



# GRAIN TRADE AUSTRALIA

*Industry driven and managed*



## Strategic Activity Plan 2023/2024

*GTA's core task is to facilitate and promote trade across the Australian grain value-chain.*

**Strategic Direction 2023/2024 has been prepared for members and others with an interest in the Australian grain industry and details GTA's strategies and activities 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, information technology and professional services (solicitors and accountants).

## Our Values

GTA will:

- Represent, advocate and focus on the interests of its members
- 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 Activities

- **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 grain 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 the grain industry self-regulatory approach in international markets.
- **Industry Stewardship and Capability** - a determination to increase capability within the grain industry by provision of the Australian Grain Industry Code of Practice together with environmental, safety and market-based training & development programs.

GTA's expansive products and services provide strong foundations to an industry that has pride in 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 consumers of Australian grain, GTA members, industry participants, government and its related agencies.

GTA members look to GTA to continually reassess and develop additional relevant capacity. GTA has responded and during 2023/2024 there will be emphasis on:

- **Training and development** to ensure industry participants have access to practical and relevant training. Access to training is an important part of the responsibility of a self-regulatory framework and the stewardship provided by GTA.
- **Trade and market access** positioning to enhance the industry's capability, priorities and involvement in trade and market access, working in partnership with Government and other grain industry stakeholders in Australia and globally.
- **Modernising the grain supply chain** at a pre-competitive and collaborative level to move from drought through Covid-19 to 2030. This strategy will improve efficiency and drive value through the supply chain to consumers and the farm gate.
- **Work with industry** to look at collaborative arrangements and improved operating efficiencies and importantly the safety of all participants within the grain supply chain
- Promoting a strong focus on Environmental, Social & Governance aspects to ensure a **harmonious global grain trading**, regulatory and operating environment for the grain supply-chain.
- Technical Committees and Industry Working Groups 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.
- Provide post-farm gate strategic leadership and industry stewardship.

### MANDATE MUST BE CONTINUALLY EARNED

- 🔄 GTA does not have a right to exist – it must *continually* earn that right from its members.
- 🔄 Members who financially support GTA via membership fees or the purchase of products and services do so, not 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 of their interactions with GTA.
- 🔄 GTA must:
  - 🔄 be mindful of policy settings and factors in the external business environment that impact both the Australian grain industry, 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 task of trade facilitation

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

## 1.1 Grain Trading Standards

Positioning statement	Core Activities 2023/2024	Additional 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 grain industry. They provide confidence to consumers and processors of Australian grain. Where advantageous to the Australian grain industry, Standards and reference methods will be harmonised with international standards.</i></p>	<p><b>Develop, review and publish on a yearly basis:</b></p> <ul style="list-style-type: none"> <li>↻ Wheat, coarse grain and pulse Trading Standards</li> <li>↻ Reference methods for wheat, coarse grain and pulses.</li> <li>↻ Commodity Vendor Declarations (as required)</li> <li>↻ Visual Recognition Standards Guide (as required)</li> </ul> <p><b>Publish:</b></p> <ul style="list-style-type: none"> <li>↻ Oilseed trading standards developed by the Australian Oilseeds Federation</li> <li>↻ Birdseed Standards developed by Queensland Agricultural Merchants</li> <li>↻ Other Standards as produced by relevant industry stakeholders.</li> </ul> <p>Via the Food Safety &amp; Biosecurity Subcommittee, <b>provide industry guidance to:</b></p> <ul style="list-style-type: none"> <li>↻ CODEX Australia, Food Standards Australia New Zealand and the Australian Pesticides &amp; Veterinary Medicines Authority on issues relating to grain quality, food safety and quarantine.</li> </ul> <p><b>Technology:</b></p> <ul style="list-style-type: none"> <li>↻ Work collaboratively with industry to progress development of automated visual grain quality assessments</li> </ul> <p><b>Stakeholders:</b></p> <ul style="list-style-type: none"> <li>↻ Continue engagement with stakeholders to ensure Trading Standards encompass the needs and capabilities of the production, supply chain, consumption and regulatory sectors.</li> <li>↻ Work with industry groups and other stakeholders communicate the critical roles that Trading Standards and variety classification play in the quality of Australian grain.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Work with industry groups to ensure all grain, oilseeds and pulse Standards are aligned where feasible</li> <li>↻ Continue to work with industry on development and adoption of new testing technology.</li> <li>↻ 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</li> <li>↻ Engage with industry to develop an industry wide collaborative model for ring testing of standards and defective grain quality parameters</li> <li>↻ Engage with industry to develop a model for review of all new testing technology, maintenance of existing technology and calibrations</li> <li>↻ Support applications suitable for Smart Devices, such as: <ul style="list-style-type: none"> <li>• GTA publications:</li> <li>• Seed Impurities of Grain Identification Guide</li> <li>• Visual Recognition Standards Guide</li> <li>• Trading Standards</li> </ul> </li> </ul>

