



EST. 1985

**PASTURES
& GRAZING** NSW

STRATEGIC PLAN 2024 – 2027



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ABBREVIATIONS:

P&G NSW	Pastures & Grazing NSW
DPIRD	Department of Primary Industries and Regional Development
LLS	Local Land Services
PDC	Planning & Development Committee
FRAC	Finance, Risk & Audit Committee
GNC	Governance & Nominations Committee
EO	Executive Officer

About Us

1. Our History

Pastures & Grazing NSW, formerly known as *The Grassland Society of NSW*, was originally formed in March 1985 at a meeting of 28 interested people. The aims of the organisation are to advance the investigation of problems affecting grassland husbandry and to encourage the adoption into practice of results of research and practical experience.

P&G NSW is committed to bringing together producers, agronomists, livestock experts, agribusiness and teachers of agriculture to review and exchange quality information of relevance to grazing enterprises. We aim to advance the investigation of problems affecting grassland husbandry and to encourage the adoption into practice of results of research and practical experience. Our Board comprises members who bring qualities such as industry-specific knowledge and practical expertise, strong leadership, strategic thinking, and outstanding communication skills to the table.

P&G NSW is a science-based organisation that is a conduit of extension between Research, Advisors and Graziers. Our activities include co-operating with other organisations such as Local Land Services (LLS), Department of Primary Industries & Regional Development (DPIRD), and industry bodies etc. to provide a broad range of education and learning experiences (visiting research experiments, learning from other producers) that are delivered through a broad range of technologies and formats including print and online. These include Pasture Updates, Publications, YouTube clips and Webinars on practical pasture management.

Given the wealth of information that is available for the grazing industries, there is a need for independence around technology and a balanced debate to assist in improving the performance and resilience of grazing systems within NSW.

2. Our Vision

P&G NSW has a vision to improve grazing management through bringing producers, service providers and researchers together and be a conduit of reliable information for producers.

3. Our Mission

By fostering membership, building relationships and networking with producers and partners, P&G NSW encourages opportunities to increase the knowledge and practical capacity of farmers to credibly improve the pasture feed base in NSW for both production and sustainability.

Our Stakeholders include Graziers and Mixed Farmers, Seed and Fertiliser companies, Agribusiness, Researchers, Agronomists, TAFE and University Lecturers, who all have different needs for P &G NSW, which we recognise.

Goals

- Goal 1:** *To provide opportunities to producers to increase their scientific and practical knowledge of pasture improvement and management*
- Goal 2:** *To make P&G NSW known to producers and increase their participation and engagement*
- Goal 3:** *To create a sustainable P&G NSW so it can provide opportunities to producers in the long term to improve pastures and its management*

GOAL 1: TO PROVIDE OPPORTUNITIES TO PRODUCERS TO INCREASE THEIR SCIENTIFIC AND PRACTICAL KNOWLEDGE OF PASTURE IMPROVEMENT AND MANAGEMENT

TARGET	STRATEGIES	ACTIONS	WHO	
1.1	Selecting adapted pasture species and varieties suited to the climate, soil type, landscape and use.	In collaboration with partners, P&G NSW will facilitate the delivery of science-based information on pasture species and cultivar selection to increase knowledge and skills of producers empowering them to make informed decisions on pasture species and cultivars.	Collaborate to host pasture updates and pasture events and seminars on an ongoing basis. Reproduce and distribute the Pasture Variety Guide with sponsorship from Local Land services and our sponsors by December 2024.	Directors, LLS NSW, DPIRD Research sites Tamworth, Glen Innes, Cowra and Wagga. Chairperson
1.2	Increased awareness to the changes in managing soil acidity.	The identification of current and past research that is relevant for current conditions for producers.	Dissemination of appropriate materials via newsletter, website and events	PDC
1.3	Improve the knowledge of graziers on Soil Carbon, Carbon farming and Trading.	In collaboration with partners, P&G NSW will facilitate the delivery of science-based information on Soil Carbon and Sequestration.	Partner with NSW DPIRD and LLS to run four workshops in NSW on Carbon Farming Fundamentals and a Master Class on Soil Carbon.	Board and their contacts for Workshop groups. Development Officer (Carbon), NSW DPIRD to be approached.
1.4	Raise awareness of the herbicides and management techniques to control pasture weeds.	Reproduce the booklet “Weed Control in Lucerne and Pastures” by December 2025.	Write to NSW DPIRD Pastures Manager to seek permission to reproduce. Investigate opportunities for an external editor.	Chairperson December 2024 Board December 2024.

