



Australian Government
**Department of Agriculture,
Water and the Environment**

Plant Export Operations Strategic Plan 2020–2030



© Commonwealth of Australia 2020

Ownership of intellectual property rights

Unless otherwise noted, copyright (and any other intellectual property rights) in this publication is owned by the Commonwealth of Australia (referred to as the Commonwealth).

Creative Commons licence

All material in this publication is licensed under a [Creative Commons Attribution 4.0 International Licence](#) except content supplied by third parties, logos and the Commonwealth Coat of Arms.

Inquiries about the licence and any use of this document should be emailed to copyright@awe.gov.au.



Cataloguing data

Plant Export Operations, *Strategic Plan 2020–2030*, Department of Agriculture, Water and the Environment, Canberra, April. CC BY 4.0.

Contact

Department of Agriculture, Water and the Environment

Postal address PO Box 858

Telephone 1800 900 090

Web awe.gov.au

The Australian Government acting through the Department of Agriculture, Water and the Environment has exercised due care and skill in preparing and compiling the information and data in this publication. Notwithstanding, the Department of Agriculture, Water and the Environment, its employees and advisers disclaim all liability, including liability for negligence and for any loss, damage, injury, expense or cost incurred by any person as a result of accessing, using or relying on any of the information or data in this publication to the maximum extent permitted by law.

Contents

Our purpose	2
Background	3
Our vision	4
Our strategic priorities	6
Our values	7
Working together	7
Strategic priorities	
1 Improve the plant export regulatory framework to allow for alternative, outcome-based approaches to assurance	8
2 Strengthen our approach to risk management and increase export industry accountability	9
3 Collaborate with industry and state and territory partners on systems that meet regulatory requirements	10
4 Increase the use of current and emerging technology to support our work	11
5 Ensure effective legislative support for our regulatory framework	12
6 Ensure our people capabilities and capacity support our work	13

Our purpose

To facilitate trade and market access through the provision of government certification for the Australian plant export sector.



Background

“Global trade in goods is increasing as is the demand for Australia’s agricultural exports. This is accompanied by increasing competition from other exporting countries, changing consumer expectations and increasingly demanding market access requirements.”

Department of Agriculture Corporate Plan 2019–20

In 2018, the National Farmers Federation published a roadmap to achieve \$100B in farm gate output by 2030. The Australian Government has committed to enabling industry to achieve its goal. On 22 August 2019, the government asked the Standing Committee on Agriculture and Water Resources to inquire into and report on growing Australian agriculture to \$100 billion by 2030.

For its part, the Plant Export Operations (PEO) branch has worked with internal and external stakeholders, as represented by the Horticultural Exports and Grain and Plant Product Export Industry Consultative Committees (the HEICC & GPPEICC), to develop a vision and strategic plan to support the plant export industry contribution to the 2030 target.

This document presents the PEO vision for 2030, what it will look like when we achieve that vision and the key strategies that will help us get there, in cooperation with the rest of the department and our client industry sector.

From our consultations we understand that the plant export industry values our role in negotiating and providing information on importing country requirements for Australia’s produce.

The industry believes that we are responsive and flexible but they would like a more collaborative approach where we work together with their production processes and quality systems, rather than impose external ones unless appropriate.

Our phytosanitary certification is respected worldwide and seen as a key marketing advantage to support Australia’s green produce image.

Effective risk management is essential for the program to continue to provide high quality export certification in the face of increasing throughput and complexity of plant exports. We will work closely with industry to develop risk based processes that utilise our developing data resources and rely on greater levels of industry accountability.

