

# STRATEGIC PLAN

2023 – 2028



ROYAL  
AGRICULTURAL  
SOCIETY  
*of WA*



## **OUR VISION**

**Celebrating the best  
in Western Australia**

## **OUR MISSION**

**Bringing people together  
to grow the future of food  
and agriculture**

## **OUR VALUES**

**Teamwork  
Respect  
Amusement  
Community  
Trust  
Outstanding  
Responsibility**





# RICH PAST. VIBRANT FUTURE.

**The Royal Agricultural Society of Western Australia's (RASWA) works to support our agriculture and food production industries to help sustain, grow and showcase excellence in our State.**

While not forgetting our 193-year rich history and grass roots charter, we have recognised our need to evolve to remain relevant to the community. We are passionate about supporting a new generation of innovative growers and producers that will lead the industry to a bright and vibrant future.

Through consultation with members, industry stakeholders and RASWA Council and staff, we have developed a new, five-year strategy to guide our operations and focus our organisation's objectives and purpose going into the future.

The new Strategic Plan (2023 – 2028) is based on five key business pillars: Organisational Excellence and Sustainability, Education and Community, Perth Royal Show and Events, Food and Beverage, and Redevelopment.

RASWA is committed to connecting with industry to showcase the best of Western Australia's agriculture industry. We are passionate about creating new opportunities for the growth of the industry we represent, and work in partnership with.

While the path ahead may challenge us to change, we look forward to an exciting five years ahead and delivering positive outcomes and experiences for the wider WA community.

# KEY BUSINESS PILLARS



# WHAT THE FUTURE LOOKS LIKE

There are five key pillars to the RASWA Strategic Plan 2023 – 2028 with each pillar having its' own clear vision, operational initiatives and five-year outlook. These pillars have our Vision, Mission and Values at the centre.



## Organisational Excellence and Sustainability

*Recognised as a trusted, valued and innovative agricultural community organisation.*

### What will the future look like?

- Highly regarded when benchmarked against other organisations and venues
- Recognised as connecting the agricultural community in WA
- Broader financial revenue base
- A commitment to environmental and social sustainability
- An employer of choice and a high-performing team
- Transparent data, reporting and KPIs
- Effective business process, IT systems and data management
- Clarity on return on investments and of assets
- Community partner of choice
- Excellent governance, risk and safety compliance
- Innovative and future-focussed



## Education and Community

*Partnering with the community in promoting the future of agriculture and food through education.*

### What will the future look like?

- Showground as a dynamic, multi- level education and training hub
- Well-regarded and funded scholarship program creating strong connections for the future of agriculture
- Visible agricultural and food activity all-year round
- Vibrant agricultural show industry in WA
- A community enthusiastic and engaged in food and agriculture





## Perth Royal Show and Events

*A venue that offers unique, inclusive and contemporary experiences that engage the WA Community.*

### What will the future look like?

- Agriculture is at the heart of the Perth Royal Show
- We are the most-loved agricultural show in Australia
- We are WA's premier multi-purpose venue
- We attract quality clients and help to grow their events
- We have a broad range of quality tenants and clients: short and long- term, community and commercial
- We are a recognisable brand for year-round events



## Food & Beverage

*Supporting WA food and beverage producers by providing competitions, recognition and consumer experiences promoting quality WA produce.*

### What will the future look like?

#### **Perth Royal Food Awards**

- PRFA become the trusted standard the community relies on when choosing quality food
- PRFA the most coveted awards by food businesses in WA
- PRFA become the most trusted cobrand for producers
- PRFA main educator of gourmet products to consumers
- RASWA to promote the producers of the winning Awards

#### **RASWA**

- RASWA staging unique food and beverage events using the PRFA brand and relationships
- RASWA hosts a permanent showcase of WA food and beverage inclusive of a food and beverage precinct
- RASWA has established a consistent and profitable food and beverage income pathway across PRS and other related events
- Better food and beverage offering and experiences at Perth Royal Show



## Redevelopment

*To deliver a thriving community hub focused on WA agriculture and produce; a home for the Perth Royal Show and a destination for events year-round.*

### What will the future look like?

- Strong partnerships in place with industry, government and community
- Working toward being recognised as an agricultural showcase, innovation and education hub
- Growing a sustainable and low risk income to support RASWA into the future
- Supported concept plan and development under way
- Strong community support for RASWA vision for the showground through the creation of a vibrant, community facility
- Environmental sustainability integrated into redevelopment projects
- Social responsibility integrated into redevelopment projects

**RICH PAST.  
VIBRANT FUTURE.**



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