

## Objectives of the Progress Report

Coffey has been engaged by the Red Meat Advisory Council (RMAC) to undertake a Mid-Term Progress Report of the *Meat Industry Strategic Plan 2015-2020* (MISP2020). The objectives of the Review are:

- To measure progress against the MISP2020 goal of unlocking \$7 billion growth, identify barriers to unlocking growth and provide recommendations for overcoming them;
- To provide recommendations for a results framework to enable future reporting against the MISP2020; and
- To gather insights that will be relevant to MISP2025.

## Key questions

The Progress Report seeks to answer seven key questions – the Report Plan details how these questions have been defined, what considerations will be made when answering them and what evidence will be sought to answer the questions.

- 1 What has been delivered under the MISP2020 and to what extent is this in line with the Plan?
- 2 What are the emerging outcomes of the MISP2020 in terms of unlocking growth?
- 3 How are contextual/ environmental factors affecting the *relevance* of the MISP2020?
- 4 How are contextual/ environmental factors affecting the *realisation* of the MISP2020 objectives?
- 5 What is the value of the MISP2020 to stakeholders and the industry more broadly?
- 6 What can be done to ensure that the MISP2020 achieves its objectives?
- 7 How can performance measurement and reporting be improved by 2020?

## Approach

This is a Progress Report commissioned **by** stakeholders **for** stakeholders – the Project Reference Group made up of CCA, ALFA, SCA, GICA, AMIC, ALEC and RMAC have defined the scope of the evaluation, approved the questions and clearly set out what information they need from the Progress Report. Stakeholders requirements have informed how the review will be undertaken and how findings will be presented. The Report will be based on primary and secondary research:



### Desk-based review

A comprehensive review of all published material relevant to MISP2020, including a top line assessment of the GMI economic model.



### Face to face interviews with stakeholders

Approximately 30 face to face interviews with all MISP2020 partners, as well as relevant government bodies.

The Progress Report is focused on tracking what we are doing and how we can do better. For this reason it will not include significant analysis of raw data or extensive research against specific KPIs. The review of the economic model will be to understand the model structure and key drivers of the model findings and identify broad changes in the industry situation that are likely to impact on the model findings – it will not involve a re-run of the model in order to revise cost-benefit ratios or the exact projected figure for growth to be unlocked.

## Key deliverables

The objectives of the Review is to provide relevant, meaningful and useful information to stakeholders that can inform strategy, decision making and resource allocation. Coffey will communicate through:



### Formal reporting

Part 1: MISP2020 Progress Report - Progress against the MISP, including analysis of factors enabling and inhibiting progress, implications for achieving MISP2020 objectives and recommendations to overcome challenges.

Part 2: Results framework recommendations - Recommendations for building on and refining existing data collection, collation and reporting systems to improve the efficiency and effectiveness of reporting.

Part 3: Considerations for MISP2025 - Learnings from Progress Report and stakeholder perceptions on how to strengthen the next iteration of the MISP and the industry strategic planning cycle as a whole.



### Monthly briefings

Coffey will provide monthly briefings to the Project Reference Group through a teleconference and 1-2 page report which summarises progress against the work plan, emerging findings and next steps.



### Communication pieces

Based on stakeholders' information needs, Coffey will provide a communication material such as key findings summaries, a 'Key Achievements Report' and PowerPoint presentations and other materials that stakeholders can use to disseminate information about the Progress Report findings and recommendations to stakeholders.