Our vision

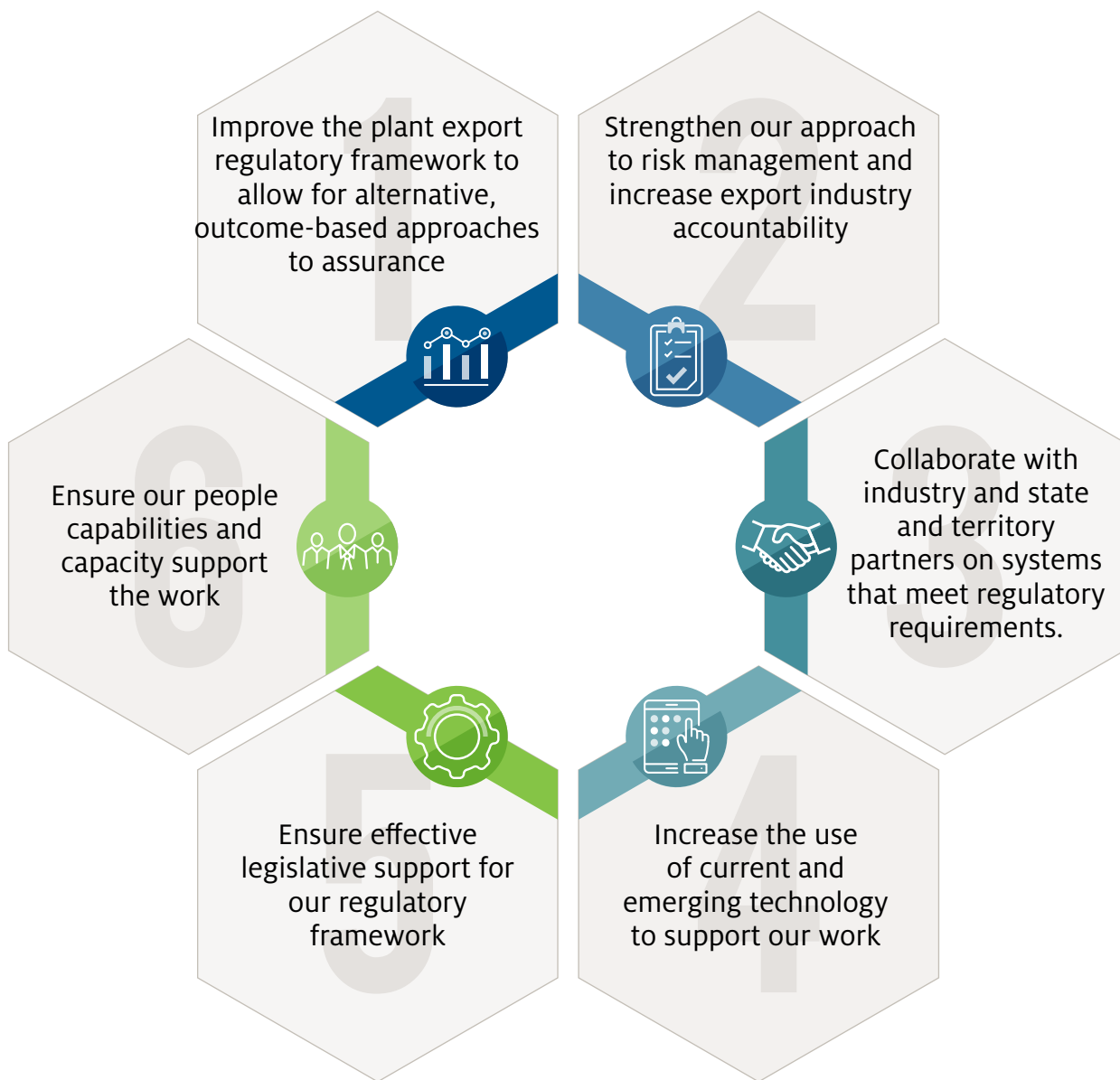
This vision defines our focus with a view to ensuring that:

- › Department of Agriculture, Water and the Environment certification of Australia's plant exports continue to be internationally recognised as highly credible, verifiable and marketable
- › The process of determining export requirements and obtaining Australian government certification is predictable and timely.
- › There is a seamless export certification interface for the plant export sector, which integrates effectively with companies' operations and supporting ICT.
- › We use risk management and monitoring proportional to the risk, to provide assurance to importing countries that the export certification process is sound.
- › Wherever possible and appropriate, we build on industry processes and quality systems that meet our regulatory goal rather than impose external controls.
- › We assess and approve export proposals using high levels of automation, approval of industry based arrangements and rapid turnaround of required importing country certification.
- › Our staff and those acting on our behalf will be well trained, equipped and highly motivated to provide required advice, assessment and certification.
- › The cost recovery framework is easy to understand and industry views are taken into account.

To be recognised internationally and nationally as the trusted provider of certification for the Australian plant export sector



Our strategic priorities



Our values

PLANT EXPORT OPERATIONS WILL:

- ▶ **ACT**
with integrity, address emerging risks and take personal responsibility for decisions
- ▶ **WORK**
collaboratively to manage emerging challenges
- ▶ **MONITOR**
our performance and recognise outstanding achievements
- ▶ **CREATE**
a sense of community and common purpose by understanding how our industry operates and what our main priorities are
- ▶ **DRIVE**
a culture of excellence, productivity and innovation.

