

Pork South Australia Inc.

Charter

(Endorsed by Proponents at 14 Dec 2012 Formation Meeting)

Purpose of Pork SA

Pork SA is the peak industry organisation representing pork producers and corporate and commercial stakeholders of the South Australian pork industry.

Within its remit Pork SA will deliver the best possible leadership, policy, advocacy and services to support the SA pork industry.

This Charter defines the roles and responsibilities of the “association” in accordance with the *SA Associations Incorporation Act 1985*.

Objectives of Pork SA

The objectives of the association shall be to represent and promote the interests of Pork industry stakeholders, including:

(1) Working to maintain and expand sustainable and profitable pork production in SA

These outcomes are fundamental to the industry. While profitability is critical, having the “social licence” of the community and pork consumers to operate (e.g. welfare, environmental sustainability and food safety) continues to emerge.

(2) Performing the role of a representative body for the Pork Industry of SA for pork-specific topics

With the changing of primary producer representation models the SA Pork Industry is left without a “voice” that represents its’ collective interests. At the same time the need to be able to respond to regulatory changes and community concerns continues to increase.

The formation of Pork SA is to specifically address these trends and enable the industry to be ahead of the issues rather than reacting in an uncoordinated manner.

(3) Development of industry policy and its advocacy to government and other relevant bodies

As community concerns arise and government regulations are developed the industry needs a coherent and well-informed policy to have a valued “seat at the table” in these discussions.

Pork SA will have the processes to anticipate and develop issues papers on key issues to ensure timely inputs e.g. zoning, EPA etc.

(4) Working in collaboration with Primary Producers SA and Australian Pork Ltd, or other Agriculture representative bodies with similar interests and/or policy positions

At the time of development of this Charter the final form of Primary Producers SA is to be confirmed. Pork SA has agreed in principle to work with PPSA on cross-commodity issues. Pork SA will also collaborate with other representative bodies accordingly.

(5) Keeping members abreast of legislative change or pending legislative change in any matter that may affect the pork industry

Pork SA will maintain a watching brief on government regulation that affects its' operating environment, consulting with members to ensure the best outcome for industry.

(6) Liaising with the media on behalf of the pork industry

Maintaining an open and accessible presence in the media is part of the public's expectation of industry. Being able to respond professionally and in an informed manner is critical in the response to adverse press, whether truthful or vexatious.

Increased use of social media and activism by minorities requires the industry to have a timely and coordinated response capacity. Pork SA will coordinate with Australian Pork Ltd in this regard.

(7) Facilitating the sharing of information and provide network opportunities for members

Producers today are increasingly embedded in the operation of their enterprises and are time-poor.

Pork SA will ensure effective communication and sharing of views between members by holding timely meetings on key issues and use of electronic media to keep members abreast of issues.

(8) Identifying research, development and extension (RD&E) needs and priorities, and support and foster research, development and extension in the pork industry including liaison with relevant funding agencies;

While the national pork industry has RD&E prioritisation processes operated by Australian Pork Ltd, High Integrity Pork Cooperative Research Centre and the Pig Industry Advisory Group, Pork SA will provide a "grass-roots" consultative process that enables concerns which arise, be discussed and advocated as agreed to address gaps and unresolved needs.

(9) Planning projects and deliver services as deemed appropriate utilising funding from the pork industry or any other funds as may be available

Pork SA intends to apply for grants and contract the delivery of services that remain unaddressed by present industry mechanisms through identifying funding opportunities by means of, but not limited to government grants, co-operative support and sponsorship. Examples may be consultancies to develop expert briefs on planning issues.

Such activities fall outside present PIAG funding model eligibility criteria, but are equally important to sustainable development of the industry. It is noted that government resources to perform these roles is diminishing, so well informed industry briefs may have greater influence.

(10) Promoting the adoption of proven technology and production methods on pig producing properties

A large portion of business growth is underpinned by adoption of innovation. The Pork Industry has well established R&D processes, but uptake of innovation remains the critical last step.

Pork SA will maintain a watching brief on the effectiveness of uptake of innovation and facilitate initiatives where uptake lags.

(11) Promoting and conducting education, exhibitions and training programs for members

Improving industry skills at all levels is a constant need of industry.

Pork SA will advocate and where appropriate convene programs to support the professional development of staff. This will facilitate best practice and provide a career pathway within the industry; essential for staff attraction and retention.

(12) Identifying and supporting the development of future industry leaders

Industries will require effective leaders whatever their future structure and with enterprise consolidation this is a key challenge for the Pork Industry.

Pork SA, by way of its Constitution enables broad participation in industry matters, thereby underpinning involvement of potential future leaders in the operation of Pork SA committees.

(13) Fostering co-operation and goodwill between research agencies, educational institutions and any other association or body formed for the betterment of the pork industry

Considerable allied capability lies outside the direct membership of Pork SA. University and skills training agencies support essential components of industry development.

Pork SA will liaise with these agencies to assist keeping programs relevant to the Pork Industry.

(14) Affiliating with relevant regional, state and national industry organisations as deemed appropriate

From time to time issues will arise that require non-traditional alliances. In SA these may lie within the remit of Primary Producers SA.

This clause, however, is included to provide flexibility to Pork SA to form new alliances as issues arise. Pork SA will promote and retain a strong relationship with Australian Pork Ltd. to ensure effective communication around industry issues. This will enable Pork SA to better resource its core objectives by utilising a broader and sometimes stronger national approach where common objectives arise. Areas in particular but not limited to, are policy, R&D, communication education and possibility of joint funding proposals.

(15) Promoting the interests of the association and to do all such other lawful things as the association may consider incidental or conducive to the attainment or advancement of the objects of the association

While the preceding clauses have been relatively specific in their intent, this clause enables Pork SA through its' Committee and Constitution structure to vary its' operation as new needs arise.