



# Stakeholder Consultation Plan

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# Consultation Plan

## Stakeholder Consultation

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Australian Eggs implements a cycle of engagement with each of its three key stakeholder groups as part of a structured consultation plan. The objective of the consultation plan is to ensure that our services remained aligned with stakeholder expectations and priorities.

These processes have been developed to align with the six consultation principles set out in the Best Practice Guide for Stakeholder Consultation issued by the Department of Agriculture, Fisheries and Forestry which ensure consultation remains:

- Transparent
- Accessible
- Well planned
- Straight forward
- Fit for purpose
- Responsive

Industry engagement is a major focus with every effort made to involve egg farmers in the development and delivery of our services. Structured engagement is conducted through three Industry Consultative Committees, Innovation, Sustainability and Marketing. These processes are a complement to regular, ongoing informal engagement through which stakeholders are able to access and shape Australian Eggs services.

The centrepiece of Australian Eggs farmer consultation process relates to the innovation program development. To ensure projects remain commercial relevant and are effective in targeting industry priorities, a process of collating farmer feedback through extension updates and project panels is undertaken across the year. This feedback is then collated in an industry Snapshot Survey and tested against a broader industry audience. The outcome is used to frame a request for research proposals that is tested through two ICC Innovation meetings before projects are finally approved and commenced.

Australian Eggs' cycle of engagement with government is principally driven by the Fundings Contract which provides a framework for informal engagement, an Annual Performance Meeting and transparent reporting on performance through industry and corporate publications. This is in addition to Australian Eggs' participation in CRRDC processes which provide an opportunity for all RDCs to engage and collaborate on government priorities.

Finally, Australian Eggs undertakes a structured engagement process with public stakeholders through the Egg Industry Sustainability Framework. This process is centred around a large-scale community survey of Australians to explore priority issues for the Australian public. Through stakeholder engagement and support, these priorities are then incorporated into Australian Eggs work program and reported on as part of an annual cycle.

Through these consultation processes, Australian Eggs ensures it is well positioned to meet the Key Performance Indicators under the Guidelines for Statutory Funding Agreements issued by the Department which require that:

- Australian Eggs applies best practice consultation processes
- Stakeholder engagement on innovation priorities and activities can be clearly demonstrated
- Stakeholder feedback is incorporated in innovation programs with transparency in circumstances where this is not possible.

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**“The objective of the consultation plan is to ensure that our services remain aligned with stakeholder expectations and priorities.”**

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# Consultation Approach

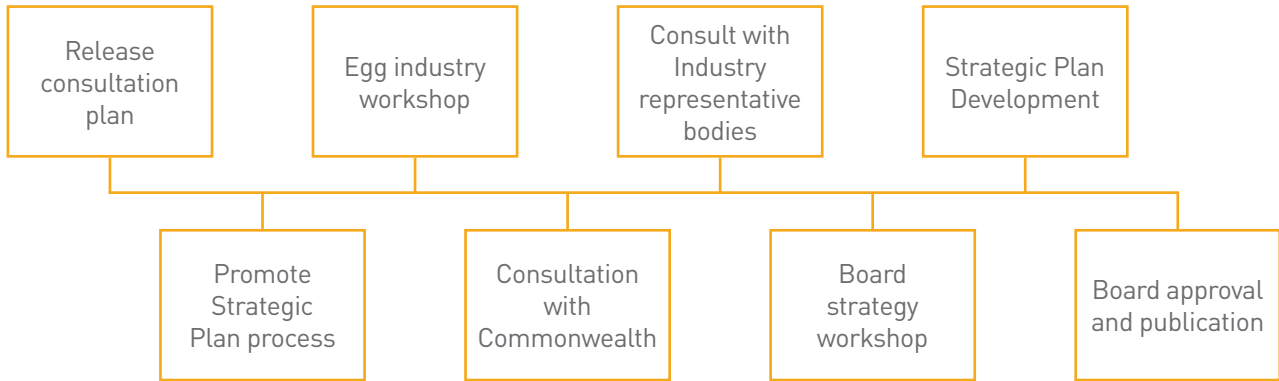
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Consultation Principle	Approach
Transparent	<ul style="list-style-type: none"><li>● Consistently promote close engagement through communications channels</li><li>● Actively encourage feedback through a wide range of engagement options</li><li>● Demonstrate the incorporation of feedback into activities through engagement activities</li></ul>
Accessible	<ul style="list-style-type: none"><li>● Inclusive processes providing an opportunity for all to participate</li><li>● Efficient consultation processes to reduce time barriers to participation</li><li>● Communicate flexibly with multiple levels of detail to suit a broad audience</li></ul>
Well planned	<ul style="list-style-type: none"><li>● Established, transparent and predictable cycle of engagement</li><li>● Timely engagement with multiple opportunities as the forward work program is developed</li><li>● Ongoing evaluation and refinement of preferred stakeholder consultation options</li></ul>
Straight forward	<ul style="list-style-type: none"><li>● Clear and concise communication through multiple channels</li><li>● Reiteration of feedback to confirm and refine priorities</li><li>● Commercially focused issues and engagement with reference to specific outcomes</li></ul>
Fit for purpose	<ul style="list-style-type: none"><li>● Wide range of engagement options to meet the differing preferences of stakeholders</li><li>● Customised communications driven by stakeholder preferences and interests</li><li>● Focus on opportunity for direct engagement created by industry structure</li></ul>
Responsive	<ul style="list-style-type: none"><li>● Combination of informal assessment and structured data driven refinement to engagement processes</li><li>● Publication of engagement preferences and outcomes to drive accountability</li><li>● Innovate processes by drawing on developments in best practice</li></ul>
Measurement	<ul style="list-style-type: none"><li>● Demonstrated compliance with Key Performance Indicators under Guidelines for Funding Contracts</li><li>● Program performance measures reported in Evaluation Framework</li><li>● Stakeholder Snapshot Survey testing stakeholder priorities and engagement preferences</li><li>● Publication of Snapshot survey outcomes</li></ul>

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## Strategic Plan

Australian Eggs conducts a detailed strategic plan consultation in the year preceding the release of new Strategic Plans.



