



Industry driven and managed

Grain
Trading
Standards

Trade Rules
& Contracts

Dispute
Resolution
Services

Trade &
Market
Access

Industry
Stewardship
& Capability

Strategic Direction 2018/2019

Strategic Direction 2018/2019 follows widespread industry consultation to ensure that GTA fulfils its key task to facilitate and promote trade across the Australian grain value-chain.

Strategic Direction 2018/2019 has been prepared for members and others with an interest in the Australian grain industry and details the short to medium term strategies and GTA's longer term vision for the Australian grain supply chain.

Vision

An efficient, equitable and open commercial grain industry in Australia.

Mission

To facilitate and promote trade by providing products, services and advocacy for the Australian grain value-chain.

Our Members

GTA members are drawn from across the grain value-chain from production to domestic end-users and exporters. GTA members are involved in grain trading activities, grain storage, food and feed processing.

GTA also attracts membership from organisations to the side of the value-chain in related commercial activities such as financial (banking, stock exchange etc), communications, grain advisory services and professional services (solicitors and accountants).

Our Values

GTA will:

- Continually reassess its position in the Australian grain value-chain ensuring a contemporary approach to fulfilling its vision. Leadership and innovation will be key features of the manner in which GTA will conduct its operations.
- Commit to delivering products and services that add value to our members' businesses and harmonise standards and processes associated with facilitation of trade.
- Work cooperatively with all parts of the grain value-chain and service all grain value-chain members.
- Build effective relationships with our members and stakeholders.

GTA – Core Tasks

- **Grain Trading Standards** - development and the ongoing maintenance of grain trading standards that reflect customer requirements, as well as supply-chain and production capabilities.
- **Grain trading contracts and trade rules** - that ensure legal rigour to commercial grain trading activities.

- **Dispute Resolution Services** - underpin contractual arrangements and instil value by ensuring confidence in transacting in the Australian grains industry.
- **Trade and Market Access** - engaging with policy makers and industry to ensure fair and equitable trade policy and systems for improved market access into domestic and global markets and promoting grains industry self-regulatory approach in international markets and
- **Industry Stewardship and Capability** - a determination to increase capability within the grain industry by provision of Australian Grains Industry Code of Practice together with market-based vocational training & development programs.

In addition, GTA also has expansive products and services to provide strong foundations for an industry proud of its ability to develop and implement a **self-regulatory framework** for the grain industry and to develop policy setting and processes.

This approach is supported and demanded by GTA members, industry stakeholders, government and its related agencies.

GTA members look to GTA to continually reassess and develop additional relevant capacity. GTA has responded and during 2018/2019 there will be continued emphasis on:

- **Training and development** to ensure industry participants have access to practical and relevant training including the Diploma in Grain Marketing; GTA will also focus on continued strong participation in Training courses and enrolment in the Diploma.
- **Trade and market access** capabilities to enhance the industry's capability, prioritisation and involvement in trade and market access, working in partnership with Government and other grains industry stakeholders
- Working with industry to ensure agreed **Industry Good Functions** are maintained and enhanced for successful continuation of important industry good functions.
- Work with industry to look at improved **cooperation** and improved operating **efficiencies**.
- Promoting a **harmonious global grain trading**, regulatory and operating environment for the world's grain supply-chain.
- Technical Committees to draw on Members' industry **knowledge, experience and expertise** to advise and develop products, services, policies and guidelines to advance achievement towards GTA's Vision and Mission.
- Participation in the AGIDG and provide post-farm gate leadership in the strategic **development of non-commercial agreed Industry Good Functions**.

MANDATE MUST BE CONTINUALLY EARNED

- ❖ GTA does not have a right to exist – it must *continually* earn that right from its members.
- ❖ Members do not financially support GTA via membership fees or the purchase of products and services out of loyalty but out of the value that GTA is able to offer to their commercial activities.
- ❖ GTA is judged on whether it offers a sound value proposition to members by the value obtained by the member in their last interaction with GTA.
- ❖ GTA must:
 - ❖ be cognisant of factors in the external business environment that impact both the Australian grains industry and GTA and its operations; and
 - ❖ operate within the confines and needs of members and the immediate business environment in which GTA operates.