## 1.2 Trade Rules & Contracts

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>GTA contracts and Trade 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"> <li>1. GTA Trade Rules</li> <li>2. Grain and Oilseeds In Bulk FOB Terms</li> <li>3. Grain and Oilseeds in Bulk Delivered Price Basing Point or Port Terms (Basis Track)</li> <li>4. Grain and Oilseeds – Contract Confirmation</li> <li>5. Contract for Grain / Oilseeds / Birdseeds &amp; Pulses In Containers Delivered Container Terminal (DCT)</li> <li>6. CFR-CIF for Grain in Containers</li> <li>7. Ausgrain Charterparty (2015)</li> <li>8. Grower Contract</li> <li>9. Free on Rail (FOR) Contract</li> <li>10. GTA Grain Storage and Handling Agreement</li> <li>11. GTA Location Differentials (LDs).</li> </ol>	<ul style="list-style-type: none"> <li>↻ Represent members on ACCC Agricultural Advisory Committee.</li> <li>↻ Member submission process of Trade Rules and contracts</li> <li>↻ Review the need for new contracts in specific areas of the supply chain</li> </ul>

## 1.3 Dispute resolution services

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>GTA dispute resolution services including the recently introduced 'small claims' process 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"> <li>↻ For all GTA contracts and agreements; and</li> <li>↻ Where GTA members have referenced the GTA Dispute Resolution Service in customised contracts.</li> <li>↻ In accordance with GTA Dispute Resolution Rules and the NSW Commercial Arbitration Act.</li> <li>↻ Publish Arbitration rulings.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Promote the benefits of GTA Dispute Resolution Services.</li> <li>↻ Seek continuous improvement opportunities in Dispute Resolution Services</li> <li>↻ Training for GTA Arbitrators to meet the Professional Development criteria for Arbitrators.</li> <li>↻</li> </ul>

