



Members Strategic Directions Workshops – Summary of Outcomes

During October 2009 Peter Parnell (CEO) and Peter Trahar (Chairman, Board Strategic Review Committee) conducted “Have your Say” Workshops with members in all states. Dr Brian O’Sullivan (President) also attended several of the workshops in the Eastern States.

A total of 89 members attended workshops at Toowoomba, Tamworth, Bathurst, Albury, Melbourne, Launceston, Adelaide and Perth.

Workshop participants were divided into groups and each group asked to (i) rate the importance of various current activities of Angus Australia, (ii) list important future treats and opportunities in the beef industry and (iii) suggest actions and initiatives by Angus Australia to respond to these threats and opportunities. The feedback obtained from the workshops is summarised below.

1. Current activities

As shown in Figure 1, the groups of participants rated most current activities as either critical or high, with very few activities rated as low importance.

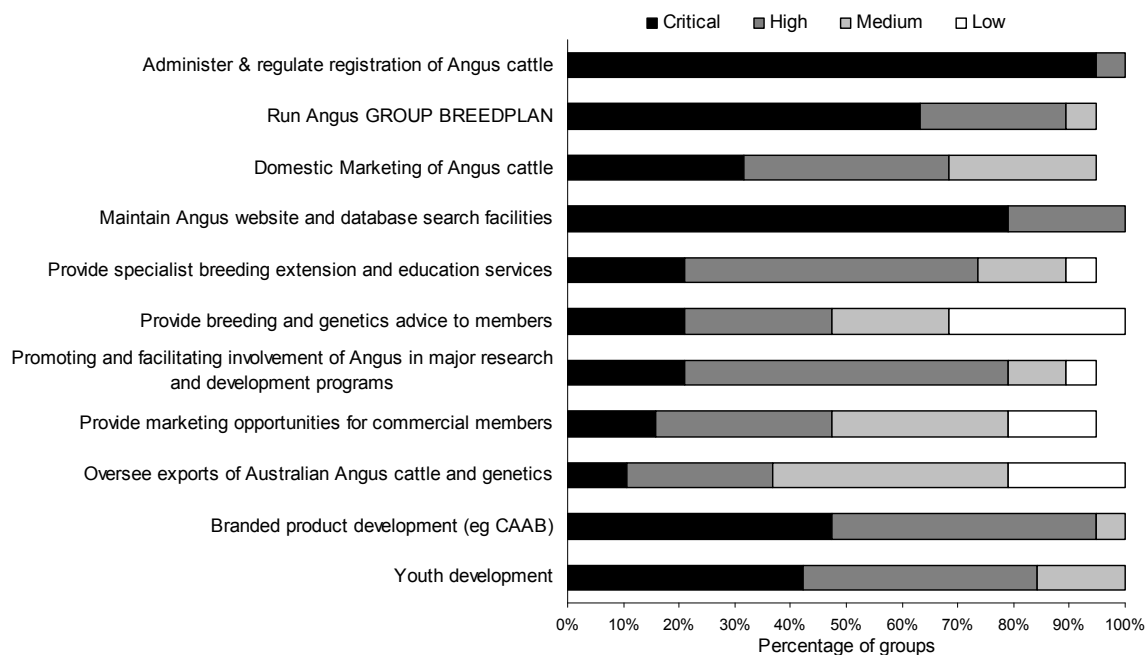


Figure 1. Percentages of groups rating various current activities of Angus Australia as Critical, High, Medium or Low importance (total of 19 groups across 8 workshops).

2. Future threats and opportunities

Workshop participants, within groups, were asked to list the key threats and opportunities that could potentially impact on Angus Australia in the future.

Participants were then asked to indicate those threats and opportunities that they considered to be most significant (each individual was given 5 “votes” for key threats and 5 “votes” for key opportunities).

The most significant **threats** (and number of “votes”) were:

Threats	Votes
Climate change; carbon tax; environmental perceptions	56
Competition from other breeds, incl. black composites	48
DNA technologies	28
Overemphasis on EBVs and \$Index values	26
Genetic defects	25
Decreasing genetic diversity	17
Decreased commercial profitability of beef production	12
Lack of Breeder integrity	12

The most significant **opportunities** (and number of “votes”) were:

Opportunities	Votes
Increasing consumer preference for high quality red meat	37
Exploit quality image of Angus	30
Research based marketing & promotion of Angus benefits & features	23
Branded products, incl. CAAB	15
Opportunity to increase genetic base & achieve genetic Improvement	12
Greater linkage with TAFE, universities, MLA	10
Youth development (e.g. Roundup)	10
Northern market penetration	10

3. Future actions and initiatives

Workshop participants, within groups, were asked to list future actions and initiatives to be considered by Angus Australia to respond to the future threats and opportunities. Participants were then asked to indicate those actions and initiatives that they considered to be most significant (each individual was given 5 “votes”).

The most supported **actions and initiatives** were:

<i>Actions and initiatives</i>	Votes
Reconcile/validate DNA Markers & integrate into EBVs	37
Increased education/promotion/marketing activities	24
Lobby government regarding net carbon position of beef	23
Increase support of Angus Youth	16
Develop EBVs for structure and temperament	13
CAAB processor for WA	11
Independent advice on the future genetic products	9
Random parent testing	9
Revise & improve Inventory/Rego/Breedplan system	9

4. Conclusions

The members “Have your say” workshops provided excellent feedback to the Angus Australia Board on important issues for consideration in developing strategies for the further development of the Angus breed. In addition to the key issues listed above there were many other valuable points recorded by members which have also been provided back to the Board. This feedback will be integrated into the future Angus Australia Strategic Plan to be further developed during 2010.

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