

2020/21

# PERFORMANCE REPORT

AT A GLANCE

Delivering  
for *Dairy*



WESTERN AUSTRALIAN  
COLLEGE OF AGRICULTURE  
HARVEY

# STRATEGIC PRIORITIES

This report provides an overview of our key achievements for our first year of reporting against Dairy Australia's 2020–2025 Strategic Plan that describes the priorities and the outcomes we will deliver in shaping a profitable and sustainable dairy industry. It is a companion document to both the Dairy Australia Performance Report and the Annual Report for 2020/21.

In 2020/21, Dairy Australia invested \$62.3 million across seven strategic priorities. The following highlights key

Dairy Australia achievements to benefit dairy farmers and protect the right to farm. These investments include research and innovation, supporting farm business management, responding to events such as drought, bushfires, floods or COVID-19, developing tools to adapt to the environment and address climate, supporting on-farm employment needs, marketing of dairy products and commitment to sustainability, policy research, industry insights, and delivering international market programs.

## Dairy Australia's strategic priorities and goals 2020–2025

|   |  |  |   |
|---|--|--|---|
| <p><b>1</b></p> <p><b>MORE RESILIENT FARM BUSINESSES</b></p> <p>Farm businesses that are more profitable, resilient and innovative in managing price and cost volatility</p>                                     | <p><b>2</b></p> <p><b>ATTRACT AND DEVELOP GREAT PEOPLE FOR DAIRY</b></p> <p>Attract great people to the dairy industry, build their capability and careers, and foster a safe work culture</p>  | <p><b>3</b></p> <p><b>STRONG COMMUNITY SUPPORT FOR DAIRY</b></p> <p>Enhanced trust and value in the Australian dairy industry, its farmers and products</p>                                    | <p><b>4</b></p> <p><b>THRIVE IN A CHANGING ENVIRONMENT</b></p> <p>Profitable farm businesses that adapt to the changing natural environment and provide good stewardship of resources</p>  |
| <p><b>5</b></p> <p><b>SUCCESS IN DOMESTIC AND OVERSEAS MARKETS</b></p> <p>Improved access to high-value dairy markets, backed by trusted market insights and a favourable regulatory and policy environment</p>  | <p><b>6</b></p> <p><b>TECHNOLOGY AND DATA-ENABLED DAIRY FARMS</b></p> <p>Inspire more agile and responsive dairy businesses through greater integration of technology and data</p>              | <p><b>7</b></p> <p><b>INNOVATIVE AND RESPONSIVE ORGANISATION</b></p> <p>An organisation that is farmer-focused, with talented people who embrace innovative thinking and decisive action</p>  |   |

# 2020/21 KEY ACHIEVEMENTS



## Farm business management

Delivered **Our Farm, Our Plan** across Australia with more than 250 participants in 2020/21. Partner funding of \$1,785,000 secured to support further activities.



## Farm performance

Developed the **Farm Business Snapshot** digital tool providing an analysis of the historical performance of a dairy farm business to assist farmers better understand production costs and overall profitability.



## Extension activities

Offered more than 855 extension activities across Australia with **8,250 people** attending online and face-to-face.



## Employment

Supported on-farm employment needs with **more than 2,000 farms** registered to use resources from the **People in Dairy** platform.



## On-farm labour

A **Pathway for People in Dairy** connected 5,583 people to pre-employment learning resources, raising awareness of working on a dairy farm and getting a job.



## Learning and development

Made available **Dairy Farm Manager** learning experiences to more than 75 University of Sydney undergraduate students.



## Summer forages

Held the **C4Milk field day** (in Gatton, Queensland) for service providers and farmers, providing insights into the latest research findings on summer forages.



## Climate

Launched the **Climate Change Strategy**, prioritising our research, development and extension efforts to adapt to a changing climate.



## Forage decisions

Published the **Forage Value Index** for annual and Italian ryegrass species, providing information for more regions and enabling farmers to make informed seed purchasing decisions.



## Forage improvement

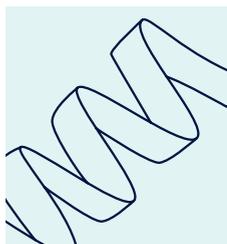
Completed breeding of both **F1 Hybrid perennial ryegrass varieties** and genomic-selection of improved varieties.

# 2020/21 KEY ACHIEVEMENTS



## DairyBio

Completed first five years of DairyBio, with **genomic selection** for more traits and more breeds.



## Genetic improvement

Turnaround time for **commercial genomic testing** has reduced from 25 to 9 days and the number of females tested increased from 17,600 to 58,000. Released first Red Breed genomics.



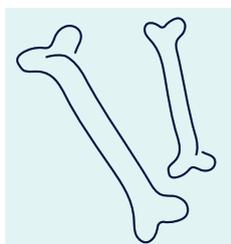
## Calf pathways

Initiated work with the beef sector to develop **viable alternatives** to early-life calf slaughter that are socially acceptable and economically sustainable.



## COVID-19 response

Developed and managed **COVID-19 response** to help the dairy industry keep its people safe and prepare for, and respond to, the restrictions imposed across the country.



## Fractures trial research

Delivered results of the **world-leading research** on links between dairy intake, malnutrition and fracture rates. Increasing dairy intakes from 2 to 3.5 serves has significant impacts on falls and fracture reduction in the elderly.



## Health professionals

Engaged **dietitians and general practitioners** on the benefits of dairy with 90 per cent of those surveyed feeling confident to recommend milk, cheese and yoghurt as part of a balanced diet.



## Industry marketing

Highlighted the positive impact **buying Aussie dairy** has on Australian communities through the Dairy Matters 'Buy, Support, Enjoy Aussie Dairy' marketing campaign, with TV reaching over 7 million adults and radio over 7.8 million.



## Farmer ambassadors

Launched the **Farmer Ambassador** program with 30 farmers who supported more than 30 marketing campaigns, programs and initiatives.



## Education in schools

Reached more than 340,000 students and education providers through **Discover Dairy**, a platform for educating and engaging our consumers of tomorrow.



## Sustainability

Engaged more than 130 key opinion leaders in a workshop discussing the role of dairy in a nutritious and sustainable diet as part of the Australian Dairy **Sustainability Framework**.



### Recycling silage plastics

Commenced development of a national product stewardship scheme for **dairy silage plastics** using a \$965,400 grant from the Federal Government. The scheme aims to develop a sustainable system for collecting and recycling silage wrap.



### Policy support

**Policy support** across industry to areas including the Murray Darling Basin Plan, environmental protection, workforce, regional development and climate change.



### Dairy export assurance

Commenced the **dairy export assurance program**, an \$8.3 million partnership with the Australian Government aiming to make it easier for processors to export and remove regulatory burden, which can be a barrier to accessing high value overseas markets.



### Tariff removal

Supported industry and Australian Government to secure a commitment to **remove all export tariffs** for dairy exports to the United Kingdom.



### New website

Launched the new **dairyaustralia.com.au** website delivering relevant information and resources to farmers and the broader industry.



### Engagement platform

Transformed Salesforce, our **farmer and stakeholder engagement platform**, to make it more efficient and streamlined for our regional services teams and improve how we engage with farmers.

The Dairy Australia Annual Report 2020/21 and complete Performance Report 2020/21 will be available on the **dairyaustralia.com.au** website.



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