## 1.4 Trade & Market Access

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>GTA's trade and market access strategy seeks to develop domestic and global policies and approaches to position its members and the industry to take advantage of trade opportunities, minimise impacts and constraints to trade, and enable trade to continue in an efficient manner.</i></p> <p><i>GTA will advance fact-based dialogue and advocacy for members and industry stakeholders.</i></p> <p><i>GTA will focus on improved market access outcomes for its members and the grain industry encompassing new access opportunities, improved access arrangements and maintaining existing market access.</i></p> <p><i>Effective cooperation and coordination between and among government and industry is critical to achieving, maintaining and improving market access.</i></p>	<ul style="list-style-type: none"> <li>↻ Implement the GTA Trade and Market Access Strategy, which is focused on the pillars of a) Policy b) Advocacy c) Support d) Communications.</li> <li>↻ Represent the interests of members with direct engagement with Australian Government, State and Territory Departments and their agencies on Trade &amp; Market Access (TMA) activities including:               <ul style="list-style-type: none"> <li>○ Bilateral and multilateral trade policy negotiations</li> <li>○ Market access / potentially discriminating technical, or other barriers to trade.</li> </ul> </li> <li>↻ Continued input into the Australian industry position on market chemical changes.</li> <li>↻ Active and ongoing membership of:               <ul style="list-style-type: none"> <li>○ Department of Agriculture, Fisheries and Forestry (DAFF) Grain &amp; Plant Products Export Industry Consultative Committee (GPPEICC) and its sub-committees.</li> <li>○ DAFF Bulk Import of Grain &amp; Meal Industry Consultive Committee (BIGMICC)</li> <li>○ ACCC Agricultural Advisory Committee.</li> <li>○ DAFF Australian Agricultural Traceability Governance Group (AATGG)</li> <li>○ Active participation in DAFF initiatives such as APEC Grain Trade Facilitation Forum,</li> </ul> </li> <li>↻ Active membership and engagement with the International Grain Trade Coalition (IGTC), including elected Secretary. GTA is the reference point for IGTC on trade related activities involving the Australian grain industry.</li> <li>↻ Ongoing input and GTA team leadership to ISPM, Plant Breeding Innovations (PBI) and MRL activities of IGTC</li> <li>↻ Work with IGTC and Australian Government authorities re development of policy around Non-Tariff Measures to Trade (NTMs), including ongoing SPS/TBT issues, MRLS and in relation to innovation, low level presence (LLP),</li> <li>↻ Work with Grains Australia on its own cross-industry trade and market access plans and capability.</li> <li>↻ Ensure broad industry endorsement of the Market Choice Framework for GM Crops and the New Technology – Stewardship Framework and related policies and response plans including to develop and support Innovative Plant Breeding Technologies.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Continue to provide input into global adoption of E-docs</li> <li>↻ Continue active involvement and leadership into the China strategy, including Govt engagement and market development activities.</li> <li>↻ Continue to enhance methods of communication of the impact and need for TMA activities along the value chain</li> <li>↻ Develop strategies and activity plans to address the impact of NTMs on the grain industry, including maintaining the Industry NTM database.</li> <li>↻ Work in collaboration with industry on relevant issues involving TMA, phytosanitary measures and emerging issues requiring consideration and input by Industry experts and GTA Members.</li> <li>↻ Provide leadership and work on TMA issues impacting the domestic markets, as raised by the GTA Domestic Sector Council.</li> <li>↻ Ongoing participation in the development of technical submissions to protect/ enhance the market access of Australian grain in domestic and international markets.</li> <li>↻ Industry lead of DAFF Bulk Import of Grain &amp; Meal Industry Consultive Committee on review of import protocols and procedures for grains and protein meals.</li> <li>↻ Continue to share information with like-minded overseas organisations to ensure a harmonised approach to commercial activities across the global grain trade.</li> <li>↻ Progress the India/Australia Strategic Grain Partnership model</li> </ul>



## 1.5 Industry Technology, Data and Information

Positioning statement	Activities 2023/2024	Additional Activities`
<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 grain industry at large.</i></p>	<ul style="list-style-type: none"> <li>↻ Conduct the Information Technology Advisory Committee (ITAC) as a formal GTA Technical Committee.</li> <li>↻ Examine and prioritise technology-based opportunities to improve the facilitation of trade for GTA Members.</li> <li>↻ Promote the industry driven “IT Roadmap” to provide guidance to members and Government in the direction of IT investment and development.</li> <li>↻ Provide an industry based standard specifications for cross industry capture and transfer of data.</li> <li>↻ Develop, publish and maintain an industry standard list of varietal codes for use by GTA members and industry at large.</li> <li>↻ Continue the development of Standardised Data Reference Tables for use by industry.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Engage with DAFF and other industry stakeholders on the development and implementation of e-Phyto certificates.</li> <li>↻ Engage with DAFF and industry on development of industry protocols to improve trade facilitation.</li> <li>↻ Engage with Govt to advance the development and broad implementation of automated visual recognition of grain quality, weed seeds and pests.</li> <li>↻ Develop an industry Standard for the implementation of various visual image assessment technology.</li> </ul>

