

R&D Snapshot

APL 2013/14 R&D Priorities Industry Capability & Technology Transfer

Purpose:

- This portfolio addresses industry challenges outlined in APL's 2010–2015 Strategic Plan under Core Objective 2 *Viable Productive Farms* and Core Objective 5 *Industry Cohesion and Responsiveness*, particularly, building skills and capability, engaging and connecting the industry, facilitating rapid uptake of information and technology, and enhancing the reputation and effectiveness of APL.

R&D Priorities:

- **Bringing influencers together**
APL will host and sponsor a range of events which enable interaction among stakeholders and collection and processing of information on outcomes/ technologies
- **Facilitating technology transfer and adoption**
APL will use a range of complementary channels to reach stakeholders which will increase the likelihood of R&D messages getting through and action being taken
- **Fostering new capability**
Supporting and informing potential 'recruits' of opportunities in the industry is a crucial first step in influencing perception and addressing labour shortage
- **Building technical capacity**
Producers looking to build the skills and knowledge of stockpeople and provide management training for supervisors will have access to industry-relevant resources
- **Corporate communication and influence**
APL is able to protect and/or advance the industry's position across a range of areas through its ability to access and utilise current industry information.

Additional information:

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