

# Performance Report

Key achievements at a glance

2023/24



**DELIVERING**  
*for* **DAIRY**

# Our strategy

This report provides an overview of our key achievements for the fourth year of Dairy Australia's 2020–2025 Strategic Plan.

The strategic plan outlines the priorities and 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 2023/24.

In 2023/24, Dairy Australia invested \$64 million across seven strategic priorities. Our work and investment are focused on services, connections and engagement with farmers throughout the eight dairy regions in Australia.

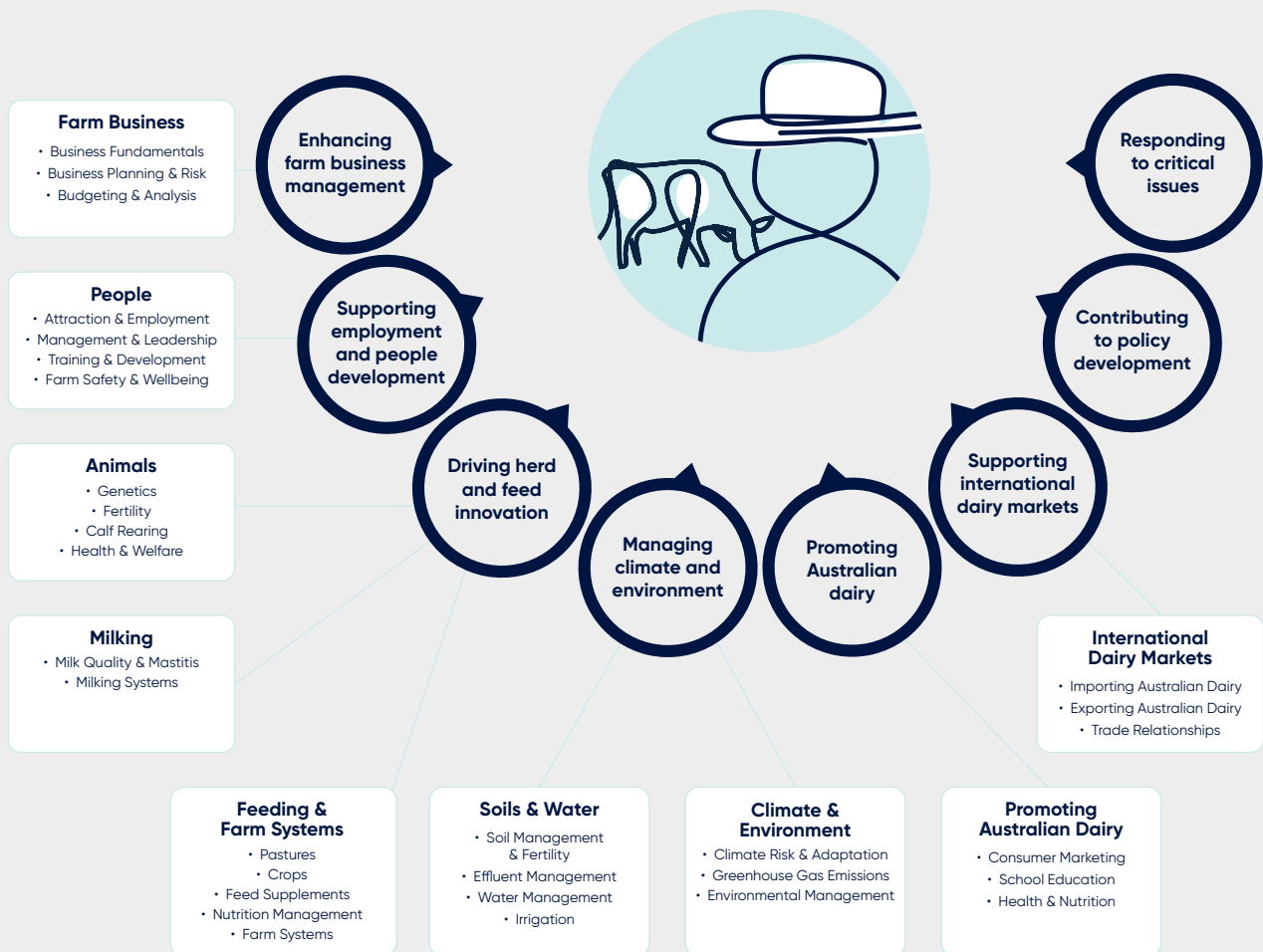
## Dairy Australia's strategic priorities and goals 2020–2025

<p>Priority 1</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>Priority 2</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>Priority 3</p> <p><b>Strong community support for dairy</b></p> <p>Enhanced trust and value in the Australian dairy industry, farmers and products.</p> 	<p>Priority 4</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>Priority 5</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>Priority 6</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>Priority 7</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> 	

# What we do

Dairy Australia delivers a broad range of services through our teams in each dairy region.

