



Poultry Hub Australia's Strategy 2024 -2027

Poultry Hub Australia (PHA) is a not-for-profit organisation located at the University of New England in Armidale, NSW. PHA focuses on poultry research, education and training. PHA focuses on challenges identified in the Australian Poultry Industry and requires a collaborative approach to deliver solutions quickly and effectively. PHA promotes and funds adoption of new and existing research outputs by facilitating two-way communication between researchers and industry through training, workshops, demonstration trials and communication activities. PHA has a commitment to build capacity through mentoring and coordination of education events and training. PHA provides job ready training, information resources and work experience to enable people to get skilled before working in the industry.

“PHA’s mission is to facilitate connections and engagement in the Australian Poultry Industry to enhance productivity and success”



Our Goals

- To maximise the value of research, education and training for the Australian Poultry Industry.
- To build capacity in all areas of the Australian Poultry Industry.
- To facilitate a network of researchers and industry partners to foster communication and enhance extension and adoption.

Key Focus Areas



Training

Build a suite of training resources for upskilling of people across all sectors of the Australian Poultry Industry



Network

Facilitate and strengthen the Australian Poultry Industry network



Capacity

Initiate programs that build capacity within the Australian Poultry Industry



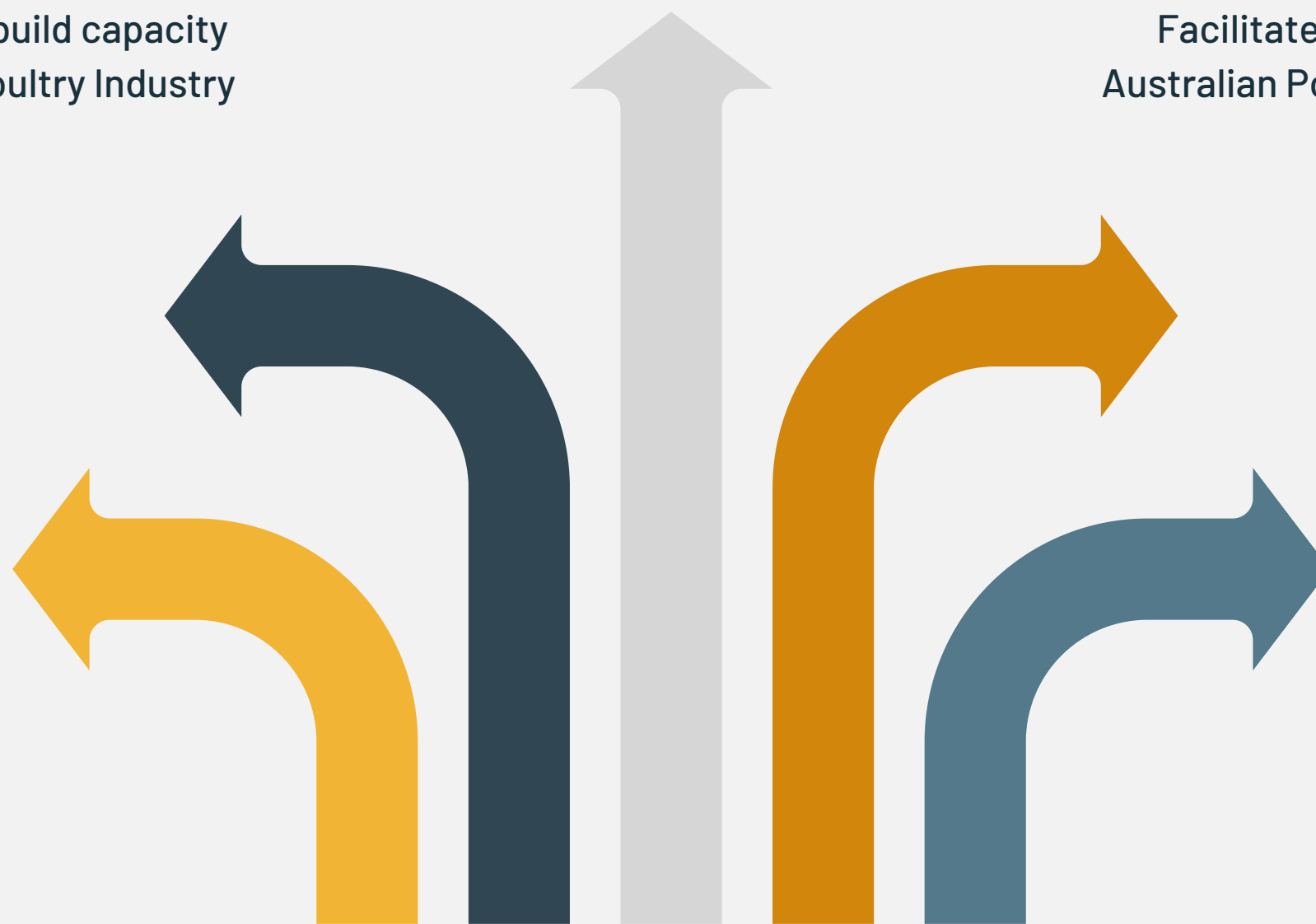
Research

Maintain excellence in poultry research and ensure it is industry relevant



Organisation

Enhance organisational effectiveness





Maintain excellence in poultry research and ensure it is industry relevant

Desired Outcomes	Priorities
<ul style="list-style-type: none">• Research that results in direct impact in industry• Ongoing support of poultry researchers• Strong connections between current research and industry• Excellent customer engagement and satisfaction• Identification of new partners	<ul style="list-style-type: none">• Increase engagement with industry to set research priorities• Strengthen researcher in industry program• Develop tools for extension and adoption of research• Develop programs to enable researchers to engage with industry to ensure their research proposals are industry relevant• Research capacity audit• Establish clear pathways to increase the commercial research portfolio• Drive new product research and better coordinate expertise and resources across functional groups.• Maintain capacity to meet industry demand for core services



