

Populated with Workshop* findings

Vision The challenge for 2030	Objective (Milestones to achieve the vision)	Strategy (Plan to achieve the milestones)	Action (Actions implementing the plan)
Enterprise expectations “be profitable” “be productive” “be sustainable”	Increase the profitability of the enterprise by lowering the cost of production, increasing productivity and strategic risk management.	Source productive and easy care genetics using:	Genetic benchmarking Genetic markers to improve accuracy of ASBVs More ASBVs Genetics matched to production zone
		Reduce the impact of predation by:	Coordinated landscape control Diverse control tools and technologies
		Reducing labour needs by:	Sourcing easy care sheep Automation of sheep handling Automation of sheep/commodity recording Yard and shed design
		Improved wool harvesting efficiency and harvesting environment	Least cost wool harvesting Least cost clip preparation (wiggling, ringing and SLS) Upright wool harvesting
		Increase clip quality by:	Shearer and woolhandler training (and national consistency) targeted at second cuts and animal welfare Shearing for maximum return objective measures of technique (table:locks, damage/100 sheep)
		Savings in the wool handling chain by:	In shed sampling for later testing BCA of wool classing given processor blending Reducing the number of lines Increasing lot sizes
		Maximise pasture productivity and higher stocking rate by:	Breeding and developing perennials, legumes and native pastures Establishing and maintaining pastures/seed bank (within different enterprise mixes) Improving soil structure and moisture Balancing stock and pasture Knowing the impact of climate variability Feed conversion efficiency Fertilizer use Phosphorous availability Water management Salinity

		<p>Improve reproductive efficiency by:</p>	<p>Improving conception rates Improving lambing percentages Improving weaning percentages Weaner management Care of rams</p>
		<p>Reduce the impact of parasites (worms, flies, lice) by:</p>	<p>Finding alternatives to dipping for lice (animal welfare risk) Improve dose delivery consistency of lice products (automatic jetting) Target the rubbing response rather than the parasite Environmentally friendly chemicals Worm resistance genetics Fly resistance genetics Alternate delivery of chemical treatments (self dosing) Larval hypersensitivity impact on strategic and targeted worm treatment</p>
		<p>Maintain interest in wool from the 25-32yr old demographic by:</p>	<p>Mentoring Adapted communication innovations Extend information generated by Extension Networks Improving management efficiencies Risk managing flock and enterprise mix</p>
		<p>Maintain a base level labour force by:</p>	<p>Education in schools targeting the 15-18 yr old demographic Entry level sheep management training Education for women</p>
		<p>Risk management by:</p>	<p>Strategic/preventative flock management (not reactive per head management) Systems approach (mix of crop, lamb, wool and NRM) Educate consultants on enterprise mix including wool</p>

Consumer and community expectations “make market opportunities” “clean, green, natural fibre” “pursue quality” “be sustainable” “animal wellness”	Diversify markets to minimise risk and generate demand	Address fibre characteristics to improve demand:	Prickle Chemical treatments of wool Uses for broad wools Price for long staple Casuals markets Blends with clever fibres Micro trends on fibre characteristics to flow back to producer Carbon footprint
		Educate the buyer by:	Educate the buyer and processor about growing and harvesting
		Increase reward for quality by:	Through chain verification and traceability
		Explore growing markets for productivity gains:	Increased engagement and research partnering in the supply chain to leverage funds Processing efficiencies
	Consumer confidence in the wool grower	Market animal welfare attributes	Products to assist in flystrike prevention
	Community confidence in the wool grower	Market animal welfare attributes	Products to assist in flystrike prevention
	Community to see wool growing as environmentally sustainability	Market environmental attributes	Prepare for the carbon economy by: Knowing the C sequestration of pastures and wool growing activities Knowing the wool C footprint Reduced chemical use

AWI Grower forum Dec 17th 09 (3 year horizon)
NRDE Strategy Forum Mar 5th 10 (20 year horizon)
NRDE Strategy Forum Mar 6th 10 (20 year horizon)