ASA Strategic Framework

Mission:
To sustain the future of agricultural shows across Australia.

Vision:
ASA is the representative body for 580 agricultural shows nationally that works collaboratively to:

- **Promote** the significance of agricultural shows and their impact on communities,
- **Support** agricultural shows by creating connections, sharing knowledge and providing resources,
- **Create** national strategies, competitions & programs to celebrate agricultural heritage & promote its vibrant & innovative future

Values:
Progressive Leadership · Member Focused · Collaborative · Connecting ·Educating · Celebrating

		Sustainable Organisational Model	Support for Agricultural Shows	Programs & Competitions
1 1-2 Years 2022-2023	Initiatives	• Create brand identity and marketing plan for ASA to raise awareness and elevate ASA's purpose and value (develop a clear statement on who ASA is, its purpose and value; define delineation between ASA and shows and state bodies) • Conduct a national economic impact study to showcase community, social, environmental & economic benefit	• Create a suite of Agshow management templates, tools, technology and best practice guides (e.g., managing animal rights protests, risk management plans, COVID-safe plans) • Create an active National ASA "network" to stimulate connections, information and best practice sharing and collaboration between show committees/members; establish forums to group participants by show size	• Promote and grow Next Generation, Rural Ambassadors, and the young judges & paraders competition, increasing the prestige, awareness and educational opportunities of these programs in a manner that is cost effective to shows
	Metrics	• Statement created and disseminated – comprehension/penetration to all levels of ASA membership (brand awareness survey to test) - usage of ASA value in marketing (how broadly is this value statement being shared? e.g., ASA website, marketing materials, etc.) • Study funded - study designed and created - study completed, data available - usage of study data (eg., quoted by politicians/councils, disseminated to support state,/regional/local shows, submitted with grant requests, etc.)	• Number of tools created - number of downloads of each tool/guide - user ratings for each tool • Collaboration site set up - number of followers - number of conversations/week - net promoter score (would you recommend this to a colleague?)	• Growth in number of participants - spread of participants at each show level (royal, state, local) - spread of participants geographically - reduction in cost of competition delivery at show level - opportunities for national recognition - educational opportunities provided - program/competition promotion by educators/schools
2 2-3 Years 2023-2024	Initiatives	• Establish an ASA AgShow Foundation to attract major donors (potential to connect with release of AgShow minted coin) • Actively pursue grant opportunities for projects (ASA national projects and for AgShows/bodies) • Develop national sponsorship deals to fund ASA initiatives	• Create national promotional strategy to share with local tourism boards to tie AgShows to areas as attractions; build an AgShow tour trail • Increase relevance and value of national ASA conference • Develop a nationally coordinated lobbying strategy • Create a data plans for shows – define what data to capture, methods to capture data and how to use the data to drive insights; technology recommendations	• Drive the standard for national youth competitions to create awareness and national recognition of significance of participation and winning
	Metrics	• Foundation established - foundation brand awareness (name mentions, search volume, share of impressions) - number of donors - average size of gift - total dollars raised • % successful grant applications - grant dollars achieved - variety of grants (purpose and geography) • Number of deals - number of sponsors - amount of sponsorship dollars/year - number of projects funded - increase in staffing levels	• Number of tourism boards contacted - number of tourism boards promoting AgShows • Gross/net conference income - number of attendees - geographic spread of attendees - number of sponsors - number of speakers - session attendance numbers - number of vendors/partners - post-conference survey • Number and frequency of meetings with government representatives - amount of government funding & grants procured - policy changes actioned • Number of shows using plan - number of individuals in database - changes implemented attributable to the data - Increase in show attendance numbers - usage of statistics in governmental press releases - showgoer personas created	• Number of competitions with a national standard - number of participants - penetration of standard across all show levels (number of shows complying to standard) - competitor ratings on consistency of standards - reduction in cost - number of processes automated - time savings - competition brand awareness - national external recognition of competition participants & winners - competition promotion by agricultural educators/schools
3 4-5 Years 2024-2026	Initiatives	• Assess 2022 – 2026 Strategic Plan and funding/resources and build 2027 – 2031 Strategic Plan	• Drive a national volunteer program with tools & templates for volunteer training, job matching, mentoring and awards - to retain, educate, celebrate and energise volunteers • Showcase volunteer contributions (national recognition, awards, etc.) to enhance volunteer recruitment and retention	• Create a national youth program to promote agricultural education and future agricultural careers, in collaboration with others in agriculture/careers, e.g., PIEFA, NFF, agricultural science teachers, agricultural schools/colleges/TAFEs/universities, etc.
	Metrics	• Initiatives completed – KPIs met – resource position for ASA – ASA's ability to sustain itself – ASA's value to members (Net Promoter Score)	• Number of tools/templates created - number of shares of program/tools - number of volunteers per show (vs baseline) - number of active volunteer mentors - number of shows using tools - scope of shows using tools • Number of shows submitting volunteers for awards - geographic & show level spread of volunteers submitted - increase in volunteer numbers	• Number of youth participating - number of partners participating (e.g., potential employers) - number of youth placed in agricultural workforce through program - number of schools involved in the program - growth in number of youth volunteers