education Officer	September 2015	
Sought after Services	PIEFA branded resources are being used in schools	PIEFA resources are actively promoted through PIEFA networks	CEO	July 2015	Primezone data indicates that the resources have been accessed by more than 1500 unique users
		PIEFA identifies key conferences and promotes resources through workshops and conference booths	Education Officer	October 2015	
		Online professional learning modules developed and available to schools, including accreditation for running and attending sessions	Primezone Partner Schools	July 2015	
		Measurement system regarding use and access of resources developed			

Strategic Area	What	How	Who	When	How
Informed Policy	Working relationship with ACARA maintained	ACARA contact list updated and relationships maintained with monthly contact	CEO	Contact list updated by July 2015	Contact list accessible to directors via Dropbox
		PIEFA continues to be involved in review panels and working parties	Admin Officer	ACARA formally invited July 2015	Meetings held with ACARA and contact maintained and on-going.
		ACARA invited to speak at PIEFA conference		Other actions on-going	
Informed Policy	PIEFA political contacts updated and maintained at a state and federal level	Database updated of relevant state and federal ministers and advisors and their opposition counter parts are accessible via Dropbox. All contacts are on newsletter distribution list	Admin Officer	List completed by August 2015	Meetings held with key contacts.
		Briefings with government ministers' officers held regularly and as needed.	CEO		

Strategic Area	What	How	Who	When	How
Informed Policy	'Food, Fibre and the Future' survey developed and implementation planned	Proposal finalised with ACER, Board, Government and Members Quote sought and funders approached ACER advises of best survey dates for 2016.	CEO Board ACER Members	Proposal approved at June board meeting. Potential funders approached in July/August 2015	Proposal approved by board Funder found for survey Survey date set