

# Agriculture Competitiveness Green Paper

## Submission from the Tasmanian Institute of Agriculture

---

The Tasmanian Institute of Agriculture (TIA) welcomes the opportunity to respond to the Australian Government's Agriculture Competitiveness Green Paper and also endorses the submissions made by the University of Tasmania, the Tasmanian Government and Australian Council of Deans of Agriculture.

### ABOUT TIA

TIA is an Institute within the School of Land and Food at the University of Tasmania. The Institute is a strategic partnership between the Tasmanian Government and the University of Tasmania and has brought together the human and physical resources of the Government with the scientific research and teaching capacity of the University to create a centre of excellence in agricultural research, development, extension, education and training. As the only such fully integrated research partnership in Australia, TIA has become a role model for the subsequent formation of other government-research institute partnership agreements.

TIA's mission is to significantly grow and improve the competitiveness and sustainability of agri-food industries across Australia through impact-focused research, development and extension. Bringing together more than 130 scientists, educators and technical experts with access to world-class facilities and equipment, TIA operates across five specialised centres focusing on dairy, broad-acre agriculture, horticulture, food innovation and food safety.

### RECOMMENDATIONS IN RESPONSE TO THE GREEN PAPER

- **Increased focus on education to support the growth of Australian agriculture:** The Green Paper does not adequately address agricultural education. Higher Education and research is essential for the future growth and prosperity of agriculture in Australia. TIA calls for an increased emphasis on education and supports the introduction of an industry-wide model for education and training, which addresses the whole of the agriculture value chain and focuses on innovation systems, across the VET and higher education sectors and the private and public extension sector. TIA also calls for better transfer of knowledge and skills between vocational education and the public and private extension sector.

As part of increasing the focus on education, TIA supports the implementation of the national Learning and Teaching Academic Standards for undergraduate degrees in Agriculture (AgLTAS) as endorsed by the Australian Council of Deans of Agriculture and calls on the Australian Government to widen access to education and upgrading of skills by supporting the development of flexible delivery modes at higher education and VET levels.

- **Raising the profile of agricultural career opportunities:** TIA supports the Australian Government’s review of the Australian curriculum and its aims to improve understanding of food and fibre production, agricultural and primary industries at all curricula levels. TIA also supports the Government’s *Agriculture in Education* program and the development of educational resources to help teachers better understand the agri-food sector and career pathways into the diverse industry.
- **Establishment of a cross-disciplinary Research and Development Corporation (RDC):** TIA recommends that a strategic, transformational and multi-sectoral research development corporation be set-up to develop transformational technologies and practices that can benefit multiple commodities and Australian agriculture as a whole. TIA also calls for more emphasis to be put on peer-reviewed publication by the RDCs for better quality assurance, increased accountability and to better link research with practical outcomes.
- **Focus on entire “value chain” to grow sustainable markets:** TIA recommends that focus is shifted from ‘supply and price’ to ‘demand and value’ and to target marketing of product value attributes to consumers. TIA also recommends that regulation should focus on facilitating retail competition and diversity and not containing market share or increasing compliance regulations, as detailed in the University of Tasmania submission.
- **Facilitate broader and more modern approaches to industry collaboration:** TIA calls on the Australian Government to support the establishment of new business models, such as alliances, joint ventures, associations and production and marketing clusters, to improve efficiencies and access to global markets.



Prof. Holger Meinke

Head, School of Land and Food, University of Tasmania  
Director, Tasmanian Institute of Agriculture