Initiate programs that build capacity within the Australian Poultry Industry

Desired Outcomes	Priorities
<ul style="list-style-type: none">• More people working in the industry• Broader reach and engagement	<ul style="list-style-type: none">• Identify employment shortfalls and target programs to address them• Build relationships with industry to enhance delivery, identify barriers to employment, increase retention and ensure relevance of the employment building programs• Development of a three-year implementation plan, budget and KPIs.• Target programs for a range of audiences



Build a suite of training resources for upskilling of people across all sectors of the Australian Poultry Industry

Desired Outcomes	Priorities
<ul style="list-style-type: none">• Increasing skills and knowledge of current Australian Poultry Industry• Training tools that address industry pain points	<ul style="list-style-type: none">• Identify revenue streams to build training resources• Identify training shortfalls and target programs to address them• Build relationships with industry to enhance delivery and ensure relevance of the training programs• Development of a three-year implementation plan, budget and KPIs.



Facilitate and strengthen the Australian Poultry Industry network

Desired Outcomes	Priorities
<ul style="list-style-type: none">• The best team to deliver research, education and training programs to industry• Greater communication across the whole Australian Poultry Industry• For PHA to be the first point of call for all sectors of the Australian Poultry Industry	<ul style="list-style-type: none">• Cultivate key relationships in each organisation• Develop specific plans and pathways with our key stakeholders that will, over time, increase collaboration and build the network• Develop specific mechanisms/tools on our website that foster the network• Facilitate events that build and foster the existing network



Improve organisational effectiveness

Desired Outcomes	Priorities
<ul style="list-style-type: none">• Greater transparency in processes and function• Emphasis on strategy• Meet stakeholder requirements• Greater resilience in the business	<ul style="list-style-type: none">• Establish clearly defined roles (including priority setting, accountability for outputs and resource allocation decisions) and delegated responsibilities• Improve contract preparation and approval processes, financial reporting, monitor and report progress towards priorities/goals.• Clear documentation of all processes and procedures• Clear reporting and meeting schedules to ensure strategic objectives and stakeholder requirements are met