

GIPPSDAIRY STRATEGIC PLAN

2020-2025



CHAIRMAN'S INTRODUCTION

Dairy farming is both my passion and my profession. I love being a Gippsland dairy farmer and everything that stands for; hard work, teamwork, persistence, community and legacy.

Throughout our dairying journey my wife Leesa and I have been incredibly fortunate to have been supported by family, friends, neighbours and the dairy community. We have benefited from the collective wisdom of those that have gone before us. Much of that wisdom has been harnessed from farmers, researchers and service providers all working together to solve the challenges of the day or best take advantage of the opportunities within our grasp.

Like all farmers, I am proud of the contribution farming makes to our local community and our region.

It is satisfying to know that our business along with the 1,200 other dairy businesses in Gippsland play such an important role in maintaining the health and wealth of our regional community.

As recent times have highlighted, producing quality food, in our case raw milk and red meat, is essential.

GippsDairy aspires to support the contribution the dairy industry makes to our local economies and communities.

To do so, it is critical that dairy farmers, milk processors and the service providers to our industry all continue to be supported with accurate information and inspiring ideas.

We also see the need to promote the current and potential production capabilities of dairy in the region. Doing so will ensure that like me and my family, investors, dairy businesses, great people and valued customers will always look to the dairy industry and Gippsland as a place to do business and call home.

GippsDairy's strategic plan outlines our priorities and the initiatives we will undertake over the next 5 years to support a vibrant and prosperous industry, that employs bright and talented people and builds the wealth of our great region.

The purpose of this document is to outline the vision and mission of GippsDairy, describe the underpinning values that guide GippsDairy in everything we do and to document our strategic priorities and key goals for the next five years to 2025.



A handwritten signature in black ink that reads "G.L. Williams". The signature is written in a cursive, flowing style.

Grant Williams Chair

WHO IS GIPPSDAIRY?

GippsDairy is a service provider to a nationally significant industry. We are a regional partner of Dairy Australia, providing services, information and support to dairy farmers and industry participants across the municipalities of Yarra Ranges, Cardinia, Casey, Latrobe City, Bass Coast, Baw Baw, East Gippsland, South Gippsland and Wellington.

We value being part of the Dairy Australia family and the benefits this provides to our region. We aim to build knowledge and skills for a sustainable, prosperous and future-focused dairy industry in the region.

We partner with dairy farmers, education and training providers, local organisations, industry groups, research and development corporations and government to deliver a breadth of information and engagement services to industry.

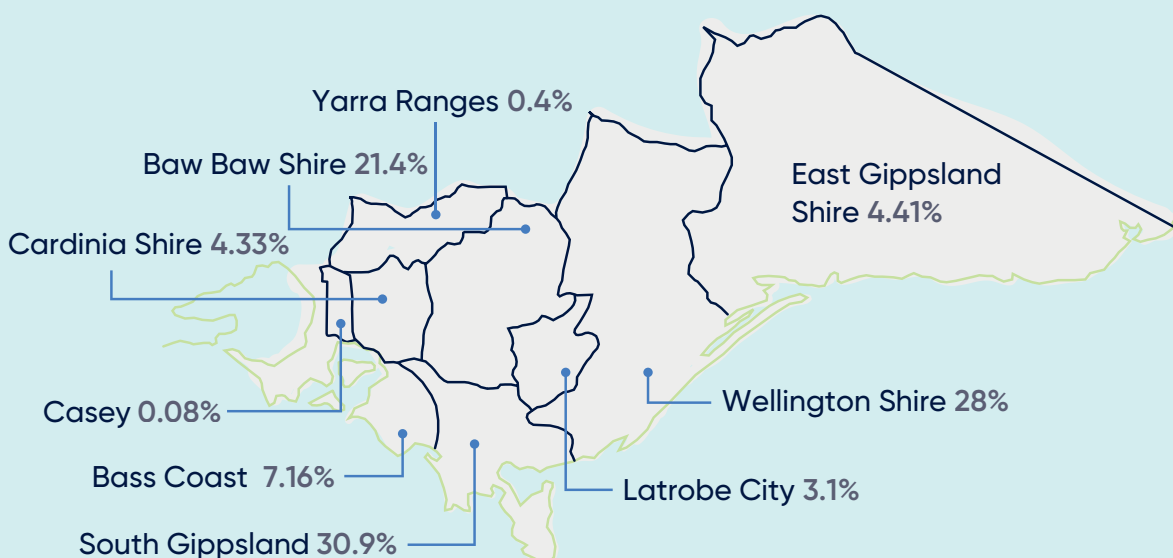
Our services provide information and resources to support dairy farm businesses and industry with animal health and welfare, feedbase management, animal nutrition, farm business management, natural resource management, career development and working with people.

