



CURRENT REALITY

**435 ACTIVE STUDS
70,000 STUD EWES
35,000 RAMS SOLD EACH YEAR
66% OF RAMS WITH LAMBPLAN ASBV's
43% OF AUSTRALIAN TERMINAL SIRES**

VISION

**TO BE THE PACESETTERS IN THE TERMINAL SIRE
SEEDSTOCK INDUSTRY RELATING TO ALL AREAS OF THE
AUSTRALIAN PRIME LAMB INDUSTRY**

GOALS AND OUTCOMES

1. Be at the forefront of marketing and promotion (The Association)

Desired Outcome - “To be superior at promotion and marketing of the White Suffolk breed, to develop an action plan, to advertise, to work to a budget, and to seek sponsorship”

2. To better educate and mentor Association members (The People)

Desired Outcome - “To better educate our members on providing superior genetics to the Australian lamb industry”

3. Quantify the point of difference of the Australian White Suffolk from other “white” terminal sires (The Sheep)

Desired Outcome - “To continue to develop the White Suffolk breed to the advantage of all involved in the Australian lamb industry”

4. To encourage extensive use of genetic evaluation and continue to benchmark the White Suffolk breed to become the leading performance breed (The Sheep)

Desired Outcome - “To use all technological avenues available to ensure the White Suffolk breed maintains its commercial advantage”

5. To be proactive in adopting new technology to the advantage of all members (The People)

Desired Outcome - “Remain at the forefront of recent technological advances within the livestock industry”

6. To promote the White Suffolk as an alternative maternal sire (The Sheep)

Desired Outcome - “To develop the White Suffolk breed as a realistic Maternal sire choice”

STRATEGIES AND IMPLEMENTATION

1. Be at the forefront of marketing and promotion

STRATEGY	KPI	RISK/THREAT
1.1 Target rural press with more targeted marketing	Increased editorial	Reluctance of newsprint to accept editorial

ACTIONS	TIME	RESPONSIBILITY
1. Produce informative editorials targeting all areas of Rural press with content from both producers and processors outlining the benefits of White Suffolk genetics. Need to change agent perception and increase the acceptance of White Suffolk lambs.	Ongoing	Promotions and Marketing Officer
2. Identify and allocate duties to individuals who will assist in promotion and advertising. Establish a network of state contacts to effectively transfer editorial to regional newspapers.	Ongoing	Promotions and Marketing Officer
3. Design our advertising to be more professional and effective. Develop effective promotional budgets	Ongoing	Promotions and Marketing Officer/AWSA Committee/ Finance Committee

STRATEGY	KPI	RISK/THREAT
1.2 Work with the processing sector, listen to market signals	Increased market acceptance	Changing trends in lamb industry too quick for genetic adjustment

ACTIONS	TIME	RESPONSIBILITY
1. Work and liaise with processors and butchers at every opportunity.	Ongoing	AWSA Committee R&D Subcommittee
2. Encourage all members to follow the performance of their genetics through to the end product.	Ongoing	AWSA Committee Promotions Subcommittee

3. Become more market focused in advertising through a specialised 4 page advertising folder and relevant information on the AWSA web page. 2009 AWSA Committee Promotions Subcommittee

4. Create effective web links and keep web site updated. Include any trial data on the web site relevant to carcass traits. 2009 Promotions Subcommittee BizBoost

2. To better educate and mentor Association members

STRATEGY	KPI	RISK/THREAT
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2.1 Educate and mentor all members on all aspects of both the lamb and Seedstock industry.	Greater acceptance of White Suffolk	Different preferences across different lamb production regions. Members resistance to change.
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ACTIONS	TIME	RESPONSIBILITY
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1. Concentrate more on our position in the supply chain as lamb carcass. Promote our strengths, identify our weaknesses.	Ongoing	AWSA Committee Promotions Subcommittee
2. The development of field officers to assist and mentor members on a range of issues including promotion techniques.	2010	AWSA Committee
3. Educate members on tailoring of genetics to suit specific markets. Conduct sire selection workshops.	Ongoing	AWSA Committee Promotions Subcommittee
4. Establish a mentoring program for new Association members.	2010	AWSA Committee Promotions Subcommittee
5. Promote the benefits of attending conferences, seminars and Field days and sourcing all information relevant to advances in the Australian sheep industry.	Ongoing	AWSA Committee Conference Subcommittee

STRATEGY	KPI	RISK/THREAT
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2.2 Identify and encourage future leaders of the Association	Proactive, vibrant committee	Sense of complacency with ongoing committee
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ACTIONS	TIME	RESPONSIBILITY
1. Actively encourage committee involvement by members	2008	AWSA Committee
2. Initiate a young members program in all states	2010	AWSA Committee
3. Establish a transfer of responsibility through the committee to allow smooth succession.	2008	AWSA Committee

STRATEGY	KPI	RISK/THREAT
2.3 Become more in touch with members requirements and their expectations	Increased member registration	Downturn in the lamb industry and a reduced perception of the benefits of being a registered stud breeder

ACTIONS	TIME	RESPONSIBILITY
1. Develop an open forum area on our web site	2013	AWSA Committee/BizBoost
2. Investigate why some memberships lapse	Ongoing	AWSA Committee
3. Target unregistered studs through promotion to producers of the benefits of belonging to AWSA	2010- Ongoing	AWSA Committee

