Stakeholder engagement summary

October 2024

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As part of developing its new strategic plan, AMPC engaged stakeholders from across the value chain to gather insights on the priorities and key initiatives for the 2025-2030 plan.

Example workshop outputs

Purpose of stakeholder engagement

The stakeholder engagement aimed to gather critical insights on the priorities for AMPC's evolving strategic plan and initiatives. In today's complex environment, addressing future challenges requires collaboration across the entire value chain, as working in isolation is no longer viable. Through this engagement, AMPC ensures that the strategic plan will be aligned with industry needs, incorporating a diverse range of perspectives. This inclusive and forward-looking approach is essential for developing a strategy that drives innovation, enhances operational efficiency, and delivers sustained value to the meat processing industry.

62
Stakeholders were engaged

122
Hours of workshops

376
Initiatives contributed

>850
Votes on strategic priorities

The workshops engaged people from all portions of the value chain, including
- Small, medium, and large Processors
- AMPC staff & board
- Government officials
- Livestock producers
- Meat and Livestock Australia
- Animal welfare organisations
- Educational institutions
- Research institutions
- Value chain partners and experts

Workshops were held both in-person and online, utilising an interactive platform. Participants were encouraged to freely contribute their ideas through three key activities:
(1) Discussing future expectations and aspirations for the industry
(2) Identifying and ranking key strategic priorities and initiatives
(3) Brainstorming solutions for addressing these initiatives and exploring how they add value

This approach fostered open dialogue and allowed for diverse input across various channels.

Stakeholders reported overall ability to contribute and positive experience

To what extent did you have the opportunity to contribute your ideas to the plan?

100%
either completely or considerably

How would you rate your overall experience of the workshop?

100%
either excellent or good

Trends and future vision

What trends do you see that will shape the future industry?

- Sustainability and environmental practices
- Technology and AI
- Labour and workforce challenges
- Consumer demands and market trends
- Regulatory and policy pressures

Future Vision: What do you think the industry should aspire to look like by 2050?

- Carbon neutral and sustainable
- Automated with market leading technology
- Highly skilled workforce
- World class animal welfare
- Competitive global leader

What are the major areas of innovation and marketing needed to make that happen?

- Sustainability and circular economy
- Technology adoption
- Skilled workforce
- Market access and value-added products
- Data and traceability

Key themes

Next steps

The next steps in the development of the investment plan include further analysis of stakeholder feedback, and development of the initial draft plan:

- Further analysis of stakeholder outputs – October 2024

- Evaluation and prioritisation of initiatives – October 2024

- Initial drafting of the investment plan – October 2024

- Testing and refinement – November/December 2024

- Finalise plan – January 2025