

SAOGA & SAORC 2020+ Vision

Amidst the Covid19 pandemic and recovery efforts moving forwards, now more than ever, it is important to clearly articulate our vision and to focus our efforts to practically assist growers rebound from this and other challenges in a strong and resilient fashion. Taking on grower feedback and outcomes from the strategic planning workshop held in Smoky Bay in 2018, the board has endorsed a vision which embodies the values our members told us was important to them.

STRATEGIC VISION

South Australian Oyster Growers are market leaders of oysters domestically and globally.

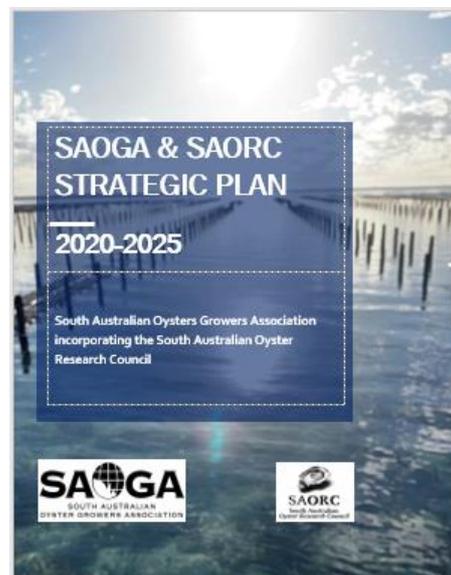
The South Australian Oyster Growers Association (SAOGA) are stalwarts of a sustainable and best practice oyster farming industry that values negligible environmental impacts and acts to secure a certain business environment for current and future farmers and investors in oyster farming to affirm the market position.

We will advance the South Australian Oyster Industry to benefit growers through: meaningful research and development conducted by our South Australian Oyster Research Council; by helping to secure production capacity; through good relationships and stakeholder communication; by fostering sustainable farming habits and promoting supply of superior product to market; and delivering through strong governance.

SAOGA's mission in delivering on this vision is to provide the leadership, support, advocacy, and representation for South Australian Oyster Growers and deliver outcomes in collaboration with growers, industry, government, and

consumers. Our actions will therefore be underpinned by:

- Research and development to improve all facets of oyster growing, both environmentally and economically.
- Championing environmental stewardship.
- Promotion of continuous improvement in production efficiencies through research and development.
- Ensuring education, training and development opportunities are available to members.
- Implementation of market research which supports the South Australian oyster industry and contributes towards sustainable growth.
- Effective communication of research outcomes to South Australian oyster growers.
- Powerful marketing and product awareness initiatives.
- Strong leadership and governance of the Association and advocacy for growers.



The five strategic pillars, our areas of focus to realise our vision, are founded in what you, the growers, told us were your membership priorities and values:



We have comprehensively expressed clear, overarching goal statements for each of these areas and challenged ourselves to measure up against pre-determined indicators of success which will drive outcomes in the right direction as we embark on a post COVID19 business landscape. Please take some time and have a look at the [SAOGA – SAORC Business Plan 2020 - 2025](#) to get an appreciation for the kinds of specific actions we will be focussing on over the next five years.

If you have any questions or would like more information please contact your Bay Representative.