

DAIRY NSW STRATEGIC PLAN SUMMARY

2021–2025





Dairy NSW Ltd is one of eight regional development programs (RDPs) throughout the nation's key dairy areas, and operates under the auspices of Dairy Australia. It is overseen by a skills-based board of directors, the majority of whom are dairy farmers.

This strategic plan sets the broad strategic direction for Dairy NSW from the 2021/22 financial year through to, and including, 2025/26.

It was developed by the Dairy NSW Board with input from Industry stakeholders.

The strategic plan is informed by:

VISION

A valued and trusted partner that empowers and enables dairy farmers and industry to thrive

MISSION

Collaboratively identify and deliver regional needs for education, extension, research and development, to advance the NSW dairy industry

STRATEGIC INTENT

To advance the interests of the industry by improving the prosperity, productivity, and sustainability of dairy farmers in the Dairy NSW region

VALUES

- Farmer first
- One Team
- Innovative thinking
- Decisive action

STRATEGIC PRIORITIES

Dairy NSW has five strategic priorities over the next five years. Each priority is underpinned by an objective and key outcomes.

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	CULTURE OF PROSPEROUS FARM BUSINESSES	OUR PEOPLE, OUR FUTURE	THRIVE IN A CHANGING NATURAL ENVIRONMENT
OBJECTIVE	Nurture a positive culture of prosperous farm businesses that are skilled, informed, and innovative in managing market volatility	Our passion for people enables farm businesses to attract great people, build their capability, careers, and foster a safe and caring work culture	Prosperous farm businesses that adapt to the changing natural environment and provide good stewardship of resources
OUTCOMES	a Farm businesses understand their profitability drivers	a Dairy industry is seen as an excellent work choice with multiple career paths and opportunities	a Greater ability to accept and adapt to changes in the natural environment
	b Improved productivity through implementing business planning practices across key aspects of dairy farming	b A culture of businesses that foster progression, values growth, who inspire and encourage their people c Access to capable service providers and skilled farm employees	b Efficient and profitable use of land, water, carbon, and energy resources which nurtures and sustains the natural environment c Proactive approach to positively addressing climate and environment changes to preserve or enhance our natural capital

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ADOPTION OF RESEARCH AND TECHNOLOGY

Improved adoption through higher engagement that leads to an increase in productivity and a culture of evidence-based decision making

a Better access and understanding of feed base and grazing management options

b Commitment to continuous improvement in animal performance, health and wellbeing

c Farm businesses have the capability to evaluate the suitability of adopting various technologies

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COLLABORATIVE AND RESPONSIVE ORGANISATION

Collaborate effectively with stakeholders including farmers, regional and national entities to influence positive outcomes for dairy farm businesses

a A team committed to driving engagement and influencing practice change through quality extension and trusted service

b Regional needs are prioritised and actioned through collaboration with Dairy Australia and our partners