

Better Services to Farmers Case Study: Horticulture Industry Network

In response to the 'Better Services to Farmers' aim of recognising changing needs of farmers and providing targeted, relevant and accessible services, the DPI Horticulture team undertook an Industry Development Needs Assessment to determine identified areas of need.

DPI Horticulture then refocussed existing resources to services that are better targeted to farmer needs, and delivered through better collaboration with industry.

A key feature of the new service delivery model is the Horticulture Industry Network (HIN), established by DPI Horticulture with the aim of creating working partnerships between DPI and industry, with the department 'wholesaling' its services to the network participants. In practice, this involves contracting private providers to deliver industry development projects as joint ventures, which will both provide a more responsive service to farmers, and build industry capacity and self-reliance.

DPI is currently working to finalise arrangements with network participants, involving up to sixteen industry associations.

DPI Horticulture will utilise the broad input of the HIN to undertake an annual R&D needs assessment which will further focus DPI's delivery on areas of greatest value.

The new structure is to be trialled over three years, and its effectiveness measured by an increase in industry self reliance and level of service capability.

Partnerships

Australian Table Grape Association; Fruitgrowers Victoria (Pome Fruit); Summerfruit Australia; Potato Industry; Vegetables Victoria; Victorian Wine Industry Association; Murray Valley Winegrowers Inc; Australian Dried Fruit Association; Nursery and Garden Industry Association; Murray Valley Citrus Board/ Sunraysia Citrus Growers; Strawberries Victoria; Australian Processing Tomatoes Research Council (APTRC); Almond Board of Australia; Victorian Cherry Association; Victorian Farmers Federation; Vic SPA; Seed Potatoes Victoria; Victorian Potato Growers Council.

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