GippsDairy's regional approach to service delivery forms an important mechanism by which regional priorities for research, development, extension, education and policy formation are communicated at local, state and national levels.

Our Board

GippsDairy is governed by a board of ten directors; six dairy farmers, three specialist directors and the Executive Officer. Board members are appointed for three year terms and can serve a maximum of three terms.

Figure 1 Distribution of Gippsland Dairy farms within local Government area by percentage



Source: Dairy Food Safety Victoria

OUR VISION

A vibrant and sustainable dairy industry that provides economic, social and environmental benefits to all participants and our wider community.

OUR MISSION

Excelling in engagement and services that enhance the vibrancy and sustainability of the Gippsland dairy industry.





OUR VALUES



LEADERSHIP

Look to the future and encourage leadership in everyone.



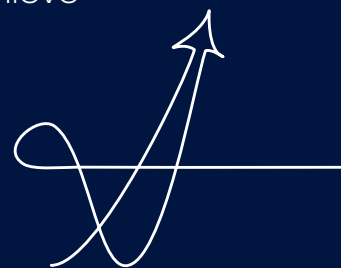
INTEGRITY

Be trustworthy and transparent.



COLLABORATION

Work together to achieve common goals.



RESPONSIVENESS

Listen, evaluate and act in a timely and relevant manner.

OUR STRATEGIC PRIORITIES

Strategic Priority 1 Enable prosperous and resilient dairy businesses

- 1.1 Facilitate programs that enable improved profitability and resilience.
- 1.2 Manage the Our Farm Our Plan project with the aim that all farmers can articulate their farm business plan.
- 1.3 Manage a framework for vibrant and engaged discussion groups accessible to all farmers.

Strategic Priority 2 Improve the capability and capacity of our dairy people

- 2.1 Develop and promote dairy pathways and educational opportunities.
- 2.2 Develop our dairy people in a group learning environment
- 2.3 Develop our extension officers' group facilitation skills

Strategic Priority 3 Foster a culture of leadership across the Gippsland dairy industry

- 3.1 Increase participation of new entrants and younger people across all industry activities.
- 3.2 Improve the understanding of what leadership is across the industry.
- 3.3 Cultivate stronger, positive relationships with key influential organisations.

Strategic Priority 4 Enhance the reputation of the Gippsland dairy industry

- 4.1 Support the initiatives that help farmers to
 - Improve wellbeing of people
 - Reduce environmental impact
 - Provide best care for the animals
- 4.2 Celebrate farmers who have demonstrated excellent practices.
- 4.3 Work collaboratively with farmers and regulatory bodies to increase on farm awareness of regulations relevant to the dairy industry.

OUR OPERATING ENVIRONMENT

Famous for natural assets which include pristine and productive agricultural land, Gippsland, located in Victoria's South East, is one of the most diverse regions in Australia.

The Gippsland dairy industry is a major economic driver for our region and is the lifeblood of many of our communities. It is an industry underpinned by innovative and resilient people who run their dairy businesses (farms and milk factories), in an increasingly complex and challenging environment. Collectively, dairy businesses contribute \$3 billion of the \$16 billion gross regional product and play a critical role in ensuring the economic prosperity of our region.

