



Australian Government
Bureau of Meteorology



Forewarned is forearmed

Peter Stone



Ag service offering - historical



- weather & climate variables, water flows & storage
- last week, month, season, year, decade, century
- a range of derived & interpreted services:
 - drought statements
 - rainfall deficiency analysis
 - etc

if it's recorded or forecast, it's summarised & kept

Ag service offering - nowcasts



- AWS observations
- rain & wind radar
- satellite images
- water flows & storage
- soil moisture
- and more...

many updated every 10 mins

Ag service offering - forecasts



- weather (0-7d)
- stream flows
- warnings & alerts
 - floods
 - fires
 - cyclone tracks
- and more...

>11,965,333 weather forecasts per week

Ag service offering - outlooks



- rainfall & temperature
- ENSO, MJO, SAM, IOD
- northern rainfall onset
- tropical cyclones
- water storage
- stream flows
- and more...

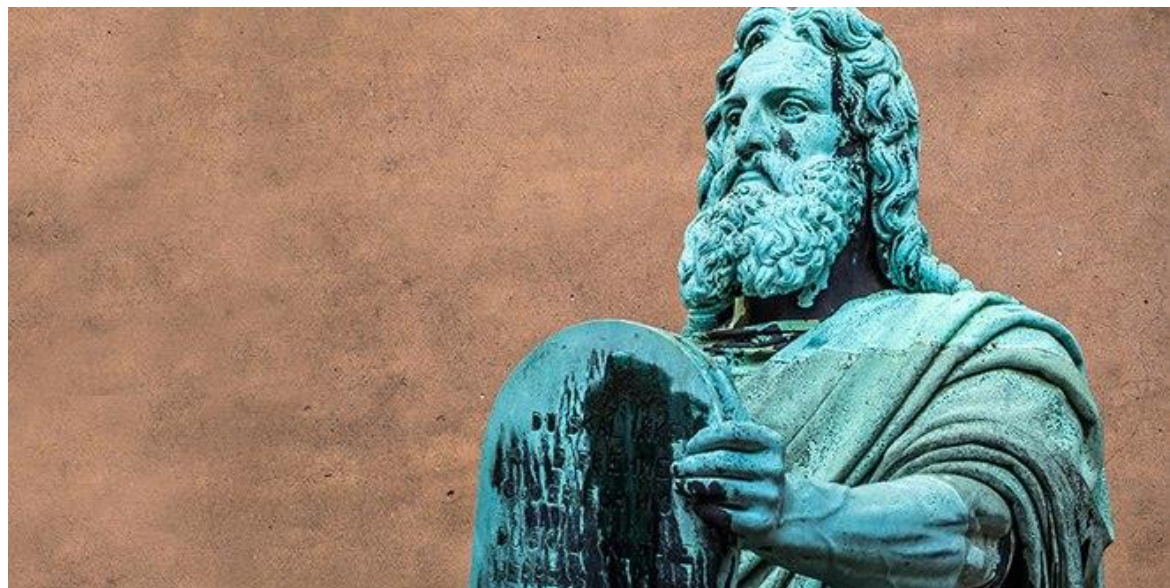
one to three months out





- BoM website
- public forecasts
- tailored text & email alerts
- FTP data access
- selected third-party briefings
(e.g. emergency services)





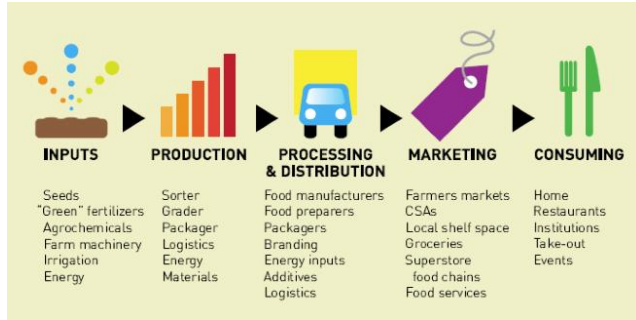
#1



shift Bureau focus from the public to the private sector

- because that's where value is created in the agricultural value chain

#2



take the broadest view of the ag value chain and the sectors that serve it

– because joined up solutions can open new value pathways

#3



increase focus on the 20% of players who create or control 80% of the sector's value

- because this is the most efficient and effective pathway to impact

#4



not assume that the Bureau is best placed to develop or deliver industry solutions

- because we recognise that we're a minority player in the agricultural knowledge ecosystem

#5

actively seek partners to add value to existing and new Bureau products and services

- because we recognise the value that is added by others who are closer to market



#6



actively enable third parties to develop weather and climate products for the agriculture sector

- because this will increase penetration of products & services into the sector

BoM strategy



products & services that benefit the Australian community & drive competitive advantage for businesses & industries

seeking to create impact & value – by hook or by crook

How can we help?



our job is to help you do yours



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Thank you