## Our service areas



For more information on our services and to access our complete Annual Report and Performance Report, visit [dairyaustralia.com.au](http://dairyaustralia.com.au).

# Key achievements in 2023/24

The following highlights some of the many ways Dairy Australia has delivered value to dairy farmers in 2023/24.



## Regional services

Continued to evolve the way we engage with farmers to better understand specific farm business needs and **connect farmers with services** that are relevant to their farm business. In 2023/24, we made over 12,000 connections with farmers and their people.



## Farm systems

Continued supporting dairy farm businesses to explore changes in their farm system (such as moving to a contained housing system) through the **Raising the Roof 2024** event and associated resources to support decision-making.



## Farm business management

Enhanced farm and industry decision-making by capturing high quality farm business data with more than 230 datasets through the **Dairy Farm Monitor Project**.



## Climate and environment

Enabled farmers to better manage climate and environment performance, and plan for improvements through accelerated use of the Farm Environmental Tracker tool and the **Australian Dairy Carbon Calculator**.



## Farm business management

Supported farm and personal goals for over 300 farmers through practical farm business planning initiatives delivered through **Our Farm, Our Plan**.



## Feed innovation

Improved access to information that supports farmers to make decisions by integrating ryegrass nutritive values in the **Forage Value Index**.



## Attraction and employment

Attracted people to work on dairy farms through the Dairy Jobs Matter **marketing investment** that saw 1 million people find out more about working on a dairy farm, 82,000 visits to the Dairy Jobs Board and 500 job placements on farm.



## Feed innovation

Completed interpretation of research from multiple studies to maintain and improve milk yield and reduce cow health issues. Research outcomes from the **DairyFeedbase Cool Cows**, First 100 Days and Smart Feeding studies were adapted for use on farm.



## Training and development

Developed and launched a framework for farmers and their employees to assess current and future development needs for tailored career building through the **Dairy Capability Guide**.



## Herd innovation

Delivered the updated **Heat Tolerance Australian Breeding Value** to enable farmers to more effectively identify animals that can tolerate hot, humid conditions through DataGene as a result of research completed from the DairyBio – Animals project.



### Herd innovation

Maintained high rates of genomic testing for dairy cows, providing better quality genetic information for breeding and management decisions. **Genetic gains** and partnership with DataGene have led to continuous, permanent and cumulative gains in the quality of cattle for over 40 years.



### School education

Educated school children about the Australian dairy industry through the **Discover Dairy** website, **Picasso Cows** and Virtual Reality Farm Tours with teachers reporting students having a good knowledge of dairy foods at 9.7/10.



### Innovative thinking

Identified domestic and global innovations in **agriculture technology** that have the potential to be applied on dairy farms in Australia including methane mitigation and animal health technologies.



### Sustainability

Identified and assessed opportunities to convert animal industry waste streams into biogas for **renewable energy production**. Commenced a feasibility study into developing a utility-scale biogas facility in Western Victoria, through partnerships with industry stakeholders and Sustainability Victoria.



### Health and nutrition

Communicated the latest science on dairy's role in a **healthy diet** to GPs and dietitians, resulting in 89 per cent of consumers hearing positive health messages about dairy foods from health professionals.



### International markets

Celebrated 25 years of the Dairy Australia **China Scholarship** which is recognised as a gold standard in helping to secure Australian dairy's strong reputation, enhanced market access and provide intelligence in critical Australian export markets.



### Health and nutrition

Engaged with government and key opinion leaders around **research on fractures**, which showed that increasing dairy foods in aged care facilities reduces fractures and falls and has the potential to reduce healthcare costs by \$66 million.



### Policy development

Delivered **policy support** across industry to areas including health and nutrition, biosecurity, climate, workforce, water and calf management.



### Promoting Australian dairy

Ensured farmers and dairy products are trusted and valued by Australians through the **Dairy Matters** marketing campaign which reinforces dairy's sustainability credentials and contributed to 83 per cent of Australians having trust in the industry.



### Responding to critical issues and events

Continued to ensure the preparedness of farm businesses and industry for major **biosecurity risks** such as the potential incursion of Foot and Mouth Disease and Lumpy Skin Disease.



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**Acknowledgement**

Dairy Australia acknowledges the funding from levy payers and contribution by Commonwealth Government.

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ISSN 2653-6307 print | ISSN 2653-6315 online