# Stakeholder engagement summary

October 2024





## Stakeholder engagement summary

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.

#### 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 AustraliaAnimal 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.

#### Example workshop outputs



## 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?

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

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



Sustainability and environmental practices



Carbon neutral and sustainable



Sustainability and circular economy



Technology and AI



Automated with market leading technology



Technology adoption



Labour and workforce challenges



Highly skilled workforce



Skilled workforce



Consumer demands and market trends



World class animal welfare



Market access and value-added products



Regulatory and policy pressures



Competitive global leader



Data and traceability



## Key themes

Industry collaboration Maintain & securing market access Pathways to adopting automation competitivenes Workforce development and sustainability Consumer satisfaction Optimised decision making Sustainability leadership Industry trust Consumer health Supply chain Increased data collection Yield improvements Social licence Attracting emerging talent Rapid testing Green seal for sustainable products Sircular Emissions reduction Ongoing education **Grow global market access** Customer loyalty Strengthen brand and market position Biosecurity preparedness Zero water Future ready workforce Automated compliance Health and safety Real time optimisation Industry 5.0 Streamlining reporting Regulatory compliance Diverse workforce Artificial intelligence and automation Upskilling Enhancing product quality Renewable energy Renewable energy integration Reducing plastics Scope 3 Indigenous engagement Industry wide data Data and traceability Objective carcass measurement Whole of supply chain carbon footprint Work-life balance

## 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

