
Collaboration and Cooperation for Impact

Growing Agriculture Together

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Stirlings to Coast Farmers

- NFP Incorporated Association
- Board and six committees
- Formed by local farmers in 2009
- Steadily increasing membership 80 large mixed farming enterprises
- 350,000 ha from Frankland to Wellstead, Stirling Ranges to coast
- Focus cropping, now widening to livestock RD&E





About SCF

- Significant growth past 12 months from 3-10 staff (5FTE)
- Improved governance, full time CEO and experienced staff
- Generates income from funded projects, membership and sponsorships
- Best known for quality research development trials and local extension
- New projects focus on value chains and new premium markets
- Strategic plan review 2017 - transition to self funded model by 2025
- Seeking partnerships and closer collaborations



Cooperation and Collaboration



**Cooperation and Collaboration are BOTH
vital for creative work and collective impact**



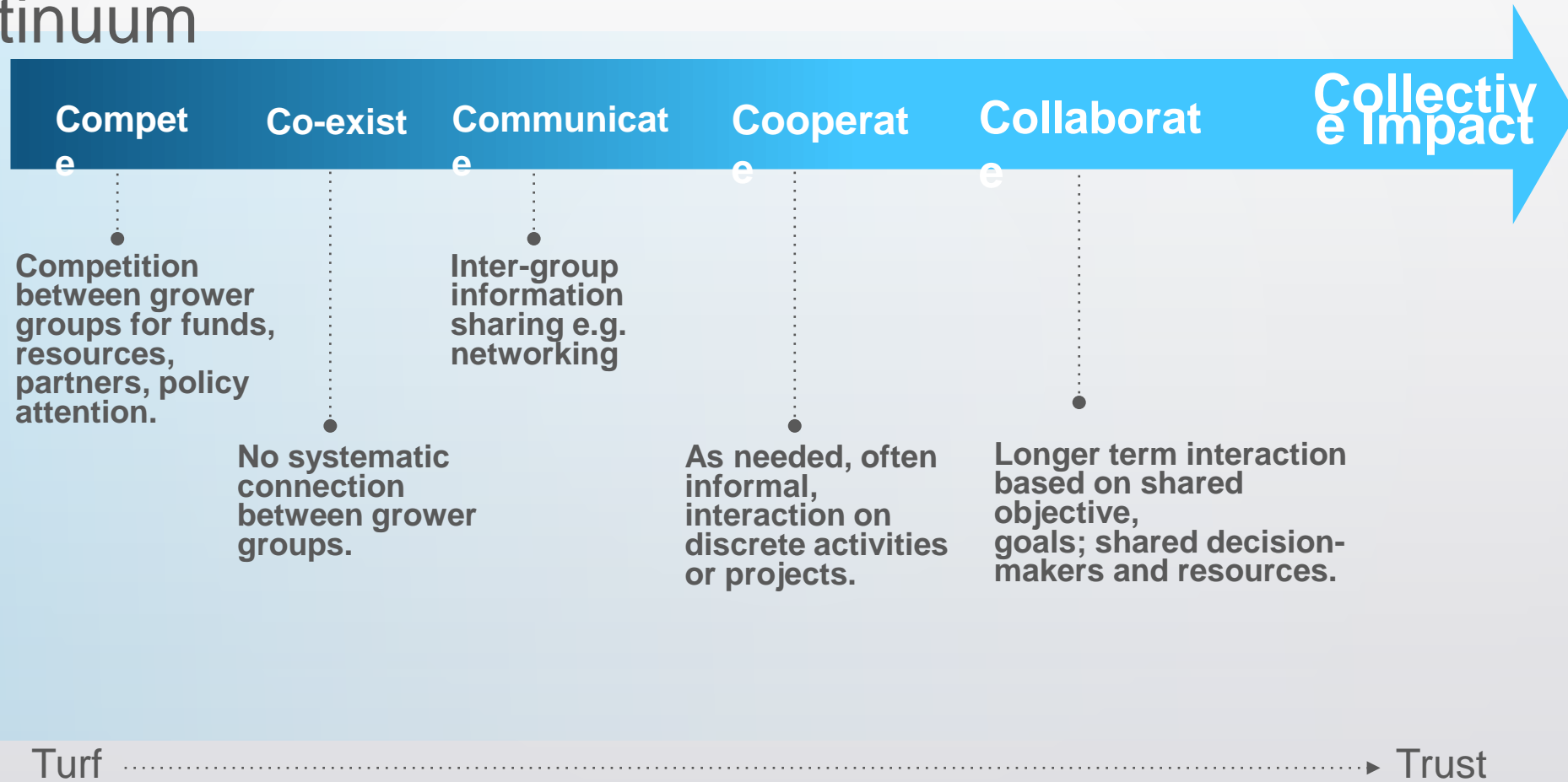
Lets not confuse

Cooperation – division of labor to harmoniously work or act together to achieve a common goal e.g writing separate articles for a magazine or subcontracted work

and

Collaboration - two or more people working together to create or achieve **the same thing** e.g. establish a business or project

Seeing it in context: The Collaboration Continuum



Cooperation

- Begins with mutual respect
- Requires transparency
- Shared goals
- Independent
- Often short term
- Often involves sharing ideas as a group

Collaboration

- Begins with mutual trust
- Requires vulnerability
- Shared values
- Interdependent
- Often long term and harder
- Often involves generating completely new ideas together





Cooperation + Collaboration = BIGGER IMPACT

The **Collective Impact** approach is premised on the belief that no single policy, government department, grower group, research organisation or program can tackle or solve the increasingly complex problems we face as an industry.



Cooperation + Collaboration = BIGGER IMPACT

Collaboration and cooperation should be the key operating principle for grower groups going forward

This means you need to take the time to think about it and to imagine how you might incorporate those principles into your work.

We must work together more effectively to succeed.

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HOW? Start by extending viewpoint and challenging mind-set (need both)

From left brain



To right brain thinking