## 1.6 Industry Stewardship and Capability

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>GTA products and services provide stewardship through an industry driven self-regulatory framework.</i></p> <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>	<ul style="list-style-type: none"> <li>↻ Provide members with the foundations of a member driven self-regulatory framework with the foundations including Code of Practice and Technical Guideline Documents.</li> <li>↻ Conduct the following Training and Development programs: <ol style="list-style-type: none"> <li>1. GTA Trade Rules, Contracts and Dispute Resolution</li> <li>2. GTA Grain Standards</li> <li>3. Grain Merchandising</li> <li>4. Grain Finance and Risk Management</li> <li>5. Understanding Grain Markets</li> <li>6. GTA Dispute Resolution Service</li> <li>7. Advisory &amp; Compliance Workshop</li> <li>8. Grain Export Execution &amp; Risk Management</li> <li>9. Practical Training in Chain of Responsibility</li> <li>10. Code of Practice Assessment Program</li> <li>11. On-line Grain Sampling Training</li> <li>12. GTA Trade Rules &amp; Contracts for Growers</li> </ol> </li> <li>↻ Continue On-line, video and face to face based training to give industry choices in delivery methods.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Analyse prospects of further integration of on-line technology into the program</li> <li>↻ Integrate on-line training platforms for COR and Sampling Training programs.</li> <li>↻ Engage with grower groups and GTA members to promote Grower participation in industry-based Training and Development.</li> <li>↻ Implement the “Five Under 30” Mentoring Program.</li> <li>↻ Develop Supply Chain and Logistics training course</li> <li>↻ Customised in-house training for members</li> </ul>



## 2 Industry support functions

GTA will provide 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	Core Activities 2023/2024	Additional activities
<p><i>As the industry evolves, GTA will encourage efficiency across the grain supply-chain by working collaboratively with other groups to improve efficiencies in the post-farm gate sector.</i></p>	<ul style="list-style-type: none"> <li>↻ Work with AGEC, the Domestic Sector Council, Technical Committees and GTA Members to ensure a cohesive post farm gate voice for communication to Government and the wider grain industry.</li> <li>↻ Engage with the pre-farm gate sector including Grains Australia, GRDC, GPA, GGL, SFO's</li> <li>↻ Support the Australian Grain Exporters Council (AGEC) and the Domestic Sector Council as sector councils within GTA.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Continue to advocate for pre-competitive functions and activities that are of value to GTA members, and do not have a viable commercial solution or alternative.</li> <li>↻ Engage and support state Merchant Associations.</li> </ul>

### 2.2 Australian Grain Industry Code of Practice

Positioning statement	Core Activities 2023/2024	Additional 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 a high degree of quality assurance and <u>practice</u>.</i></p>	<ul style="list-style-type: none"> <li>↻ Promote the Code of Practice, Transport Code of Practice and associated Technical Guideline Documents (TGDs) to GTA Members, and broader grain industry stakeholders, including Govt.</li> <li>↻ Promote the Code Assessment Program to GTA Members and industry participants to demonstrate industry understanding and adherence to the Code</li> <li>↻ GTA will continually promote the Code to members, government, end users and other industry participants.</li> <li>↻ Manage the Code of Practice Complaints Handling process.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Promote GTA's Safety Health and Environment (SHE) guidelines and other safety issues</li> <li>↻ Development of Technical Guidelines Documents (TGDs) and GTA Fact Sheets as required.</li> </ul>



### 2.3 National Working Party on Grain Protection

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>NWPGP provides management and leadership to industry in the areas of post-harvest storage, production and post-production chemical use, market requirements and chemical regulations.</i></p>	<ul style="list-style-type: none"> <li>↻ In conjunction with Grains Australia, continue to support the activities of the NWPGP by acting as the secretariat and convene the Australian Grain Storage &amp; Protection Conference, NWPGP technical outcomes and associated work groups.</li> <li>↻ In working with the NRS, update the Australian Grains Industry Post Harvest Chemical Usage Recommendations and Outturn Tolerances 2023/24 to meet changing market requirements,</li> <li>↻ Work with members, industry groups and Government to manage chemical use and provide submissions to various regulatory reviews of chemical use.</li> <li>↻ Raise awareness to increase the general understanding of NWPGP in chemical grain protection, MRLs liaison between Government and industry, and increasing importance of chemical residues and food safety within the supply chain.</li> </ul>	<ul style="list-style-type: none"> <li>↻ 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.</li> <li>↻ Provide submissions, and input where required, on reviews of chemicals both in Australia and overseas in markets of importance to Australian grain.</li> </ul>

