

ESPERANCE ZONE INNOVATION (EZI)
FOUNDING FORWARD DIRECTIONS 2021 - 2023

<p>PURPOSE <i>What is the problem we are solving for our members?</i></p> <p>To educate and empower producers to unlock the value of individual and collective data to create financial and environmental benefit</p>	<p>MISSION <i>How do we achieve our purpose?</i></p> <p>To protect and value add farm data whilst collaborating on projects for the benefit of producers in the Esperance Port Zone</p>	<p>VISION <i>When we achieve our purpose and vision, what does it look like?</i></p> <p>To be the leading edge of profitable and sustainable farming practices in Australia by harnessing technology and data</p>	<p>VALUES <i>Values that guide our actions and interactions</i></p>	<p>ABOUT US Founded by growers John Sanderson and Belinda Lay who both recognize the digital revolution that is upon agriculture and felt that a bottom up approach is far more effective than the current top down.</p>
<p>OBJECTIVES</p> <ul style="list-style-type: none"> To provide capacity building of Producers in Esperance in regard to Agricultural Technologies To investigate new opportunities or processes related to technology on the farm Coordinate projects related to AgTech or Information Technology systems relevant to agriculture • Host information days and workshops to improve knowledge around technology Network and collaborate with other likeminded groups to advance agtech adoption. 				
BOLD THEMES	OBJECTIVES	ACHIEVEABLE <i>What actions will be taken to achieve the goal and strategy?</i>	MEASUREMENTS <i>Evidence that will be used to demonstrate progression & achievement of strategies</i>	
1. Data	1.1 EZI projects focus on data capture, storage, management, utilisation and sharing for the benefit of Esperance producers	<ul style="list-style-type: none"> a. Educate Esperance farmers about the benefits of accurate, paperless record keeping b. Data Hub 	Number of in person and/or online education opportunities that focuses on paperless, integrated and accurate record keeping EZI attracts external investment for data projects that benefit producers Entry level EZI App/ templates help capture data for the benefit of producers and future EZI data sharing Delivery of the Data Hub project within budget, timeframe and expectations Number of members part of the Data Hub Individual data streams can be turned off at the control of the participants Data Hub platform enables additional data capture, storage, management, utilisation and sharing Data Hub framework is used to leverage additional opportunities for EZI	
2. Members	2.1 EZI members are engaged, connected and informed	<ul style="list-style-type: none"> a. Promote EZI purpose and membership benefits b. Communicate regularly to members and key stakeholders c. Host or collaborate on events and activities that build the capacity of members 	EZI members increase year on year Communication is targeted, relevant and across multiple channels Develop EZI website Quarterly EZI newsletter distributed to members and key stakeholders EZI project results are communicated to members (pre, during and end) and demonstrate value in membership / producer engagement Attendance grows at events and activities year on year Evidence of the impact of EZI events and activities on adoption / non adoption	
3. Governance	3.1 Compliance with the Associations Act WA and other relevant legislation 3.2 Skilled Board members lead and govern the organisation 3.3 Sound financial oversight by the Board	<ul style="list-style-type: none"> a. Board members are aware of their roles, responsibilities and obligations b. Board members are offered capacity building opportunities where possible c. Board members are well prepared and informed about the financial position of the organisation 	AGM held annually within six months of the end of the financial year Annual information statement submitted Board regularly discusses risk management process Clear roles and responsibilities Strategic Plan reviewed regularly and progress reported to members and key stakeholders Number and diversity of capacity building opportunities attended by EZI Board members Board members actively seek external support and advice to lead and govern the organisation Annual budget as well as individual project budgets Financial reports are presented at Board meetings Project funds are successfully acquitted and are compliant Amount of external funding attracted Amount of savings retained for future projects and resources	
<p>Long Term Goals</p> <ul style="list-style-type: none"> Grow membership Employ an EO / Project Officer Build a platform for data storage and use 				