

# **National Agritech Strategic Plan for Australia**

## **Position Document: Strategic Intent & Pillars Overview**

*May 2025 - Australian Agritech Association*

***Australia's agriculture sector can reach - and exceed - \$100 billion in farmgate output, but only if we scale agritech adoption nationally. The National Agritech Strategic Plan sets the path.***

This document outlines the Australian Agritech Association's (AusAgritech) strategic intent and proposes three foundational pillars to guide the development of Australia's first National Agritech Strategic Plan. Our aim is to align stakeholders around a shared vision, gather feedback, and drive engagement across government, industry, and innovation stakeholders. We are committed to delivering meaningful, scalable outcomes across the agricultural value chain.

### **The Challenge**

The growth of Australia's agritech sector is at a crucial point. While there has been increased activity across startups, investment, and adoption, the system remains fragmented, lacking in national coordination, and ultimately falling short of the potential impact for Australian agriculture. Capital is often short-term and dependent on intellectual property (IP) being scaled into competing global markets and the pathway from early-stage innovation to on-the-ground impact is disconnected - resulting in too few agritech solutions reaching farms at scale in practical, adoptable, and valuable ways.

### **The Opportunity Ahead**

Agritech is no longer peripheral, it is essential to the future of Australian agriculture. As the industry confronts intensifying climate pressures, market volatility, and acute workforce shortages, technology must be central to driving productivity, sustainability, and global competitiveness. The National Farmers' Federation's (NFF) 2030 Roadmap sets a \$100 billion farm gate output target by 2030. Given Australia's vast natural resources, expertise, and affluence, this figure should not be seen as ambitious, it should be a minimum expectation. The Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES) projects production to fall to \$91 billion by 2025–26, highlighting a system struggling to meet even modest goals. Australia's agricultural innovation system is under-delivering against its potential, and without urgent reform to accelerate innovation adoption, we risk continued stagnation at a time when we should be leading on the world stage.

Australia is well-positioned to drive this change, with over 600 agritech companies nationally, a strong research ecosystem, and world-class innovation capabilities. However, while research and innovation outputs are strong, commercialisation pathways remain weak, with limited funding, fragmented support, and few proven models to scale solutions into real industry impact. Despite the sector's potential, 65% of agritech companies are self-funded, and one in four of those self-funded or underfunded companies have raised

concerns about their viability in the year ahead. This underscores the urgent need for a coordinated national approach, one that connects commercially viable innovation to real industry needs, unlocks scale, and embeds agritech across the agricultural system, to ensure the sector is not just resilient, but globally competitive and future-ready.

## AusAgritech's Role

As the national peak body for agritech, AusAgritech exists to connect, promote, and advance the sector. We champion a commercially focused innovation ecosystem that empowers agritech companies to grow, deliver value, and support producers.

Through this Strategic Plan, we will identify shared priorities, remove systemic barriers, and advocate for the investment, programs, and policy reforms needed to unlock the sector's full potential, enabling agritech to drive national agricultural productivity, sustainability, and global competitiveness.

## Strategic Pillars

### 1. Accelerating Commercialisation and Adoption

Too many innovations stall after proof of concept. This pillar focuses on bridging the capital, capability, and connection gaps that prevent agritech from reaching farms. This includes rethinking capital sources and flows to support scale-up and patient investment, and prioritising the retention of local IP. We aim to create the conditions for agritech to deliver measurable improvements to productivity, profitability, and sustainability.

### 2. Strengthening Collaboration Across Innovation, Industry and Government

Australia's innovation efforts are too siloed. This pillar promotes a more connected system where research priorities, public funding, and market needs are aligned. Stronger partnerships, open data, and shared standards will reduce duplication and accelerate outcomes. We will support innovation as part of a functioning ecosystem, not as isolated efforts.

### 3. Embedding Agritech into the Future of Australian Agriculture

Agritech must become a standard part of farming, not an optional add-on. This requires investing in regional capability, a skilled workforce, and domestic production that retains value and IP. It also means building policy, extension, and procurement systems that treat agritech as core infrastructure for modern agriculture. A strong domestic ecosystem will build future resilience and global opportunity.

## Next Steps

This **Position Document** is the start of a national alignment process. AusAgritech is now engaging its Committee, Leaders Alliance, Advisory Groups, and broader stakeholders to shape a collective vision.

- The **National Agritech White Paper** will be released in June 2025, capturing insights from consultation and outlining key directions for policy and investment.

- The full **Strategic Plan and Implementation Roadmap** will follow in February 2026, detailing priority initiatives, structural reforms, and a framework for delivery and progress tracking.
- AusAgritech will host **Feedback Sessions** through roundtables, regional events, and digital engagement to ensure the strategy is inclusive, actionable, and focused on impact.

We welcome your feedback and invite you to be part of shaping Australia's agritech future.

Sincerely,  
AusAgritech Committee