



Australian Native  
Food & Botanicals

# STRATEGIC PLAN

2019-2022



Working document ©ANFAB



## BACKGROUND

Australian Native Food and Botanicals (ANFAB) (previously operating as ANFIL - Australia Native Food Industry Limited) is the peak national body which represents all interests in the rapidly growing Australian native food and botanical industry. ANFAB is a not-for-profit organisation.

ANFAB has taken the lead in working with industry, federal and state governments and other organisations to determine and prioritise research and development and market development strategies required to progress the industry.

Promoting the growth of Australian native foods and botanicals, ANFAB works as an industry advocate, both nationally and internationally, in areas of critical importance such as FSANZ and CODEX classifications, food quality and safety, export pathways and research into the nutritional and functional benefits of Australian native foods.

ANFAB facilitates and promotes commercialisation activities, and liaises with Australia's First Peoples and organisations. It promotes dissemination of skills, knowledge and expertise among its members, and encourages individuals, associations, businesses and others interested in promoting the native food and botanicals industry to be involved.

*This working document was last updated February 2019*



## WHO WE ARE

Australian Native Food & Botanicals (ANFAB) in partnership with Australia's First Peoples, leads the native foods and botanicals sector's growth and development values.

## VISION

The native foods and botanicals sector will be a globally successful national industry that is culturally inclusive, sustainable, ethical, agile and profitable.

## MISSION

As the catalyst for growth ANFAB:

- ADVOCATES for the development of appropriate Government and industry policy.
- SUPPORTS research, innovation & market development.
- DEVELOPS capability along the value chain.
- ENABLES outcomes around IP & benefit sharing.
- ENCOURAGES investment to the sector.
- FACILITATES cultural partnerships & global collaboration.

# Strategic Goals

## CULTURAL PARTNERSHIP

- Respectfully partner with national indigenous peak bodies
- Develop a national cultural database for engagement into the sector
- Develop best practice handbook for community and sector engagement
- Showcase ANFABs best practice
- Support the implementation of the Terry Jenke's IP model including its application to IP benefit shares with national universities and research institutions
- Acknowledgment of traditional farming
- Cultural ethics

## MARKETING & COMMUNICATIONS

- Increased visibility with national and global partners (e.g. develop conference hit list and strategies)
- Develop public awareness and knowledge (e.g. TAFES and schools)
- Develop Communication assets (e.g. Board members)
- Develop media strategies (e.g. social broadcast, visual, feature stories)
- Further develop Website content
- Create end-customer awareness of the opportunity (Australia and Overseas)
- Identify market development needs and opportunities (e.g. Tourism) matched to supply capability. Create links to supply capability
- Product development and value-adding strategies
- Increasing visibility and perceived value of ANFAB

