

Performance Report

Key achievements at a glance

2022/23



DELIVERING
for **DAIRY**


Our strategy

This report provides an overview of our key achievements for the third 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 2022/23.

Dairy Australia invested \$70 million in services that benefit and advance dairy farm businesses and the industry, with a focus on:

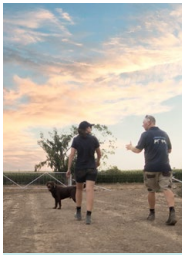
- Enhancing farm business management.
- Supporting employment and people development.
- Driving herd and feed innovation.
- Managing climate and environment.
- Promoting Australian dairy and the commitment to sustainability.
- Supporting international dairy markets.
- Contributing to policy development.
- Responding to critical issues and events.

Dairy Australia's strategic priorities and goals 2020–2025

<p>Priority 1</p> <p>More resilient farm businesses</p> <p>Farm businesses that are more profitable, resilient and innovative in managing price and cost volatility</p> 	<p>Priority 2</p> <p>Attract and develop great people for dairy</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>Strong community support for dairy</p> <p>Enhanced trust and value in the Australian dairy industry, farmers and products</p> 	<p>Priority 4</p> <p>Thrive in a changing environment</p> <p>Profitable farm businesses that adapt to the changing natural environment and provide good stewardship of resources</p> 
<p>Priority 5</p> <p>Success in domestic and overseas markets</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>Technology and data-enabled dairy farms</p> <p>Inspire more agile and responsive dairy businesses through greater integration of technology and data</p> 	<p>Priority 7</p> <p>Innovative and responsive organisation</p> <p>An organisation that is farmer-focused, with talented people who embrace innovative thinking and decisive action</p> 	

Key achievements 2022/23

The following provides an overview of some of our key achievements and the value delivered to farmers and the industry.



Regional services

Provided farm businesses with access to a team of **regional experts** who can support all aspects of farming. Each year we connect more than 10,000 farmers and their staff with our regional experts.



Regional services

Bolstered regional teams to deliver greater value to farmers, through increased **one-to-one engagement** and understanding of specific farm business needs.



Business management

Equipped farmers to more effectively measure business performance and **enhance decision making** through the Farm Fitness Checklist and Farm Business Snapshot online tools, which now have 711 users.



Business management

Supported farm and personal goals through practical farm business planning initiatives, delivering to 272 farmers through **Our Farm, Our Plan**.



Attracting people

Attracted people to work on dairy farms through the Dairy Jobs Matter **marketing campaign**. 64 per cent of those who recognised the campaign took action as a result and more than 438,000 people visited dairyjobsmatter.com.au.



Climate and environment

Provided practical means to **manage the environment** on farm, through resources and self-assessment tools including the National Guidelines for Dairy Feedpads and Contained Housing, a first of its kind, using global expertise.



Climate and environment

Empowered farm businesses to understand and manage greenhouse gas emissions in line with community expectations through the roll out of the **Australian Dairy Carbon Calculator**.



Feed innovation

Examined feedbase practice changes to improve margins where **C4 forages** are used in subtropical and other regions for dairy production. Post-investment review of the project showed \$22 million of net benefits.



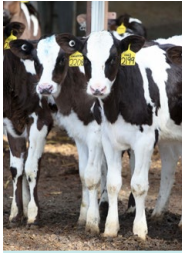
Feed innovation

Provided farmers and advisors with an independent assessment of the economic value of perennial, annual and Italian ryegrass cultivars through the **Forage Value Index**. This has the potential to deliver up to \$250 per hectare per year of increased net profit.



Feed innovation

Invested in world-leading research and innovation to improve genetics, herd management and nutrition through **DairyBio** and **DairyFeedbase** initiatives. On track to deliver substantive gains for the industry thanks to partnerships with Agriculture Victoria and Gardiner Dairy Foundation.



Herd innovation

Increased the number of dairy cows genomically tested to 83,000, 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 40 years.



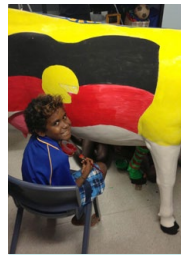
Health and nutrition

Led **fractures research** that provided evidence that Australia's health system could save an estimated \$66 million a year if aged care residents consumed more dairy.



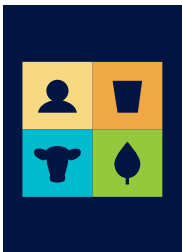
Promoting Australian dairy

Ensured farmers and dairy products are trusted and valued by Australians through the **Dairy Matters** marketing campaign that reinforces dairy's sustainability credentials, contributing to 75 per cent of Australians who trust the industry.



School education

Educated school children on the Australian dairy industry and our products, by engaging with 100,000 educators and 500,000 children through the **Discover Dairy** website providing access with curriculum-linked lesson plans and activities.



Sustainability

Demonstrated the industry commitment to sustainability at the annual **Australian Dairy Sustainability Framework Summit**, which was attended by 110 stakeholders who explored trends that are shaping the future for sustainable food production.



Sustainability

Delivered the **Silage Plastic Recycling Trial** that saw 90 farms successfully recycle 64 tonnes of silage plastic which would otherwise have gone into landfill. This is a model that private industry can now use to develop a long-term solution for responsible disposal of plastic on farms.



International markets

Deepened relationships with key markets through the longstanding **scholarship program** that hosted delegates from South-east Asia, Japan and China.



Policy development

Delivered **policy support** across industry in areas including biosecurity, climate, workforce, aged care nutrition and calf management.



Critical issues and events

Ensured the preparedness of farm businesses and industry through major **biosecurity risks** such as the potential incursion of foot-and-mouth disease and lumpy skin disease.



Internal processes

Matured our processes, platforms and ways of working including the way we **measure outcomes and engage with farmers**.



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