The 1,201 dairy businesses milking 334,000 cows provide the livelihoods for over 5,000 people (owners and employees).

Combined with dairy processing which employs more than 3,000 people, the dairy industry is the largest employer within Gippsland's food and fibre sector.

Gippsland supports world class dairy production systems in low, medium and high rainfall areas and efficient irrigation districts. The diversity of climate, soil types, rainfall patterns and farming systems has led to Gippsland enjoying a reputation as a reliable and consistent supplier of raw milk (circa 2 billion litres p.a.) which is processed into 'clean, green and safe' dairy products for consumption in both the domestic and export markets.

Highly volatile seasons, farm gate milk prices and feed input costs, difficulty in accessing a capable regional workforce, along with understandably high social expectations regarding animal welfare and environmental stewardship, are all realities that place pressure on Gippsland dairy businesses and in turn, the dairy industry.

Over many generations Gippsland has benefited from the energy, commitment and collaboration of individuals and organisations to build our industry to what it is today. Dairy farmers, their employees, processors, all levels of Government, education and training providers, researchers, scientists, Catchment Management Authorities, Water Authorities, Landcare Groups and the communities of Gippsland all have important roles to play in ensuring the ongoing success of the industry.

GippsDairy has developed and maintained collaborative relationships with stakeholders across the dairy supply chain. Our grass roots connection with the local dairy community allows for effective two-way communication. We believe that through maintaining and further developing our relationships we will ensure that all efforts to support and grow the industry are valued, united, focused, timely and relevant.

In 2018, Dairy Australia, Australian Dairy Farmers, Australian Dairy Products Federation and the Gardiner Dairy Foundation recognised that there was a need to have aligned strategic plans that would help the industry rise to all its challenges and opportunities. After extensive industry engagement and consultation, the Australian Dairy Plan (ADP) was developed.

GippsDairy supported the whole of industry approach taken by the ADP partners and coordinated the regional engagement workshops held in Gippsland in 2019. The national engagement process found that many of the challenges and opportunities being faced across the industry were universal to all regions.

GippsDairy's strategic priorities are consistent with the ADP's commitments for positive change.

OUR SERVICES

The following activities are an example of our services to 2025.

Animal Performance	
Milking and Mastitis Management	Blended learning: online and on-farm training. The course takes participants through five modules for an effective, low-stress milking, including bringing the cows into the dairy, putting cups on, taking cups off, post-milking teat disinfection, detecting clinical mastitis. Participants need to allocate at least 5 consecutive work days to complete.
Cups on Cups Off	This workshop is suitable for anyone who milks cows on a dairy farm. Skills covered include how and why mastitis infections occur, practical methods to detect and deal with mastitis, adapting your milking process to reduce the risk of infections and how to develop an action plan to achieve best practice in milk harvesting.
Humane Euthanase of Livestock	Ensures the most humane treatment of your sick, injured or unsaleable cows with effective, swift and least painful methods.
InCharge Fertility Program	A 5 day workshop over 5 weeks to assist farmers with improving the fertility of their herd.
Transition Cow Management	This 1 day workshop will provide farmers with an opportunity to improve cow health, milk production and reproductive performance.
Heifers on Target	Well grown heifers are more likely to realise their full potential for milk production and recover their rearing costs earlier.
Rearing Healthy Calves	A 1 day interactive discussion about raising healthy, contented dairy calves. It is designed for calf-rearers and farm managers who are looking to take their preweaning calf management to the next level.
Healthy Hooves	If you're looking to explore identifying, treating and preventing lameness in a more hands-on environment, come along to one of our Healthy Hooves farmer workshops.
Feedbase and Animal Nutrition	
Feeding Pastures for Profit	The FPPF program aims to provide farmers with the skills and tools to achieve the profitable balance between home grown feed harvest and supplement use. 2 days 'up-front' classroom style delivery plus 5 on farm group days over 10-12 months. Each participant receives a farm visit to support pasture rotation decisions.
Nutrition Fundamentals	Feeding dairy cows profitably is critically important to all dairy farmers. This course is practical and hands on and pitched at a basic level 3 days 'up-front' classroom style delivery plus 1 on farm group day.
Advanced Nutrition in Action	Enable farmers to improve herd nutrition practices by providing the technical knowledge, problem solving and strategic planning skills, and tools to develop and implement appropriate, nutrition-related management strategies which support personal and business goals. 8 days 'up-front' classroom style delivery with integrated on farm days. Supported by a 'flipped classroom' where participants complete self-pace online modules.
Top Fodder	A 2 day workshop plus 1 day on farm. The Topfodder Silage program covers the science of silage making. It involves hands on inspection and assessment of silage on farms.
Land, Water and Climate	
Fert\$mart	Fert\$mart encompasses the dairy industry's national nutrient management guidelines, developed to improve the efficiency and profitability of fertiliser use, and to improve soil health on Australian dairy farms.