- **Focused internally on members and self interest**
- **Short term results and 'survival' view seeking quick solutions**
- **Guarding information, ideas and resources**
- **Risk averse, rational thinking**
- **Resistant to change**
- **Seeking all the benefits and control**

- **Accepting we must work collectively to achieve impact on larger scale, looking outward**
- **Take a long term strategic view**
- **Consider others perspectives, share ideas and resources**
- **Willing to take smart risks, holistic thinking**
- **Capacity to change, trying to understand other position and willing to experiment**
- **Willing to give up autonomy and share attribution**



Grower group capacity – how?

- **Smaller groups - work collaboratively with larger groups - *leverage***
- **Work towards building the capacity you need – skills needed, full time staff, access to resources? *Fake-it-til-you-make-it***
- **Build relationships and networks – councils, grower groups, researchers, funders etc. *You need as many friends as you can get.***
- **Understand the policy environment so that you can see funding opportunities coming or develop other ideas for income generation**
- **Travel out of your region and see what else is happening ‘out there’**
- **Be proactive and positive, show leadership to your members**



HOW?

- 1. You need a PURPOSE, challenge or problem to solve to create enough incentive to collaborate. THINK and use your imagination !!**
- 2. Start a selective dialogue between 'the right people' (collaborators) to seek opportunities and develop ideas**
- 3. Test those ideas for value – test with members, funders, collaborators**
- 4. Source resources and capability you need to get ideas off the ground**
- 5. Leverage capabilities and knowledge, share information and resources**
- 6. Identify champions and generate trust**



Collective impact over Four key Phases

**Phase I
Generate Ideas
and Dialogue**

**Meet with
potential
collaborators**

**Discuss ideas
and resources**

**Facilitate
consultation
and test value**

**Phase II
Initiate Action**

**Identify
champions**

**Intense and
focused
investment of time
and resources**

Create action plan

**Engage with
stakeholders**

**Phase III
Organise for
Impact**

**Create
processes and
infrastructure**

**Allocate
resources**

**Establish
shared metrics
(success
indicators)**

**Phase IV
Sustain Action and
Impact**

Facilitate and refine

**Support
implementation**

**Continue
engagement and
conduct advocacy**

**Track and report on
progress**

Thank you



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