



Strategic Plan 2020-2025

Vision

The Grassland Society of Southern Australia's vision is to ensure a profitable and sustainable future for the Australian agriculture industry.

Mission

The Grassland Society of Southern Australia is the industry leader in information exchange, and facilitates on farm research and adoption to increase profitability and sustainability of pasture systems whilst caring for the environment in southern temperate Australia.

Tagline

Pasture, science and farming

Who do we represent?

- Beef, dairy and sheep producers
- Fodder producers
- Pasture industry service and product providers

What geographical area do we represent?

- Southern temperate Australia

Objectives

1. Deliver information in a format that improves on farm adoption of research outcomes, to ensure profitability and sustainability of pasture systems
2. Identify research priorities and assist with the facilitation of research related to pasture systems in temperate Australia
3. Operate as a professional organisation and continually evolve and prosper under changing external factors