MEASURES OF SUCCESS:

- Number of events
- Number of attendees
- Number of books distributed
- Website visitor analysis, Facebook statistics
- Practice change through monitoring and evaluation
- All events to report on the survey of attendees

GOAL 2: TO MAKE PASTURES & GRAZING NSW KNOWN TO PRODUCERS AND INCREASE THEIR PARTICIPATION AND ENGAGEMENT

TARGETS	STRATEGIES	ACTIONS	WHO
2.1 Extend P&G NSW's communication networks	P&G NSW will develop a communication plan to achieve an effective and efficient means of disseminating information to members/target audience and wider audience.	Determine current and future target audience.	PDC
	Improve the use of social media and Facebook, with a Communications Strategy.	Develop existing and new communication strategies to engage new members/target audience. Draw up a schedule for posts.	PDC
2.2 Reintroduce the P&G NSW newsletter	Produce and reproduce articles for four newsletters per year. Invite input from outside the Board.	Accept the help of Ted Wolfe and Bob Freebairn to write two articles a year.	Editor to manage production and maintain contact. Directors to look at opportunities for additional articles.
2.3. Increase the awareness of pasture update messages, to improve knowledge.	Make information from our pasture updates available to our wider audience.	Upload presentations to website. Use social media to direct producers to websites and/or pasture updates.	PDC, EO
2.4 Pasture conditions across the state	Develop a network to draw on for pasture condition updates.	At the end of each month and SMS to members on pasture conditions (by Local Land Service groups). Work with LLS to utilise Farm Forecaster as an extension tool.	PDC

TARGETS	STRATEGIES	ACTIONS	WHO
2.5 Ask an Expert	Develop an area on the website where members can lodge a question, they cannot find an answer to on pastures.	Set a network with LLS NSW to redirect ask an expert question, to the most appropriate officer.	Completed

MEASURES OF SUCCESS:

- Number of new members (increase in target audience), increased newsletter circulation, number of followers on social media, new collaborators, new sources of funding
- Report annually on communications produced

GOAL 3: TO CREATE A SUSTAINABLE P&G NSW SO IT CAN PROVIDE OPPORTUNITIES TO PRODUCERS IN THE LONG TERM TO IMPROVE PASTURES AND ITS MANAGEMENT

TARGETS	STRATEGIES	ACTIONS	WHO
3.1 Monitor, evaluate, report on the performance of P&G NSW: – members – financial management – compliance	Review membership levels. Maintain efficient financial management systems and structures. Comply with legal and ACNC requirements.	Present an annual report to the Annual General meeting that includes membership applications, financial statistics and compliance with the requirements of ACNC.	Chairperson FRAC, GNC, EO
3.2 An annual budget to be prepared and monitoring of expenses occurring against the budget.	FRAC to meet and prepare budget with projections for expenditure and income.	FRAC to meet regularly.	FRAC
3.3 Secure resources for effective implementation through collaboration and sponsorship.	The success of achievement against this strategic plan will depend on securing funding to proactively develop programs R, D & E programs that align with P&GNSW’s values, mission and vision.	Promote P&G NSW as an established and credible partner in the pasture science sphere. Act as a conduit to exchange information between producers, advisors and scientists in pasture science. Secure funding for dissemination of information in pasture science. Develop a sponsorship prospectus. Partner with other organisations to secure funding in pasture science R, D & E.	PDC

MEASURES OF SUCCESS:

- Number of new collaborations
- Funding \$\$ secured
- Sustainable budget
- Number of projects delivered on time