

2026 - 2030

FORWARD PLAN



DOWERIN
EVENTS
MANAGEMENT


DOWERIN
MACHINERY FIELD DAYS

SETTING OUR DIRECTION

We are proud to present our 2026-2030 Strategic Plan, setting a clear direction for our organisation in a time of both uncertainty and opportunity. It reflects a strong understanding of where we are today, the opportunities ahead, and the challenges we must navigate in an increasingly dynamic environment.

Over the past three years, we have experienced significant transformation, creating a lasting legacy and a solid foundation for the future. This progress has been driven by the dedication of our team, the trust of our stakeholders, and our ongoing commitment to the community. This plan builds on that momentum by aligning our vision, priorities, and resources to support our growth and relevance in the long-term.

Our approach ensures we remain competitive and responsive. By strengthening operational effectiveness, embracing innovation, and fostering collaboration, we will continue to adapt, make informed decisions, and work together toward shared goals.

We will regularly review progress, recognising that success depends on the collective efforts of our people, volunteers, and community, as well as our ability to remain agile in the face of change. With a shared commitment, we are confident in our ability to deliver meaningful progress and lasting impact.

Finally, we thank everyone who contributed to the development of this plan. Together, we are well placed to deliver value and move forward with purpose.

Jemma Donegan
Chair

OUR HISTORY

- 1964** This idea for a Machinery field day was first discussed by the local progress association to raise money to grass and reticulate the town ovals and improve community facilities.
- 1965** September 3rd - The first DMFD was held with over 30 exhibitors and approximately 2,000 visitors attending. Funds raised were used to contribute towards local community infrastructure, specifically the development of facilities.
- 1970's** The event grew rapidly as more machinery manufactures, agricultural suppliers, and local businesses became involved. New technologies such as a boom spray and larger tractors began appearing at the field days.
- 1980's** The field days continued expanding in size, attracting larger crowds and more exhibitors. Major machinery innovation such as self-propelled harvesters, rubber-tracked tractors, and large airseeders became a feature of the event.
- 1989** Deregulation of the wheat industry changed the way farmers operated, with larger on-farm storage and new grain marketing opportunities influencing the products and services showcased at the event.
- 1992** Regional broadcasters Golden West Network (GWN) became naming rights sponsors, and the event became widely known as the Dowerin GWN Machinery Field Days.
- 2000's** The event expanded beyond machinery to include lifestyle, leisure, outdoor living, food and wine, education, and community displays, attracting a broader audience.
- 2015** Exhibitor numbers reached approximately 700, highlighting the continued growth and popularity of the event. Visitor numbers regularly exceeded 17,000 over the two days.
- 2020** The event was cancelled due to COVID-19 restrictions, the biggest disruptions in its' history.
- 2022** The "Bringing Dowerin downtown lunch" initiative was launched in Perth to connect agriculture, business, and political leaders ahead of DMFD.
- 2024** The event celebrated 60 years of operation, with significant infrastructure upgrades including new sheds, pavilion refurbishments, and improved visitor facilities.
- Present Day** DMFD remains one of Western Australia's largest and oldest agricultural events, attracting more that 17,000 visitors and hundred of exhibitors each year while continuing to support agriculture, innovation, and regional communities.

INTRODUCTION

For more than sixty years the Dowerin Machinery Field Days (DMFD) has been a constant in Western Australia's agricultural calendar - part showcase, part marketplace, part meeting place. That longevity is not just tradition; it is evidence that the DMFD functions as social and economic infrastructure for Dowerin and the wider Wheatbelt, convening producers, innovators, suppliers, and community to learn, trade and connect.

This Forward Plan recommits Dowerin Events Management (DEM) to its enduring purpose: **to support and promote Dowerin and agricultural prosperity.**

Our legacy event remains the anchor for how we create value, grounded in community ownership, strengthened by volunteer effort, and trusted by industry as a credible platform. At the same time, legacy is a responsibility: it asks us to preserve what matters and renew the way we work so the next generation can carry the baton.

In developing this forward plan, the Board has worked closely with sponsors, partners, exhibitors and the community of Dowerin. The Board's response is organised around three themes:

- 1. Use DMFD to catalyse year-round economic and social outcomes for Dowerin and the region.*
- 2. Tell the story of opportunities in agriculture and design experiences at DMFD that include emerging technologies and demonstrations.*
- 3. Retain the authentic Dowerin character in delivery of DMFD and embed fit-for-purpose governance, targeted resourcing and support for volunteers.*

The forward plan is structured into **statements of strategic outcomes**: A concise set of externally-focused, end-state results DEM commits to deliver by 2030 that advance our purpose and guide priorities, partnerships, and investment across the plan.

The statement of strategic outcomes is supported by **strategic priorities** which outline the 'how to' of the outcomes. The Board has also developed supporting plans that help to implement the strategic priorities and measure progress. The forward plan will be reviewed annually by the Board.

OUR PURPOSE

To support and promote Dowerin and agricultural prosperity.

STATEMENT OF STRATEGIC OUTCOMES

Catalyse year-round value for Dowerin and the region.

Champion the WA agricultural industry and our rural stories of innovation, careers, and pride.

Be Australia's most trusted launchpad for machinery and agtech.



STRATEGIC PRIORITIES



COMMUNITY

1. Our long-term success is built on the volunteers of Dowerin and surrounding districts, and the shared sense of ownership they bring.
2. We unlock sustained local economic and social benefit through investment, partnerships and activating the site beyond the two day event.



DMFD

3. Our organisation grows understanding and confidence in agriculture by showcasing the industry, its people, and career opportunities.
4. Provide an unmatched experience for farmers, visitors, exhibitors and partners with quality networking and deliberate event design, all delivered in authentic Dowerin character.
5. Integrate agtech in the lead up and in the delivery of DMFD.



GOVERNANCE

6. Dowerin Events Management has a fit-for-purpose governance structure, coupled with financial sustainability to steward the event and its impacts long-term.
7. Build a robust evidence base on attendance and exhibitor participation, using insights to shape targeted experiences and drive informed decisions by the Board.