

ADPF 3-year Strategy on a Page

Industry Vision	To provide nutritious dairy food for a healthier world				
ADPF Vision	To protect and promote dairy for the future success of dairy processors, marketers and farmers				
Core Purpose	To be the trusted source of advice and lead of public advocacy to government and the community, on the economic and social benefits of dairy				
Goal	To become the most trusted, authoritative 'pre-competitive' voice for Australian dairy processors and marketers, advocating on key issues in trade, sustainability, nutrition and people				
Strategic Platforms	Optimising Trade and Market Access	Sustainable access to Resources	Effective Regulation and Policy	Economic Contribution and Livelihoods	Strategic Leadership and Communication
Objectives	Increase export competitiveness and international market access	Balanced/fair access to resources to improve our competitive advantage	Influence government policies for the benefit of dairy	Promote the economic contribution of dairy processing and marketing	Be the trusted, 'pre-competitive' voice for dairy processors and marketers
Priorities	<ul style="list-style-type: none"> Issues for dairy are understood and a priority in any DFAT trade initiative Protect existing market access arrangements Reduce technical barriers to trade Streamline trade flow with key trade partners Dairy processors role in contributing to Fed. govt 2030, \$100b Agri-business target 	<ul style="list-style-type: none"> 'Fair' access to water for 'all things dairy' (supply, rights/ pricing impact → govt policy) Sustainable energy price, reliable supply, energy emissions Support industry to meet agreed sustainability targets, e.g. packaging 	<ul style="list-style-type: none"> Fair and workable Dairy Code of Conduct Fair and transparent labelling: <ul style="list-style-type: none"> Health Star Rating (HSR) Added Sugars Promote and protect the credentials of dairy to govt and consumers Rebuild trusted farmer and processor partnerships 	<ul style="list-style-type: none"> Position dairy manufacturing and marketing as a career of choice for talented people Attract, train and retain skilled people to dairy processing and marketing 	<ul style="list-style-type: none"> Build ADPF as the trusted, authoritative voice for both our members, govt and other key stakeholders Develop and implement a 'whole of industry' Australian Dairy Plan (ADP)
Initiatives	<ul style="list-style-type: none"> Lobby DFAT on GIs/evocation/ market access and implications of change in Aust-EU FTA, partnering with ADIC representation Partner with industry to advocate to finalise the Indonesian and Hong Kong trade agreements Maintain a watching brief on Brexit / UK-Aust FTA Maintain a watching brief on USA-Japan Prepare for scheduled review Japan TA (JAEPA) 2020/21 Prepare for UK-Aust FTA Partner with industry to establish initiatives to reduce one or more technical barriers (e.g. China) Partner with industry to define processors requirements in achieving 2030, \$100b Agri-business target 	<ul style="list-style-type: none"> Lead an advocacy program to govt/ key stakeholders on water, sustainable packaging and energy Hold expert round-table forums on water, energy, AH&W to identify specific processor advocacy initiatives Partner with industry to analyse processors status against agreed sustainability targets and develop workplans towards achieving (water use; energy emissions; AH&W 2020 targets; 2025 sustainable packaging) Develop ADPF position on climate change 	<ul style="list-style-type: none"> Lead advocacy to DAWR for a fair and workable Dairy Code of Conduct Lead a deeper understanding and greater disclosure of farm-gate milk price (FMP) Partner with DAus to lobby to maintain voluntarily HSR labelling and achieve a minimum of 3 HSR for Five Food Group (FFG) dairy foods Partner with DAus to lobby for fair reforms on labelling added sugars on dairy Develop ADPF position on 'protecting 'dairy terms' (e.g. milk, butter) Partner with DAus to advocate for dairy as part of a sustainable diet and role in Aust Dietary Guidelines and National Nutrition Policy 	<ul style="list-style-type: none"> Develop an information resource on the contribution of the dairy processing sectors to the Australian economy Understand the skills issue for dairy processors and recommend solutions for change, e.g. skills training programs and initiatives (particularly for future skills requirements – e.g. technology, digital); funding; incentives 	<ul style="list-style-type: none"> Develop an ADPF communication and engagement program for members Develop an ADPF stakeholder map and advocacy program for government and key stakeholders aligned with our priorities Build ADPF membership to represent member companies of all sizes, across milk, cheese and yoghurt Inform and influence the development and implementation of the ADP, representing processor views
Enablers	<ul style="list-style-type: none"> Dairy Trade Reference Group AFGC Supply Chain Committee; expert consultants 	<ul style="list-style-type: none"> ADIC water taskforce; Australian Dairy Sustainability Steering Committee and Forum; Dairy Manufacturers Sustainability Council/ Working group on Sustainable Packaging; AFGC Sustainable Practices Committee; expert consultants 	<ul style="list-style-type: none"> Dairy Australia Nutrition Policy Group; Australian Dairy Sustainability Steering Committee and Forum; expert consultants AFGC Health, Nutrition & Scientific Affairs Committee; Industry HSR & Sugars Working Groups 	<ul style="list-style-type: none"> Aust Dairy Sustainability Steering Committee and Forum Govt programs and funding Expert consultants 	<ul style="list-style-type: none"> ADPF Corporate Affairs Working Group
Partnerships	DFAT; Dept Agric; Minister for Trade and Agric; Dairy Australia; DFSV; AusTrade; AFGC; ACCC Dairy Specialist and Consultative Committee; NSW Dairy Advocate	DAWR; Minister for Ag; Dairy Australia; ADIC/ ADF; AFGC; ACCC Dairy Specialist and Consultative Committee; NSW Dairy Advocate	DAWR; Ministers for Ag and Health (Ministerial Forum); ADIC/ ADF; Dairy Australia; AFGC; ACCC Dairy Specialist and Consultative Committee; NSW Dairy Advocate	DFAT; DAWR; Ministers for Ag and Trade; Dairy Australia; AFGC; ACCC Dairy Specialist and Consultative Committee; NSW Dairy Advocate	Dairy Australia; ADIC/ ADF; Gardiner Foundation; AFGC; ACCC Dairy Specialist and Consultative Committee; NSW Dairy Advocate