### 2.5 Australian Grain Industry Conferences

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>The Australian Grain Industry Conference (AGIC) is the pre-eminent grain conference held in Australia. Topics will engage the audience and aligned functions provide networking opportunities.</i></p> <p><i>AGIC Asia will continue to showcase the Australian grain industry</i></p>	<p><b>AGIC (Australia)</b></p> <ul style="list-style-type: none"> <li>↻ Conduct the Australian Grain Industry Conference (AGIC) conference in 2023/24</li> <li>↻ Promote industry and commercial cohesiveness through industry discussion and networking.</li> </ul> <p><b>AGIC ASIA</b></p> <ul style="list-style-type: none"> <li>↻ Conduct AGIC ASIA as a technical symposium in suitable location(s) to promote confidence in the Australian grain supply chain quality assurance and the quality of our products to Asian end users.</li> <li>↻ Conduct AGIC Asia as a face to face conference in 2023/24. This will enable continuity and focus on several destination markets.</li> <li>↻ 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.</li> </ul> <p><b>GRAIN INDUSTRY SEGMENT CONFERENCES</b></p> <ul style="list-style-type: none"> <li>↻ Where feasible hold additional industry segment conferences to raise discussion, promote awareness and industry collaboration of industry issues, such as Grain Logistics, Modernising the Supply Chain and Trade and Market Access.</li> </ul>	<ul style="list-style-type: none"> <li>↻ Recognise the need for conferences to maintain a sound value proposition to members and industry.</li> <li>↻ Ensure conferences remain innovative and relevant to Member and delegate needs.</li> <li>↻ Ensure value is captured to support inclusion with Export Market Development Grant program.</li> <li>↻ Ensure industry connectivity and networking opportunities are maximised.</li> </ul>

## 2.6 Australian Grain Industry Representative Leadership

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>GTA will actively engage with members and grain industry participants to develop overarching industry strategies and policies that promote and enhance a competitive and efficient Australian grain supply/value-chain and benefit GTA Members</i></p>	<ul style="list-style-type: none"> <li>☞ Provide leadership and stewardship for members and post-farm gate sector on industry issues and relevant policy settings to ensure the industry’s landscape is conducive for investment and efficient facilitation of trade.</li> <li>☞ GTA will support relevant initiatives via membership and active participation where appropriate.</li> <li>☞ Promote and continue implementation of the <i>GTA Supply Chain Strategy – Modernising the grain supply chain – from drought, through Covid19 to 2030 including establishing Grain Storage Assets Management Standard and Grain Assessment Technology Standard and their required supporting frameworks. . .</i></li> <li>☞ Review the “<i>Market Choice Framework/Industry Response Plan</i>” documents and strategy as a potential template for industry leadership and action plan for highly significant “crisis management” issues and needs.</li> <li>☞ Introduce the <i>New Technology – Stewardship Framework</i> – an industry stewardship approach to new technologies recognises the need for the grain value chain to come together to enable a dialogue that will support commercial products/tools/processes and any required supporting frameworks enter the value chain without disruption to trade.</li> </ul>	<ul style="list-style-type: none"> <li>☞ Continued involvement in cross sector discussions to ensure needs and requirements of GTA Members are well served.</li> <li>☞ Ongoing consultation with GTA Members to ensure industry good activities meet member and market needs.</li> </ul>