1 The core tasks of trade facilitation

GTA will **continually** review the products & services that support “trade facilitation” to ensure they reflect the commercial grain trading environment. This will occur via input from the GTA Technical Committees, members and the broader grains industry. The review process will be public, transparent and open to all.

1.1 Grain Trading Standards

Positioning statement	Activities 2018/2019	Future activities
<p><i>GTA grain trading standards will reflect customer needs as well as supply-chain and production sector capabilities and are the benchmark for the Australian grains industry. They provide confidence to consumers and processors of Australian grains. Where advantageous to the Australian grain industry, standards and reference methods will be harmonised with international standards.</i></p>	<p>Develop, review and publish on a yearly basis:</p> <ul style="list-style-type: none"> ↻ Wheat & coarse grain trading standards ↻ Reference methods for wheat and coarse grains ↻ Commodity Vendor Declarations ↻ Visual Recognition Standards Guide <p>Publish:</p> <ul style="list-style-type: none"> ↻ Oilseed trading standards developed by the Australian Oilseeds Federation; ↻ Pulse standards developed by Pulse Australia; ↻ Birdseed standards developed by Queensland Agricultural Merchants; and ↻ Other Standards as produced by relevant industry stakeholders. <p>Via the Food Safety & Biosecurity Subcommittee, provide industry guidance to:</p> <ul style="list-style-type: none"> ↻ CODEX Australia, Food Standards Australia New Zealand and the Australian Pesticides & Veterinary Medicines Authority on issues relating to grain quality, food safety and quarantine. <p>Technology:</p> <ul style="list-style-type: none"> ↻ Development of applications suitable for Smart Devices. Current and potential applications : <ul style="list-style-type: none"> • GTA publications: • Seed Impurities of Grain Identification Guide • Visual Recognition Standards Guide • Standards <p>Stakeholders:</p> <ul style="list-style-type: none"> ↻ Continued engagement with pre and post farm gate stakeholders to ensure trading standards encompass the needs and capabilities of the production, supply chain, consumption and regulatory sectors. ↻ Work with industry groups and other stakeholders to develop communication programs to demonstrate the critical roles that trading standards and variety classification play in the quality of Australian grain. 	<ul style="list-style-type: none"> ↻ Work with industry groups to ensure all grain, oilseeds and pulse standards are aligned where feasible ↻ Consideration & development of applications suitable for Smart Devices. Potential applications include Image analysis to identify seed impurities. ↻ Continue to work with industry on development and adoption of new testing technology. ↻ Engagement with Government on standards related matters via membership of the National Measurement Institute (NMI) Grain Quality Advisory Committee and provide submissions on NMI matters where required ↻ Engage with industry to develop an industry wide collaborative model for ring testing of standards and defective grain quality parameters ↻ Engage with industry to develop a model for review of all new testing technology, maintenance of existing technology and calibrations

1.2 Trade Rules & Contracts

Positioning statement	Activities 2018/2019	Future activities
<p><i>GTA contracts and rules provide a constant and consistent methodology for conducting trade along the supply-chain, from producer to processor/consumer. The outcome is greater commercial certainty and fairness, and lower risks for any participant in grain chain transactions and broader confidence in the marketplace to conduct trade.</i></p>	<p>Continuous review ensures the following documents remain contemporary in nature:</p> <ol style="list-style-type: none"> 1. GTA Trade Rules 2. Grain and Oilseeds In Bulk FOB Terms 3. Grain and Oilseeds in Bulk Delivered Price Basing Point or Port Terms (Basis Track) 4. Grain and Oilseeds – Contract Confirmation 5. Revise SOP for Standard Form Grain Contracts; Trade Rules 6. Contract for Grain / Oilseeds / Birdseeds & Pulses In Containers Delivered Container Terminal (DCT) 7. CFR-CIF for Grain in Containers 8. Contract for the Bulk Freight of Goods 9. Alignment of Ausgrain Charterparty with GTA No1 (FOB) Contract 10. Grower Contract 11. Free on Rail (FOR) Contract 12. Pool Operators Guidelines 13. Review and Publish Location Differentials (LDs). 	<ul style="list-style-type: none"> ↻ Represent grains industry on ACCC Agricultural Advisory Committee. ↻ Member submission process of trade rules and contracts ↻ Review of DCT No. 4 Contract ↻ Work with Industry to develop & manage industry standard reference data where practicable. ↻ Review the need for new contracts in specific areas of the supply chain

