



Planning for success

In 2020 the Australian dairy industry launched an initiative called “Our Farm, Our Plan” to help dairy farmers set long term goals, improve business performance, and manage risk.

Central to this program is the development of a farm strategic plan including business and personal goals.

Within Our Farm, Our Plan is a strategic plan, known as a ‘plan on a page’ – a one-page document that is developed by farm business managers, with assistance from industry consultants – that provides direction by outlining goals and practical steps to get there.

It is a document that helps dairy farm businesses plan for success.

Potential benefits

Clear, long-term business and personal goals help farmers and farm businesses identify and prioritise actions, manage uncertainty, mitigate risks, and capture opportunities.

These goals – and the consultation, deep and

Looking into the future

Dairy UP’s P5 project, Our Farm Our Plan, was a Dairy Australia initiative, delivered in NSW through Dairy NSW, Subtropical Dairy, Murray Dairy and Dairy Australia.

The team worked with industry organisations to increase the proportion of dairy farmers in NSW with effective strategic plans to help clarify long-term business and personal goals.

Successful businesses have a strategic plan that describes goals and a plan to achieve them including practical steps.

This plan helps a business manage risk and improve its performance by encouraging reflection and a proactive business culture.

It is also a great tool for recovering from adverse events such as bushfires or droughts.

strategic thinking required to develop them – enable business owners a unique insight into themselves and their business.

From this, they get a better understanding of their current business position, including its strengths and weaknesses, and can set a direction for the farm business.

Clear business direction is a great way to boost morale and involvement, stay on track and check progress.

An effective strategic plan also helps a business deal better with challenges or unexpected hurdles, such as changes to operating environments and climate risks.



A strategic plan is a good fit with businesses recovering from adverse events such as bushfire recovery or drought.

It also helps with investment decisions, succession planning, staff recruitment and retention as well as implementation of technology and much more.

For the dairy industry, a big part of Our Farm, Our Plan was to upskill local consultants.

This enables farmers have access to assistance quicker than flying in interstate consultants following adverse events.

Strategic approach

Our Farm, Our Plan provides a framework for identifying goals, planning, evaluation and action steps.

It equips dairy farmers with the skills and knowledge to apply strategic thinking and planning processes to achieve their agreed business and lifestyle goals.

As part of the planning process, farmers outline their business direction – including goals – assess their current position and business risks, identify, and prioritise options, understand risk management principles, records access farm performance data and develop communication skills.

NSW delivery

Dairy UP's P5 Our Farm, Our Plan ran until June 2024. One hundred and thirty farmers participated in Our Farm, Our Plan workshops and one-to-one sessions delivering more than 60 individual plans across 22 workshops.

This is a high proportion of the industry compared to other dairying states.

A breakdown of the Dairy UP roll-out included:

- Eight face-to-face workshops
- Two intensive workshops
- Three workshops focused on the next generation – those looking for a career path – through the Young Dairy Network (YDN)
- Nine national online opportunities

Ongoing delivery

Our Farm Our Plan continues to be delivered nationally by Dairy Australia. [Read more.](#)

Feedback

The workshops delivered more to dairy farmers than strategic planning skills. Feedback from dairy farmers about the workshops highlighted the benefits of meeting fellow farmers while developing a useful planning tool for their farm business.

Collaborators

Delivery of Our Farm Our Plan in NSW involves collaboration between Dairy UP, Dairy Australia, Dairy NSW, Subtropical Dairy and Murray Dairy.

More info

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Delivery organisations



Department of Primary Industries
and Regional Development



Partner organisations



Additional program supporters, collaborations or partnerships

Charles Sturt University | DairyBio | DataGene | Eagle Direct | Entegra
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