



**Murray Irrigation**

## **Incorporating customer views into strategic plan**

Over the coming months, Murray Irrigation will be looking at its company strategy to develop a plan for the future of our operations.

This will involve working with our customers and other stakeholders to understand what people need. We need to build our business around our clients' needs and the Board is committed to making sure that it takes a fresh approach to this process.

Our customers' needs have changed dramatically since the development of our last Strategic Plan. There were concerns with the drought, as well as the pending Murray-Darling Basin Plan and various other government regulatory proposals. It was a very challenging time to set a clear vision for a business.

Today, there is a lot more certainty. But with that certainty comes more difficulty, including uncertainty about water. The Government itself is trying to work through its role in managing water among the states.

Farmers have also changed their practices since the last Strategic Plan. They've looked at the crops they grow, their land use, property configuration and where efficiencies can be achieved. Our PIOP project is a perfect reference to some of these changes.

We would expect after a five year period that our customers' needs and requirements are different to those required in the past.

Murray Irrigation will soon be reaching out to farmer business units to better understand what is important to them. What are the drivers in their business? How would they like Murray Irrigation to work with them in the future?

We'll also be working with landholder associations, land management groups, commodity representative groups and other stakeholders to better structure our business strategy moving forward.

What we want to do is listen. We want to hear our customers' views, and ultimately, we want to make sure those views are incorporated as a core element of the company's strategy for the next five years.

My aim is to present that strategy at the Murray Irrigation Annual General Meeting in November. I appreciate that November is a busy time in the growing season, but I hope our customers can find the time to attend.

Alternatively, if you would like to request a meeting with me over the coming months, please register your interest via email [michael.renehan@murrayirrigation.com.au](mailto:michael.renehan@murrayirrigation.com.au), or contact Murray Irrigation's Executive Assistant Alison Bult on T. 03 5898 3332.

**Michael Renehan**  
**CEO**

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