1.3 Dispute resolution services

Positioning statement	Activities 2018/2019	Future activities
<p><i>GTA dispute resolution services are recognised by industry as the most efficient process to resolve commercial disputes. GTA awards are legally robust and when aligned to GTA contracts and agreements, ensure contracting integrity.</i></p>	<p>GTA will offer dispute resolution services:</p> <ul style="list-style-type: none"> ↻ For all GTA contracts and agreements; and ↻ Where GTA members have referenced the GTA Dispute Resolution Service in specialty or “tailor made” contracts. ↻ In accordance with GTA Dispute Resolution Rules and the NSW Commercial Arbitration Act. ↻ Continue to publish Arbitration rulings ↻ Provide specific training requirement and opportunities for Arbitrators 	<ul style="list-style-type: none"> ↻ Continued facilitation of Dispute Resolution Services. ↻ Promote the benefits to Industry of GTA Dispute Resolution Services. ↻ Seek continuous improvement opportunities in Dispute Resolution Services ↻ Training for GTA Arbitrators

1.4 Training & Development Program

Positioning statement	Activities 2018/2019	Future activities
<p><i>GTA will deliver programs to upskill industry participants ensuring that the trade facilitation processes developed by GTA are well understood at all points in the value-chain from producers to trade intermediaries to end users.</i></p>	<p>Conduct the following Training and Development:</p> <ol style="list-style-type: none"> 1. GTA Diploma in Grain Management 2. GTA Trade Rules, Contracts and Dispute Resolution 3. GTA Grain Standards 4. Grain Merchandising 5. Grain Accounting 6. Understanding Grain Markets 7. GTA Dispute Resolution Service 8. Advisory & Compliance Workshop 9. Export Contracts & Documentation course 	<ul style="list-style-type: none"> ↻ Develop RPL opportunities for linkage into GTA Diploma via external professional development activities (eg. Export Contracts course, Baking & Milling) ↻ Analyse prospects of further integration of on-line technology into the program ↻ Consult with Industry and Members to identify industry training needs and content gaps in GTA training programs.

	<ul style="list-style-type: none"> ↻ Explore options for to access public funding opportunities for members and industry stakeholders to access GTA training and development programs. ↻ Implement Code Assessment Program as part of the review of the GTA Code of Practice and Technical Guideline Documents ↻ Implement on-line delivery of the new Code Assessment Program as a trial for potential further implementation for on-line delivery of other GTA Training and Development Programs. ↻ Develop scholarship/bursary to promote Diploma in Grain Management and promote Industry Leadership and Professional Development. ↻ Encourage and promote Grower participation in Training and Development courses through the Grower Grain Marketing Development Program 	<ul style="list-style-type: none"> ↻ Review and identify opportunities to provide on-going professional development of skills and knowledge update for experienced Industry participants. ↻ Seek and foster opportunities to access Government funded training opportunities for industry participants.
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1.5 Trade & Market Access