## INVESTMENT

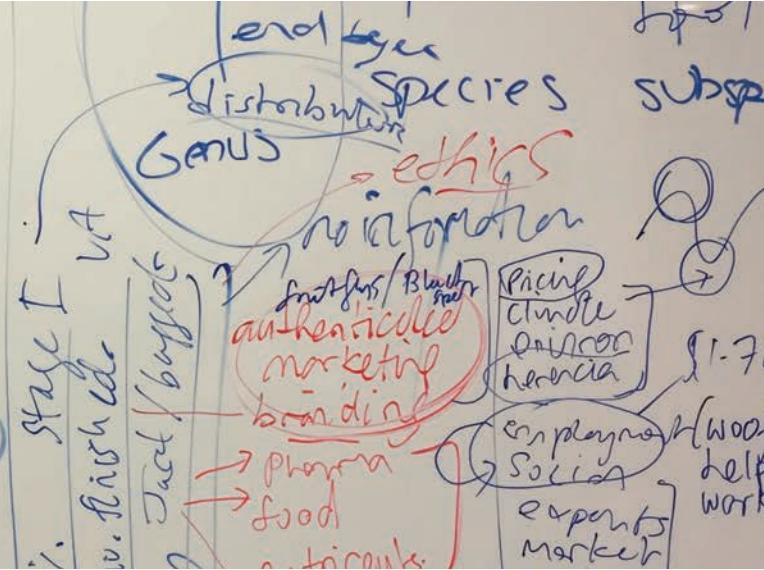
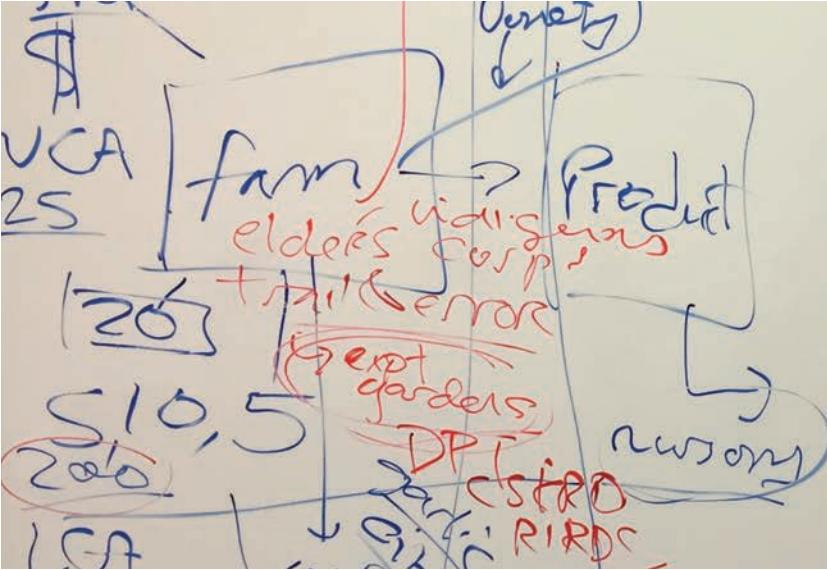
- Understand and develop value propositions tailored to meet the needs of multi-investors via case studies, creating investment opportunities.
- Develop pitch deck 'prospectus', fact sheets
- Increase visibility to the investment communities
- Targeted investment pitching
- Facilitate/coordinate investment readiness capability workshops
- Support member's investment pitches
- Develop investment strategies for Government and other grant opportunities
- Create an innovation investment platform for native foods
- Partner with other interested 'funds'

## CAPABILITY

- Build capability with Indigenous communities (i.e. supporting the work of the Indigenous rangers, Indigenous managed lands)
- Develop a partnership to construct a skills and gaps audit
- Develop and partner in programs that further develop a broad range of capabilities eg technical leadership, marketing, investment, production across value chain participants
- To attract and develop agri-food entrepreneurs for the native foods and botanicals industry (via partnerships)
- Facilitate career paths for communities e.g.(Indigenous YP, elders) in urban/rural regional and remote
- Partner to create internships
- Broaden skills set of ANFAB Board eg cultural awareness
- Development of Truth Telling fact sheets
- Explore different capability models

## RESEARCH, DEVELOPMENT & INNOVATION

- Identify research priorities [5 yr R&D plan]
- Partner with Universities/RDCs/ CRCs/Growth Centres to shape directions/funding/community engagement (influence)
- Industry stocktake and related data sets – add value via analytics
- Identify and develop support pilots
- Capability map of research technology development
- Stimulate and leverage private investment in R&D relevant to native foods and botanicals
- Global R&D partnerships
- Support and develop long term strategy for bio-cultural knowledge research



## OUR PEOPLE

Our members lead the development and growth of the native foods and botanicals industry, by harvesting wild sourced product and through commercial production systems.

Our members own, operate and manage small, medium and large enterprises across the native foods and botanicals value chain in all states and territories in Australia. ANFAB represents the entire value chain including:

- Growers
  - Value-adders
  - Wholesalers
  - Retailers
  - Harvesters
  - Investors
  - Seed merchants
  - Consumers
  - Indigenous corporations
  - Pharmaceutical companies
  - Researchers





## OUR PARTNERS INCLUDE

- State and Federal Government
- Indigenous organisations including the Indigenous Land & Sea Corporation and Indigenous Business Australia
- Universities
- Research and development corporations including AgriFutures
- Research organisations including CSIRO, Co-operative Research Centres and Australian Research Council Training Centre
- Development organisations including FIAL
- Small, medium and large enterprises.

