



Australian  
Seed Federation



# Strategic Plan

2025 - 2030

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1/20 Napier Close, Deakin, ACT



# VISION

A **thriving** seed industry that adds **value** to the world through **high-quality** seed for sowing.

# MISSION

To **improve** the Australian seed industry and ensure ASF members can **continue doing business** throughout the seed supply chain.

# VALUES



SUSTAINABILITY



INTEGRITY



LEADERSHIP



COLLABORATION





## SUSTAINABILITY

We are committed to sustainability across a **strong and diverse** membership, financial **resilience**, and environmental **stewardship**.

ASF strives to ensure the long-term viability and vitality of the organisation and the Australian seed industry.

## INTEGRITY

We uphold the **highest standards** of **integrity** in our relationships with members, partners, supporters and the broader community.

ASF acts in an ethical and respectful manner fostering trust and credibility across all that we do.







## LEADERSHIP

We demonstrate leadership through **strong relationships** and **collaboration**.

ASF is focused on driving positive change and advancement in the Australian and global seed industry to achieve goals for our members.

## COLLABORATION

We embrace collaboration as a means of **delivering meaningful outcomes** for members.

ASF communicates clearly in a timely and proactive manner.



# GOALS + OBJECTIVES



ADVOCATE



EDUCATE



OPERATE



ENGAGE





## ADVOCATE

Be the trusted and respected national voice on policies and issues that impact the Australian and global seed supply chain.

## EDUCATE

Invest in education and training initiatives to ensure the long-term viability of the Australian seed industry.

## OPERATE

Ensure the Australian seed supply chain can continue to operate to benefit all users of seed for sowing.

## ENGAGE

Elevate the profile of the Australian Seed Federation, its members and the broader seed industry.

# STRUCTURE

ASF BOARD

ASF TEAM

WORKING GROUPS

REGIONS

BEST PRACTICE

EDUCATION AND TRAINING

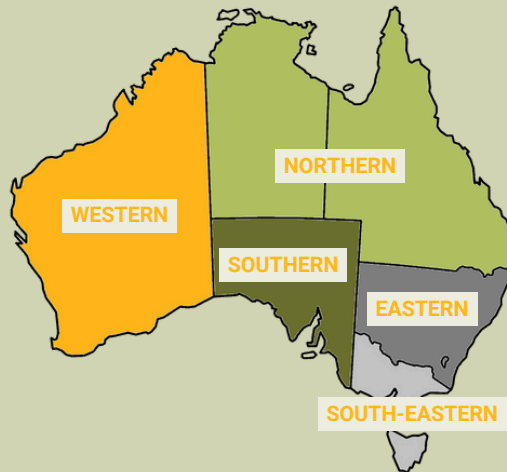
HORTICULTURE

LAWN AND TURF SEED

NATIVE SEED

SCIENCE AND TECHNOLOGY

TEMPERATE GRASS SEED  
PRODUCER'S GROUP



NATIONAL CODE OF PRACTICE  
FOR SEED LABELLING AND  
MARKETING

NATIONAL CODE OF PRACTICE  
FOR THE USE OF SEED  
TREATMENTS

KNOW BEFORE YOU SOW





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