Positioning statement	Activities 2018/2019	Future activities
<p><i>GTA will advance independent, fact-based dialogue and advocacy for members and industry stakeholders.</i></p> <p><i>GTA will work with members to prioritise trade and market access issues and promote the positioning of grain industry issues with the Australian Government and in international forums.</i></p> <p><i>GTA will support and where applicable shape the federal and state government efforts to ensure that trade is not impacted by technical barriers that may arise in forums such as the WTO, IPPC, FAO, CODEX etc, in trade agreements and/or via state based legislative actions</i></p>	<ul style="list-style-type: none"> ↻ Allocation of increased capacity to represent the interests of members with direct engagement with Australian Government Commonwealth, State and Territory Departments and their agencies on TMA activities including: <ul style="list-style-type: none"> ↻ Bilateral and multilateral trade policy negotiations ↻ Market access / potentially discriminating technical, or other barriers to trade ↻ Active and ongoing membership of: <ul style="list-style-type: none"> • DAWR Grain & Plant Products Export Industry Consultative Committee (GPPEICC) and it's Finance and IT sub-committees. • ACCC Agricultural Advisory Committee • DAWR Non-Tariff Measures (NTM) Industry Working Group ↻ Continue to lead and manage the IWG on Request for Permit and container export processes in conjunction with DAWR. ↻ Continued involvement in other WG and GPPEICC activities including the finance sub-committee, sampling review. ↻ Provide ongoing representation and leadership for the GPPPEICC Technology sub-committee and seek sustainable efficiency improvements for exporters in DAWR requirements for exporting grain. ↻ Actively participate in the development of the operating "Rules" for the pending Export Legislation ↻ Active membership and engagement with the International Grain Trade Coalition (IGTC). GTA is the reference point for IGTC on trade related activities involving the Australian grain industry and actively participates on matters of high significance including MRLs, LLP, multi-lateral conventions such as the ISPM, Cartenga Bio-safety protocol ↻ Ongoing participation in the development of technical submissions to protect/ enhance the market access of Australian grain in domestic and international markets. 	<ul style="list-style-type: none"> ↻ Continue to work with IGTC and Australian Government authorities re development of policy around Non-Tariff Measures to Trade (NTMs) in particular policies around innovation, low level presence (LLP), MRLs, etc ↻ Continue to provide input into global adoption of E-docs ↻ Ongoing input and GTA team leadership to ISPM and MRL activities of IGTC ↻ Continued input into the Australian industry position on market chemical changes, including methods to fund such submissions ↻ Continue to enhance methods of communication of the impact and need for Trade & Market Access (TMA) activities along the value chain ↻ Chair, actively participate and collaborate with GGL and GIMAF in Industry NTM Working Group. Develop strategies and activity plans to address the impact of NTMs on the grains industry, including maintaining the Industry NTM database. ↻ Work with GRDC and ABARES to develop quantified impact model of NTMs.

	<ul style="list-style-type: none"> ↻ Continue to share information with like overseas organisations to ensure a harmonised approach to commercial activities across the global grain trade. ↻ Continue to prioritise and ensure improved coordination of Trade and Market Access activities across the grains industry and work with Industry Groups to ensure “no gaps” exist in industry wide TMA activities. ↻ Undertake consultation to obtain broad industry endorsement and implement the Market Choice Framework for GM Crops and implementation of related policies and response plans. ↻ Establish and facilitate expert Industry Working Groups (IWG) on relevant issues involving TMA, phytosanitary measures and emerging issues requiring consideration and input by Industry experts and GTA Members. ↻ Continued involvement in GIMAF activities, including membership/chair of the Forum, membership of WGs and technical market access advice 	
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1.6 Industry Technology, Data and Information

Positioning statement	Activities 2018/2019	
<p><i>GTA will provide a focal point for industry to identify and develop pre-commercial information technology, data and information exchange opportunities to improve the facilitation of trade and to provide value to GTA Members and the grains industry at large.</i></p>	<ul style="list-style-type: none"> ↻ Establish the Information Technology Advisory Committee (ITAC) as a formal GTA Technical Committee ↻ Examine and prioritise technology-based opportunities to improve the facilitation of trade for GTA Members. ↻ Provide an industry based standard specifications for cross industry capture and transfer of data ↻ Develop, publish and maintain an industry standard list of varietal codes for use by GTA members and industry at large. 	<ul style="list-style-type: none"> ↻ Engage with DAWR and other industry stakeholders on the development and implementation of e-phyto certificates. ↻ Engage with DAWR and industry on development of industry protocols to improve trade facilitation.

2 Industry support functions

GTA will provide industry leadership in functions which are suitable for industry to manage and work with Government and their agencies where wider or community interests warrant a public partnership approach.

