



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

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

## We are focused on clear objectives for advancing agriculture, fisheries and forestry

**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, environment, social and biosecurity imperatives
- Optimise benefits from fisheries and State owned forestry

**Performance Indicators**

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

**Objective 2.**  
Assist people in agribusinesses 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
- 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 nationally 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
- Moderate 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

## and outcomes for Queenslanders

**Creating jobs and a diverse economy** › economic growth from increased value of primary and value-added production › market-oriented producers 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** › new and strengthened regional agricultural precincts › safe, healthy food › wider recreational opportunities › stronger regions.



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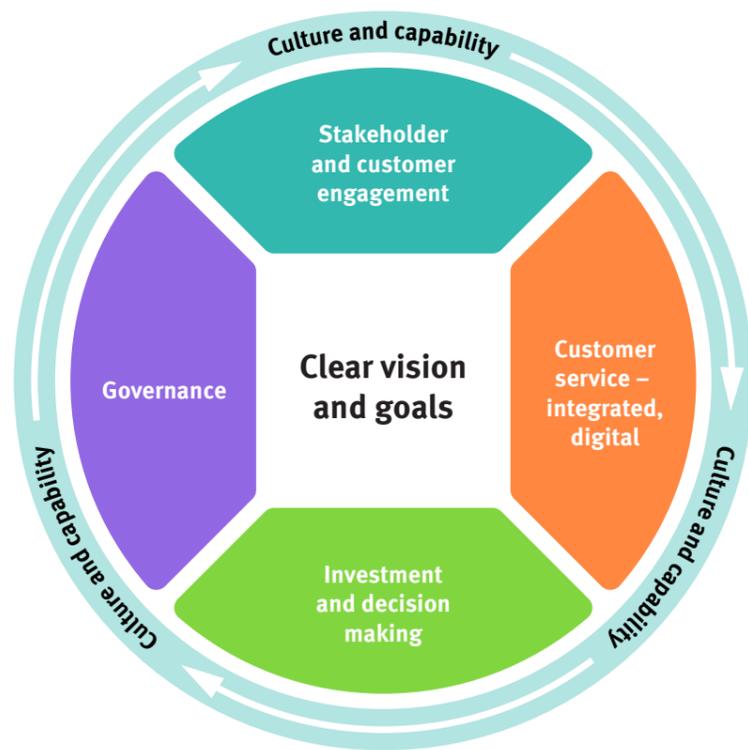


**Purpose:** Promote a sustainable and innovative agriculture, fisheries and forestry sector which adds value to the economy and community

## Our objectives

1. Create the conditions for successful agribusinesses and supply chains which encourage innovation and productivity
2. Assist people in agribusinesses to 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



## The public sector values guide our actions



Customers first



Ideas into action



Unleash potential



Be courageous



Empower people

### 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.

## Strategic challenges and opportunities:

- Economic, market, consumer and environmental trends—sourcing the best available information and data to provide timely responses to emerging opportunities and challenges to help our industries adapt and grow
- Innovation— exploiting data and new technologies and empowering our people and partners to try new things
- Better return on investment— partnering with like-minded organisations and investors and evaluating the impact of major programs and services
- Major climatic events and biosecurity threats – being prepared for events and managing the continuity of business and effectively sharing responsibility for risk management
- Stakeholder and community trust— adopting contemporary corporate governance practices, being inclusive in policy setting with a clearly understood engagement strategy
- Capability—ensuring we can access the people, skills and systems to support current and future organisational functions

## How we will track progress



Value and value-added primary production increases



Stakeholder satisfaction



Customer service standards met



Organisational resources allocated to business improvement and innovation



Staff engagement and wellness results