







## / OUR VISION

Leadership in the delivery of innovative programs that enhance and promote the value of Angus cattle and beef.

## / OUR MISSION

To increase the profitability of our members through the delivery of innovative programs that enhance and promote the value of Angus cattle and beef.

## / OUR CORE VALUES

- Integrity in all our dealings with members and other stakeholders
- Respect for the range of needs, skills and abilities of members, Board and staff
- Shared responsibility for improvement among members, Board and staff
- Nurturing of an innovation culture among members, Board and staff
- Provision of an efficient professional service to deliver the best outcome for members
- Be agile and open minded when responding to market changes and opportunities
- Balance technical integrity with commercialisation and implementation considerations to ensure maximum adoption of innovation by members

## / WHO IS ANGUS AUSTRALIA

The Angus Society of Australia Ltd (Angus Australia) is a member based organisation focused on supporting the genetic improvement and marketability of Angus and Angus-influenced cattle and beef.

Established in 1919, Angus Australia currently has over 3,700 members, with the majority actively involved in the breeding of Angus cattle.

Angus Australia's strategic objective is to undertake activities which advance the interests of the Angus-based cattle industry by:

- (a) Maintaining the Breeding Registers and any other pedigree and performance records needed for the genetic advancement of Angus-based cattle;
- (b) Increasing members' ability to develop and produce world-leading Angus influenced cattle and related genetics;
- (c) Increasing members' ability to market world-leading Australian Angus- influenced cattle and related genetics;
- (d) Increasing members' ability to produce and market world-leading Australian Angus beef;
- (e) Establishing relationships with other organisations whose purpose is to improve and promote the beef cattle industry.

It's no secret that Angus is the breed of choice in much of Australia and Angus Australia works in conjunction with members to keep the Angus breed at the leading edge.

The Angus Australia head office is based in Armidale in northern New South Wales with a staff of over 20 full time employees.

Angus Australia is governed by a Board of Directors who are responsible for making key strategy and policy decisions, and is supported by State Committees and Regional Groups who promote the interests of the Angus breed and run various breed promotion activities around Australia.

## / WHAT WE DO

### Breed Development

Providing members and their customers with tools to achieve continuous enhancement of Angus and Angus-influenced cattle and beef products by ensuring accurate genetic description of Angus and Angus-influenced seedstock for all traits of economic importance; providing decision support services and tools that enable optimal design of Angus based breeding programs and effective animal selection strategies; conducting relevant research and development projects to improve the genetic evaluation tools available to members, engaging with industry research and development organisations, genetic evaluation service providers and other stakeholders to enable rapid and effective utilisation of emerging technologies.

## Commercial Supply Chain

Engagement with major stakeholders in the beef supply chain to facilitate the success of initiatives that assist members achieve greater returns from the production of quality Angus and Angus influenced cattle.

Angus Verified is the latest initiative by Angus Australia to enhance the value of Angus cattle and protect the Angus brand for its members by validating a producer's claim of Angus when marketing their cattle.

Angus Brand Verification is a key component of the Commercial Supply Chain program, verifying the Angus breed content of proprietary Angus brands in domestic and export markets. Angus Australia is the only independent verifier of Angus beef in Australia.

## Education & Extension

Enhancing member skills through the development and delivery of industry leading education and extension programs through: availability of the Angus Education Centre, an online portal containing comprehensive educational and information resources; delivery of innovative education and extension activities, including workshops, field activities and online presentations; direct member consultation; and development of new innovative extension tools and educational resources to facilitate the effective delivery of education and extension programs.

## Information Systems

Develop, implement and maintain a modern database system to manage membership and animal records, including complete registration, inventory, ownership, DNA and performance information, and to provide a simple and efficient web-based interface for data transactions and queries.

## Marketing & Communications

Promoting the value of Angus and Angus influenced cattle and beef; and, marketing and promoting Angus Australia's innovative products and services. This is achieved by providing effective communication between Angus Australia and its members, stakeholders and the broader beef industry and highlighting key outcomes and achievements from Angus Australia and its' members, using a mix of digital and print media to disseminate the key messages.

The marketing team also provides a range of marketing services to members, including: catalogues production, advertising and graphic design.

## Member Services

Enable members to conduct all transactions with Angus Australia in a manner that is as streamlined and efficient as possible in the following areas:

- Memberships;
- Animal Registrations;
- Female Inventory;
- Performance Recording;
- DNA Services;
- Export Certification; and
- Angus.TECH support.

## Organisational Support

Ensuring Angus Australia operates as a progressive and effective organisation with modern methods and quality human resource capability that satisfies members' needs, monitors strategic direction and complies with all legal and corporate requirements, while maintaining the financial health & viability of the Society

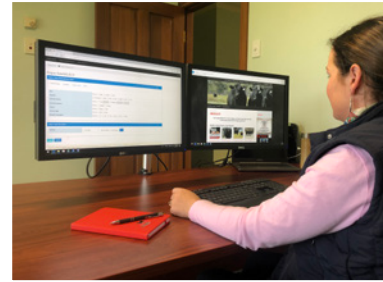
## Strategic Projects

Develop and implement innovative strategic projects to enhance the value of Angus.

Projects include, conducting the Angus Sire Benchmarking Program (ASBP) on elite Angus sires to generate essential knowledge and data, on hard-to-measure traits, required for effective use of genomics; conducting research to increase accuracy of the genetic description of Angus seedstock for traits of economic importance; providing certification of breeding animals for live export and coordinating initiatives to support the development of Angus in northern Australia.

## Youth Development

Enhancing youth skills and involvement, and developing beef industry leaders of the future through the conduct of a relevant and vibrant youth development program, including the Angus Youth National Roundup, the GenAngus Leaders Program, the Scholarships, Awards and Bursaries program and other youth initiatives.





#ANGUS  
PREMIUM



Enhancing & promoting  
THE VALUE OF ANGUS



[www.angusaustralia.com.au](http://www.angusaustralia.com.au)