2.1 Grain value-chain partnerships

Positioning statement	Activities 2018/2019	Future activities
<p><i>As the industry evolves, GTA will encourage efficiency across the grain supply-chain by working with other groups to improve efficiencies in the post-farm gate sector.</i></p>	<ul style="list-style-type: none"> ↻ Working with likeminded organisations, GTA will seek improved operating and structural efficiencies of the post farm gate industry sector, including the AGIDG and associated strategic planning activity ↻ Continue to advocate for Industry Good Functions that are of value to GTA members, and do not have a viable commercial solution or alternative. ↻ Work with other Post Farm Gate groups, technical committees and GTA Members to ensure a cohesive post farm gate voice for communication to Government and the wider grains industry. ↻ Member funding requires a clear commercial benefit in the competitive environment. ↻ Engage with AOF, Pulse Australia, GPA, GGL, GIMAF, GIWA, Barley Australia and GRDC. ↻ Promote issues of Industry consensus and engage and advocate on behalf of GTA Members and broader Industry on industry and collaborative consensus positions where possible and sensible. ↻ Implement the “Sector Council” framework and ensure successful transition of AGEA to Australian Grain Exporters Council (AGEC) as the inaugural sector council within GTA. 	<ul style="list-style-type: none"> ↻ Provide post farm gate sector leadership in the development of industry good functions. ↻ Continually seek engagement with current and potentially evolving representative industry sectors and organisations with a view to establish organisational platforms that serve the grains industry.

2.2 Australian Grain Industry Code of Practice

Positioning statement	Activities 2018/2019	Future activities
<p><i>This Code is a public demonstration of an industry that is self-regulating and conducts its operations in an ethical manner professionally and <u>according to best practice</u>.</i></p>	<ul style="list-style-type: none"> ↻ Promote the 2017/18 revised version of the Code of Practice, Transport Code of Practice and associated Technical Guideline Documents (TGDs) to GTA Members, and broader grains industry stakeholders, including Govt. ↻ Promote the Code Assessment Program to GTA Members and industry participants to demonstrate industry understanding and adherence to the Code ↻ GTA will continually promote the Code to members, government, end users and other industry stakeholders 	<ul style="list-style-type: none"> ↻ Continue promotion of use and compliance with the Code to GTA members and the wider industry where beneficial to industry ↻ Development of additional Technical Guidelines Documents (TGDs): <ul style="list-style-type: none"> • Data capture / security • Safety Health and Environment (SHE) guidelines • Representative Sampling Guidelines • Other TGDs ↻ Continue work with the transport sector to implement effective processes to minimise contamination risks of grain loaded into road trucks ↻ Continue industry advocacy on Chain of Responsibility implementation and adherence by the industry

2.3 National Working Party on Grain Protection

Positioning statement	Activities 2018/2019	Future activities
<i>NWPGP provides management and leadership to industry in the areas of post-harvest storage, chemical use, market requirements and chemical regulations.</i>	<ul style="list-style-type: none"> ↻ Continue to support the activities of the NWPGP by acting as the secretariat and manage the Australian Grain Storage & Protection Conference, NWPGP technical outcomes and associated work groups. ↻ In working with the NRS, update the Australian Grains Industry Post Harvest Chemical Usage Recommendations and Outturn Tolerances 2018/19 to meet changing market requirements, ↻ Work with various industry groups and Government to manage chemical use and provide submissions to various regulatory reviews of chemical use. 	<ul style="list-style-type: none"> ↻ Continuing support of the National Working Party on Grain Protection ensuring science-based decisions in relation to the use, application, storage and trading of grain for domestic and international markets. ↻ Provide submissions, and input where required, on reviews of chemicals both in Australia and overseas in markets of importance to Australian grain









2.4 Wheat Quality Australia

Positioning statement	Activities 2018/2019	Future activities
<i>Wheat Quality Australia provides the support needed to identify, develop and produce high quality wheat varieties in Australia by classification of new wheat varieties according to end product (or flour) qualities and market needs.</i>	<ul style="list-style-type: none"> ↻ Work with GRDC, AGIDG and WQA to ensure successful transition of WQA functions to a broader grains classification function within the proposed industry good company, ↻ GTA will continue to work closely with WQA and other stakeholders to ensure an ongoing and sustainable cost base. ↻ GTA will continue to support WQA by way of provision of one Director for the WQA Board and in-kind technical contribution to WQA from GTA Members. ↻ GTA and AEGIC will develop communication packages with WQA to highlight the important role that trading standards and variety classification play in the determination of grain quality. 	<ul style="list-style-type: none"> ↻ Working with GRDC, as the other member of WQA, and industry stakeholders, continue to review and develop strategies and processes in support of varietal classification ↻ Work with GRDC and WQA to ensure successful transition of WQA to the proposed Industry Good Company ↻ Work with GRDC, AGIDG and industry to review, evaluate and promote potential varietal classification for other grains/commodities.