Working together

IN RETURN, WE WILL NEED INDUSTRY TO:

- ▶ **BE INFORMED**
about how to comply with export legislation and importing country requirements
- ▶ **BE OPEN**
and honest and transparent in their interactions with us and work with us to meet mutual goals
- ▶ **ACCEPT**
accountability for meeting export requirements
- ▶ **LET US KNOW**
when we are not meeting expectations
- ▶ **TREAT**
our people with respect and courtesy.



STRATEGIC PRIORITY 1

Improve the plant export regulatory framework to allow for alternative, outcome-based approaches to assurance

We will create a regulatory framework that enables practical, evidence based and commercially viable practices and is accepted by, and credible to importing country authorities.

Plant export Authorised Officers (AOs) already provide considerable flexibility and efficiencies for exporters. We will **strengthen the current model with the introduction of Regional Assurance Managers** to provide support and guidance to AOs and their clients

We will also **strengthen other key components of the export certification process**, including the registration of premises for export and control arrangements for exporters and accredited properties. We will also explore alternative regulatory tools to meet plant export certification requirements.

Export industry processes, quality systems and third party requirements frequently meet or exceed export certification requirements. Jointly with industry, we will assess and verify these arrangements and endorse them where appropriate.



STRATEGIC PRIORITY 2

Strengthen our approach to risk management and increase export industry accountability

We will **transition to a more risk based approach to managing the export certification framework**. We will reward exporters who demonstrate consistent compliance with export certification requirements and re-allocate assessment resources to higher risk export commodities or supply chains.

We will **explore regulatory options and work with the export industry to increase opportunities for them to meet regulatory requirements with less intervention**. We will explore the implementation of a sliding scale of interventions for better performing exporters, registered establishments and AOs accompanied by effective sanctions. Demonstrated compliance will be rewarded with fewer interventions.

These frameworks will be underpinned by ICT systems that readily provide ongoing performance data, based on entities such as exporters, establishments etc. to enable such an approach.



STRATEGIC PRIORITY 3

Collaborate with industry and state and territory partners on systems that meet regulatory requirements

We will **actively encourage stronger ties with industry and States and Territory partners**, fostering collaborative relationships, sharing information and working together on projects for mutual benefit.

We will work with industry to recognise systems and/or practices that meet export certification outcomes to importing countries.

We recognise the valuable relationship between Export Registered Establishments (ERE) and AOs (either directly employed or operating as third parties). This will be strengthened by requiring EREs to provide a supportive environment for AOs and by implementing an integrated framework for previously separate ERE and AO audits.

We will explore options for maintenance and verification of accredited grower arrangements and treatment providers.

We will **utilise opportunities to interact effectively with State and other jurisdictions** to achieve outcomes including better integration and recognition of each other's systems.



STRATEGIC PRIORITY 4

Increase the use of current and emerging technology to support our work

We will enable our plant export vision by developing and implementing effective systems which integrate seamlessly with, and leverage off industry processes and systems.

We will **automate approval processes where appropriate and work to improve turnaround times** for the provision of electronic certification.

We will continue to improve the timeliness, accuracy and access to importing country requirement information to assist industry in their export planning.

We will develop systems that **provide real-time data and analytics across the export supply chain to fully automate government or third party assurance and verification processes**. Such data will underpin performance measurement and risk management processes.

In partnership with industry, **we will assess and implement new and emerging technology for more effective testing, treatment, processing, packaging, monitoring and assessment**.



STRATEGIC PRIORITY 5

Ensure effective legislative support for our regulatory framework

We will support the key outcomes of our plant export vision by ensuring the necessary legislation and supporting rules are in place as part of the **new Export Control Act and Rules** which will provide the legal basis for current and planned export certification systems.

We will **ensure our legislation provides enough flexibility and appropriate regulatory tools** to support the program as it evolves.



STRATEGIC PRIORITY 6

Ensure our people capabilities and capacity support our work

We will **ensure our staff and external Authorised Officers are well trained**, risk aware and capable regulators.

Our staff require data analysis skills to support our risk managed approach and must be able to deal with legislation and the regulatory process.

We will **undertake the necessary workforce planning** to support our people to do this effectively.





Department of Agriculture, Water and the Environment
General inquiry 1800 900 090



awe.gov.au