3. Quantify the point of difference of the Australian White Suffolk from other “white” terminal sires

STRATEGY	KPI	RISK/THREAT
3.1 To maintain breeder focus on the specific management advantages of the White Suffolk	Differentiation between breeds	Individual breeder preferences for specific types

ACTIONS	TIME	RESPONSIBILITY
1. Update our new member starter pack to include relevant information on breed promotion and marketing their genetics to meet specific target markets..	2010	AWSA Committee Promotions SubCommittee

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| 2. Establish a set of minimum breed standards for AWSA members including minimum health status – Brucellosis accreditation compulsory. | 2010 | AWSA Committee |
| 3. To promote a complete business like focus with the AWSA membership, quantifying both the management and carcass advantages of the White Suffolk breed. | Ongoing | AWSA Committee
Promotions SubCommittee |
| 4. Benchmark breed type and relate type to management advantages. | 2010 | AWSA Committee |

4. To encourage extensive use of genetic evaluation and continue to benchmark the White Suffolk breed to become the leading performance breed

STRATEGY	KPI	RISK/THREAT
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4.1 Encourage members to use a genetic evaluation system to achieve maximum genetic gain	Increased performance testing	Individual breeder preferences
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ACTIONS	TIME	RESPONSIBILITY
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| 1. Develop relevant indices to better indicate specific market requirements. | Ongoing | AWSA Committee
MLA |
| 2. Benchmark genetic gain at 10 Carcase + points/year | Yearly | AWSA members |
| 3. Promote Lambplan as the ideal genetic evaluation system. | Ongoing | AWSA Committee
Promotions SubCommittee
R&D SubCommittee |

STRATEGY	KPI	RISK/THREAT
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4.2 Encourage the use of link sires, progeny testing and performance recording in all members studs.	More accurate and higher quality sires	Individual breeder preferences and focus on non performance related issues
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ACTIONS	TIME	RESPONSIBILITY
1. Promote member use of high performance link sires that are accurate and industry relevant.	Ongoing	AWSA Committee AWSA members
2. Educate members to set yearly performance thresholds to maximize genetic gain.	Ongoing	AWSA Committee AWSA members
3. Develop more commercially orientated classes at annual shows and promote the importance of these to the lamb industry.	2010	AWSA Committee Show Societies

5. To be proactive in adopting new technology to the advantage of all members

STRATEGY	KPI	RISK/THREAT
5.1 Use all avenues of modern computer technology to benefit members	More efficient Association	Hesitancy to use new technology to maximum benefit

ACTIONS	TIME	RESPONSIBILITY
1. Promote the use of Webmanager to all members.	2008	AWSA Committee
2. To include more relevant industry links and information on our Web Page, including presentations from conferences and research projects.	2008	AWSA Committee BizBoost
3. Promote the sale of WebManager to outside organizations	2008	AWSA Committee BizBoost

STRATEGY	KPI	RISK/THREAT
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5.2 Actively become involved in outside R&D, MLA and Genomics Research programs	More research involvement	Cost and willingness of industry to be seen associating with one specific breed
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ACTIONS	TIME	RESPONSIBILITY
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1. Actively seek cooperation with organizations involved in research	2008- Ongoing	AWSA R&D SubCommittee
2. Encourage AWSA members to initiate research and share their findings with members	2008- Ongoing	AWSA R&D SubCommittee AWSA Members
3. Encourage the SuperWhite group to become involved in research programs and to promote their activities	2008	AWSA R&D SubCommittee
4. Encourage members to cooperate in Sheep Genomics and MLA research	2008	AWSA R&D SubCommittee AWSA Members

STRATEGY	KPI	RISK/THREAT
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5.3 Develop a White Suffolk DNA data bank for future reference	High member involvement	Member hesitancy and security/confidentiality concerns
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ACTIONS	TIME	RESPONSIBILITY
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1. Establish and manage a DNA data bank of selected White Suffolk sires.	2009	AWSA R&D SubCommittee
2. Encourage all members to collect DNA from all semen sires they are using	2009	AWSA R&D SubCommittee AWSA Members

6. Promote the White Suffolk as an alternative Maternal sire

STRATEGY	KPI	RISK/THREAT
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6.1 Promote the value of the White Suffolk as a maternal sire	High maternal acceptance	Producer resistance and loyalty to traditional maternal sires. Higher wool prices
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ACTIONS	TIME	RESPONSIBILITY
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1. Use of editorial to highlight success of White Suffolk sires as Maternals	2008	Promotions and Marketing Officer
2. Educate members of the possibilities with regard to producer flock rebuilding over next 5 years	2008	AWSA Committee
3. Utilise the ongoing change in Australian sheep breeds to identify new maternal breeding opportunities and maternal traits in the White Suffolk breed.	2008	AWSA Committee Promotions and Marketing Officer

This Strategic Plan was developed with input and cooperation from the Australian White Suffolk Association members attending the 2008 Annual Conference. The goals within the Strategic Plan were allocated between 3 areas, “The sheep”, “The People” and “The Association”.

We thank Bruce Hancock (PIRSA) for his input into the development of this Strategic plan.