2.5 Australian Grain Industry Conferences

Positioning statement	Activities 2018/2019	Future objectives
<i>The Australian Grain Industry Conference (AGIC) will continue to be the pre-eminent grain conference held in Australia. Topics will engage the audience and aligned functions provide networking opportunities. AGIC Asia will continue to showcase the Australian grain industry</i>	<p>AGIC (Australia)</p> <ul style="list-style-type: none"> ↻ Conduct the Australian Grain Industry Conference (AGIC) and aligned workshops/meetings. ↻ Conduct the AGIC Golf Day to compliment AGIC Australia and target alternative industry segments (trade). ↻ Implement activities to provide “cross sell” benefits to GTA members who support AGIC Asia. <p>AGIC ASIA</p> <ul style="list-style-type: none"> ↻ Contingent on support by the broader industry, to conduct AGIC ASIA as a technical symposium in suitable location(s) to highlight the Australian grain industry to Asian end users. ↻ Where viable incorporate Roundtable events with AGIC Asia, to continue to build communication channels and improve mutual understanding of trade and market access issues with AGIC Asia destinations. 	<ul style="list-style-type: none"> ↻ Recognise the need for conferences to maintain a sound value proposition to members and industry. ↻ Ensure Conferences remain innovative and relevant to Member and delegate needs ↻ Develop cross sell value for GTA Members to support AGIC Asia and AGIC Australia. ↻ Ensure value is captured to support inclusion with Export Innovation Funds ↻ Develop and implement a conference targeted at the Australian grains logistics sector.

2.6 Australian Grain Industry Discussion Group (AGIDG)

Positioning statement	Activities 2018/2019	Future objectives
<p><i>AGIDG will provide a forum for grain industry organisations to develop overarching industry strategies and policies that promote and enhance a competitive and efficient Australian grain supply/value-chain.</i></p>	<ul style="list-style-type: none">  GTA will support the initiative via membership and active participation  Consult with GTA Members in terms of activities, priorities and funding requirements.  Identify funding mechanisms to ensure project funding is sourced from participants on an equitable basis.  Ensure surplus Wheat Industry Funds are properly allocated and provide value to industry and facilitate transitioning to agreed industry structure.  Scope and approve industry preparedness plan with PHA for Industry Emergency Response Plans 	<ul style="list-style-type: none">  Continuing support of the AGIDG enabling cross sector discussion/resolution of industry matters/activities.  Continued involvement in AGIDG to ensure needs and requirements of GTA Members are well served.  Ongoing consultation with GTA Members to ensure industry good activities meet member and market needs.

3 Advocacy

Positioning statement	Activities 2018/2019	Future activities
<p><i>As Australia is a net exporter of grain, GTA on behalf of members must continually assess the emerging and potential inhibitors to trade, both on a domestic and international basis.</i></p> <p><i>GTA will continue to advance independent, fact-based dialogue and advocacy for members and industry stakeholders. Government will maintain a central role in many of the global issues for grain trade (WTO, DA Biosecurity, FTAs, Codex, SPS, etc), however it needs commercial support from industry to guide its position.</i></p>	<ul style="list-style-type: none"> ↻ Ongoing participation in the development of technical submissions to protect/enhance the market access of Australian grain in domestic and international markets. These activities relate primarily to interaction with key sections of the Department of Agriculture and Water Resources (DAWR). ↻ Ongoing development of capacity that will advance the competitiveness of the Australian grain industry in regards to bilateral and multilateral trade policy negotiations conducted by the Australian Government. These activities relate primarily to interaction with key sections including the Department of Foreign Affairs & Trade and TMAD. ↻ Seek to further build and establish a more influential position with Government and, where possible, a unified voice for the Post Farm Gate segment and broader grains industry where possible and sensible. ↻ Ongoing support for Industry Management Plan (IMP) for facilitation of the wheat and barley trade to markets such as China and the Industry Working Group (IWG) and implementation of bi-laterally agreed actions. ↻ Collaborative work with other industry groups to support and benefit GTA Members and Australian Grains Industry. ↻ Ongoing representation on DAWR NTM Industry Working Group and advocacy activities around the Grains NTM Project and outputs ↻ Continued leadership and development of collaborative grains industry NTM and MRL strategy in conjunction with GGL and GIMAF. 	<ul style="list-style-type: none"> ↻ Ensure Government positions and representatives attending are aware of and support industry's position for global trade and bio-security forums and meetings ↻ Ensure Government maintain their support and participation in Global Initiative on LLP; ISPM, e-phyto