### 3 Advocacy

Positioning statement	Core Activities 2023/2024	Additional 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 proactively advance 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, DAFF Biosecurity, FTAs, Codex, SPS, etc), with support and information from industry to guide its position.</i></p>	<ul style="list-style-type: none"> <li>↻ Seek to further build a more influential position with Government and, where possible, a unified voice for the post farm gate sector and broader grain industry where possible and sensible.</li> <li>↻ Implement the GTA Trade and Market Access Strategy.</li> <li>↻ Promote and implement <i>GTA Supply Chain Strategy – Modernising the grain supply chain – from drought, through Covid19 to 2030</i> and alignment with DAFF <i>Congestion Busting Program</i>.</li> <li>↻ Ongoing development of capacity to 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 DFAT and DAFF- TMAID.</li> <li>↻ Ensure Government positions and representatives attending are aware of and support industry’s position for global trade and bio-security forums and meetings.</li> <li>↻ Ensure Government maintain their support and participation in Global Initiative on LLP; ISPM, e-Phyto , PBI.</li> <li>↻ Collaborative work with other industry groups to support and benefit GTA Members and the Australian Grain Industry.</li> <li>↻ Continue activity, leadership and promotion of the International Grain Trade Coalition (IGTC) as an effective global forum of grain trade related activity.</li> <li>↻ Provide member and industry perspective &amp; submissions on Government review of the Wheat Port Code Review and the Australian Financial Services legislation regulations</li> <li>↻ Provide member and industry perspective &amp; submissions on supply chain efficiency and productivity issues (eg Productivity Commission)</li> <li>↻ Maintain engagement and advocacy on issues relating to competition in the grain supply chain, including engagement with ACCC as necessary (eg Ag Consult Committee)</li> </ul>	<ul style="list-style-type: none"> <li>↻ 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.</li> <li>↻ 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 DAFF.</li> <li>↻ Ongoing representation and advocacy activities around the Grains NTM Project and outputs.</li> <li>↻ Continued leadership engaging in a collaborative grain industry NTM and MRL strategies in conjunction with Grains Australia, GGL, and NWPGP.</li> <li>↻ Advocate for member interests in the container sector, focusing on impacts on level of competition in the supply chain.</li> </ul>

## 4 Communication

Positioning statement	Core Activities 2023/2024	Additional activities
<p><i>GTA's profile is recognised as a leading industry body, communicator influencer by Government, media, the grain value chain and members. GTA's products and activities are seen as transparent, collaborative and supportive of innovation and entrepreneurship.</i></p> <p><i>GTA via various communication mediums will 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"> <li>☞ Advocating for the interests of GTA Members specifically and the Australian Grain industry more broadly.</li> <li>☞ Industry understanding of the implications of changes to legislation, policy and commercial resources and act accordingly</li> <li>☞ Promote key messages, including how 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 grain industry at large.</li> <li>☞ Highlighting and explaining the Industry Self-Regulatory Framework including:               <ul style="list-style-type: none"> <li>○ Trading Standards</li> <li>○ Contracts &amp; Dispute Resolution</li> <li>○ Governance, Australian Grain Industry Code of Practice and associated Technical Guideline Documents</li> <li>○ Training and Professional development</li> <li>○ Active promotion and extension activities to ensure and improve awareness of the Code of Practice</li> <li>○ GTA Submissions made to various federal agencies and departments</li> <li>○ GTA Member Updates that provide important technical information and facilitate GTA's member consultative process.</li> <li>○ GTA Member Survey</li> <li>○ Publish GTA Market Notifications to advise members of information considered relevant to the grain market and GTA members.</li> </ul> </li> <li>☞ Publish "Grain Matters", GTA's monthly newsletter to members</li> </ul>	<ul style="list-style-type: none"> <li>☞ Relevant stakeholder engagement with GTA on aligned matters of importance.</li> <li>☞ Continued engagement with federal and state governments.</li> <li>☞ Briefings and interactions to:</li> <li>☞ Federal politicians &amp; Advisors               <ul style="list-style-type: none"> <li>● Federal ministries including DAFF/DFAT.</li> <li>● Key stakeholders including members, state merchant organisations, GRDC and producer groups</li> <li>● International Customers and Delegations</li> <li>● Foreign Government departments and regulators</li> </ul> </li> <li>☞ Complete Member &amp; Committee surveys to ensure GTA activities continue to deliver member satisfaction</li> </ul>

## Industry Outcomes

GTA's goal is to create an efficient, effective and transparent operating framework to facilitate commercial trade. These attributes provide the foundation for the Australian grain value-chain and GTA members to participate in the growth of the global grain 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** – high performance levels
- **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 engagement where common good outcomes justified and necessary.

## Critical Success Factors

GTA must deliver:

- **Harmonised trading products and services** – so that commercial risks are lowered, capital is attracted, and transparency is enhanced.
- **Suite of tools to enable trade to occur efficiently and seamlessly** – reduced risk and low-cost transactions are critical to maintain global value-chain competitiveness.
- **Training & development programs that enhance the skills of industry participants** – other industries are competing for skilled human resources; GTA must deliver programs to ensure industry skills and capability.
- **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 participants**, Government and agencies, and international counterparts – members alone cannot fund the entire service load. Partnering will be an important component of success.

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