Farm Performance	
Our Farm Our Plan	Our Farm, Our Plan gives farmers a clear vision of their long-term business and personal goals and assists with better decision making, especially the big decisions.
Farm Business Fundamentals	This course runs over 2-3 days and focuses on farm financial management providing the skills and knowledge to pull together annual farm financial numbers. It also covers getting organised, budgeting, compliance and farm financial systems. It introduces the Dairy Standard Chart of Accounts and the Dairy Cash Management Planner.
Dairy Farm Business Analysis	This is a 3 day course that assists farmers and their advisers to better understand and analyse farm business performance. It uses DairyBase and covers the importance of getting annual farm physical and financial numbers right, how to interpret farm performance and to understand cash, profit and wealth for a dairy farm business using DairyBase reports. This course is recommended for all dairy farmers and their advisers.
Governance and Investment	A 2 day workshop introducing practical ways to implement effective business governance principles into your business and how to become investor ready.
Discussion Groups	Discussion groups to benefit farmers and support decision making on farms.
Focus Farms	The Focus Farms program supports a network of Australian farms, tracking real decisions on real farms under real conditions over a 2-year period.
Capable People	
Don Campbell Memorial Tour	5 day study tour of northern Tasmanian dairy industry by 10-14 young farmers.
Young Dairy Network	Technical and social events for young dairy farmers.
Farm Safety Starter Kit and Farm Safety Manual	Helping you to get started with farm safety.
Taking Steps	One day workshop, covering Share Farming, Leasing and Shared Equity arrangements.
Stepping Back	'Getting a Game Plan' one day workshop for those considering transition out of the industry.
Stepping Up	Understanding your options for a career in dairy.
Employment Basics (ESKI)	Workshop aimed at employers covering the pastoral award and how to employ people correctly in the dairy industry.
Employing Overseas Workers	Workshop to assist with employing overseas workers and relevant visa requirements.
Education	Various programs to promote a career in dairy to students such as Cows Create Careers, Picasso Cows and career days.







GippsDairy
PO Box 1059
Warragul, Victoria 3820
+61 3 5624 3900
info@gippsdairy.com.au
gippsdairy.com.au

Disclaimer

The content of this publication including any statements regarding future matters (such as the performance of the dairy industry or initiatives of Dairy Australia) is based on information available to Dairy Australia at the time of preparation. Dairy Australia does not guarantee that the content is free from errors or omissions and accepts no liability for your use of or reliance on this document. Furthermore, the information has not been prepared with your specific circumstances in mind and may not be current after the date of publication. Accordingly, you should always make your own enquiry and obtain professional advice before using or relying on the information provided in this publication.

© Dairy Australia Limited 2021. All rights reserved.

ISBN: 978-1-925347-95-5 (Print) ISBN: 978-1-925347-98-2 (Online)