4 Communication

Positioning statement	Activities 2018/2019	Future activities
<p><i>GTA's profile is recognised as an industry communicator by Government, media, financial institutions, other industry organisations and members. The industry is seen as transparent, collaborative and supportive of innovation and entrepreneurship.</i></p> <p><i>GTA will via various communication mediums disseminate its commercial resources and other material related to "facilitation and promotion of trade" to members and non-members. This also relates to international sectors of the grain industry.</i></p>	<p>The GTA Communications Strategy is designed, to meet members and industry's needs.</p> <ul style="list-style-type: none"> ↻ Annual Review and update of Communications Strategy focussed communications strategies associated with highlighting and explaining the Industry Self-Regulatory Framework (noting the role of Standards, contracts, trade rules, dispute resolution, training and governance) introduction of major initiatives: <ul style="list-style-type: none"> • Trading Standards • Contracts & Dispute Resolution • Governance, Australian Grain Industry Code of Practice and associated Technical Guideline Documents; • Training and Professional development ↻ Active promotion and extension activities to ensure and improve awareness of the Code of Practice ↻ Focussed promotion and increased interaction with key associations i.e. state merchant associations and grower groups. ↻ Submissions made by GTA to various federal agencies and departments ↻ Promote Key messages, including that GTA's products and services provide a Self-Regulatory Framework that is the key foundation for the facilitation of trade and provide a broad growth platform to benefit GTA Members and the Grains Industry at large. ↻ GTA Members Survey ↻ Continue to publish GTA Market Notifications to advise members of information considered relevant to the grain market and GTA members. 	<p>Continued and increased engagement with federal and state (as required) governments.</p> <p>Programmed briefings and interactions to:</p> <ul style="list-style-type: none"> • Federal politicians • Federal ministries including DAWR/DFAT. • Key stakeholders including members, state merchant organisations, GRDC and producer groups. • International Delegations

Industry Outcomes

The goal of GTA is to create an operating environment for the commercial grain industry that is efficient, effective and transparent. These attributes provide the foundation for the Australian value-chain and its members to participate in the growth of the global grains industry.

The following reflect the industry outcomes that GTA delivers / influence through its activities:

- **A well informed industry** – decisions based on sound data and research
- **A better skilled industry** – operating at best practice
- **Access to more effective tools and processes**
- **More harmonious and cooperative environment** – a common and clear commercial focus, balanced with a wider community and environment responsibility
- **Enhanced innovation and leadership** – where new ideas and challenges are welcomed, discussed openly, and advanced as appropriate
- **An industry responsible for itself (industry stewardship and management)** – self-reliant but achieves Government support where common good outcomes justified and necessary.

Critical Success Factors

GTA must deliver:

- **Harmonised trading products and services** – so that trading risks are lowered, capital is attracted, and transparency is enhanced.
- **Suite of tools to enable trade to occur efficiently and seamlessly** – low cost transactions are critical to maintain global value-chain competitiveness.
- **Training & development programs that enhance the skills of industry participants** – other industries and countries are competing for skilled human resources; GTA must deliver programs to “grow our own”.
- **Knowledge sharing** – communicating the grain industry and GTA vision is critical to garnering the support required for growth.
- **Funds and Resources for GTA to deliver the outcomes** - growth in industry services and communication activities by GTA must be met within the budgetary scope and financial policies of GTA.
- **Partnerships/linkages with industry stakeholders**, Government and agencies, and international counterparts – members alone cannot fund the entire service load. Partnering will be an important component of success.

Grain Trade Australia

PO Box R1829

Royal Exchange NSW 1225

Tel: +61 2 9235 2155

Web: www.graintrade.org.au

Email: admin@graintrade.org.au