## Industry Consultative Committees

Australian Eggs Industry Consultative Committees play an important role in guiding program development and are composed of industry participants and experts.

Marketing ICC	Sustainability ICC	Innovation ICC
David Pearson Sarah McLeod Laura Manion Isabelle Dench	Paul Pace Greg Quinn Phil Szepe Anne Andary Ian Wilson Melinda Hashimoto	Phil Szepe Peter Bell Dr Peter Scott Dr Juliet Roberts Dr Rodney Jenner

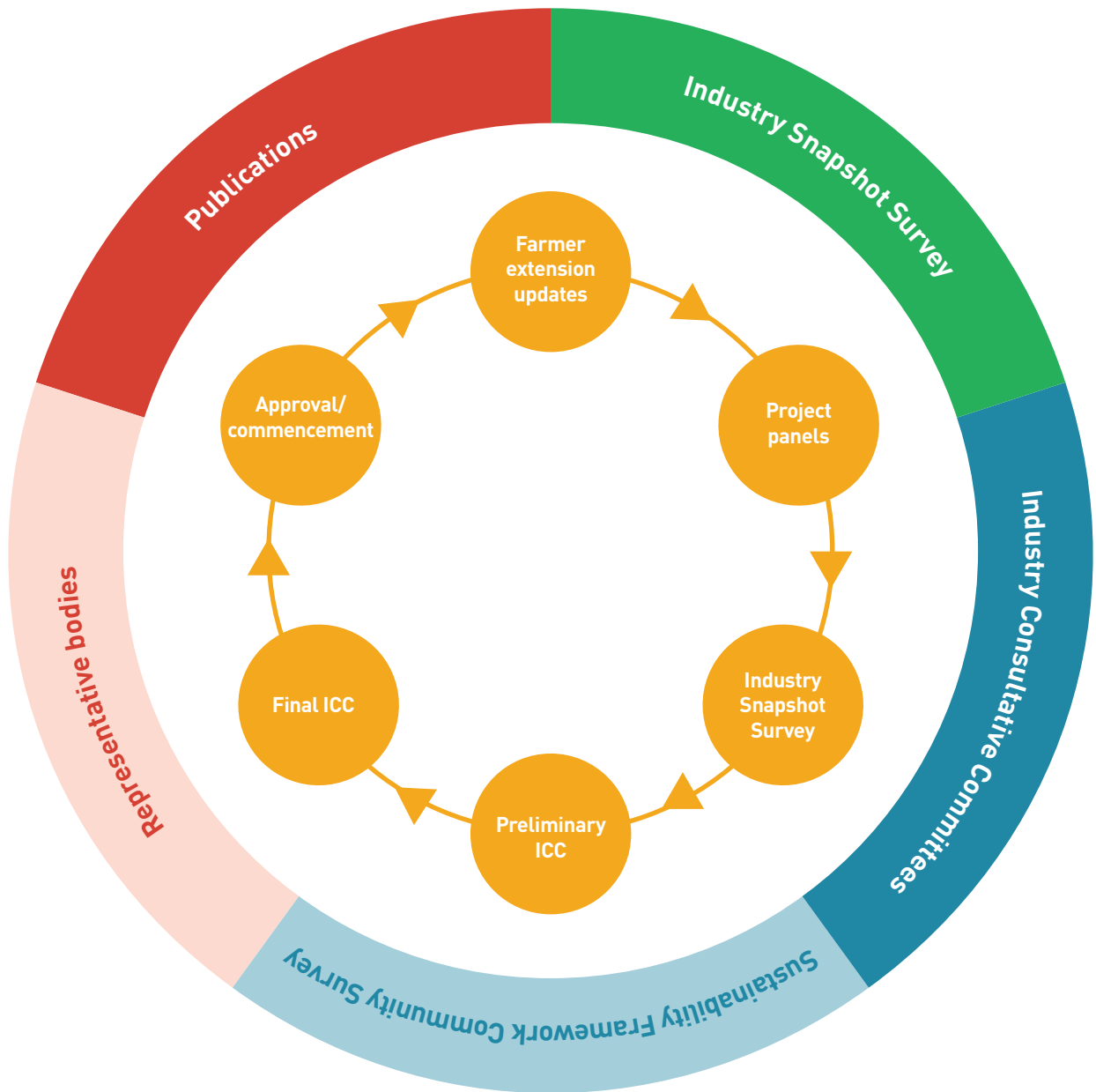
## Key Publications

Australian Eggs maintains a comprehensive suite of publications to provide transparency over activities and demonstrate stakeholder priorities and value.

- Strategic Plan
- Monthly Aus Eggs Update
- Program overviews
- Evaluation Framework
- Quarterly Magazine
- Innovation extension content
- Annual Operating Plan
- Annual Report

# Consultation Process Overview

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