

**Vision: The wool industry to be profitable, acceptable and sustainable, as an industry in its own right**

**Data to support total investment**

**Analysis to determine tipping point beyond which industry investment to support production volumes in declining demand scenario is unviable**

**Research should address cause, not the symptoms**

**Collaboration between researchers to reduce duplication as a guiding principle**

					Drivers for vision		Outcomes							
Vision	Themes	Strategy	Issue	Action	primary	additional or future	Market Access MA	Productivity P	Cost C	Animal Welfare AW	Environment E	Priority	Timeframe	
Increased on farm profitability	Maximising animal unit profit potential (productivity: cost)	Best practice animal management	Painful husbandry procedures	Cost benefit analysis on age of sale for lambs without tailing or castration/ interaction with growth rates and genetic gains (M)								med		
				Immunocastration***cross reference with refined animal husbandry (H,M)								low	med	
				Preoperative anaesthesia for castration and tail docking (Y)		consumer	MA		AW					
				Research pre-operative analgesia for tailing and castration ** cross reference with labour efficiency (M)										
			Long distance transport	Facilitate dialogue with investors in live export research (K)	consume	profit	MA		AW			high	short	
				Long distance transport and live export: not explored (M)										
			Reproductive efficiency	Toxoplasmosis abortion risk from wild cats (L)	profit				P					
				Research semen treatments for sex selection (M)	profit					C				
				** cross reference with Genetic tool development and uptake ** cross reference with information transfer										
			Reduced on farm mortality and morbidity	Lowering mortality rates through targeted extension of risk factors for mortality (A),	profit	consumer			P		AW		high	short
				Identification and quantification causes of lamb mortality and economic impact (A)									med	
				Identification and quantification of gains from addressing minor identified risk factors, prior to investment in research (H)										
		Defined indicator toolkit for identifying mortality risk (condition score at different gestation times, body score, growth rates, weaning rates, weaning growth rates, birth weights) (H)										high		
		Define risk management strategies for accelerated lambing systems to reduce lamb and ewe losses (K)										med	short	
		Literature review to build case for wider commercial application based on subclinical production loss countered by ARGV vaccine (M)										high	short	
		ARGV pasture based early warning test (M)												
		Feed supplementation (minerals, energy, protein, vitamins) for identified targeted situations and seasonal conditions including in periods of climate stress (H) ** cross reference with adaptable pasture systems strategy (M)												
		Immune system boost: identify immune system key regulators and cost effective supplementation (H,L)												
		Precision management		Individual animal management	Virtual fencing/ satellite control of sheep movements linked to electronic sheep identification (H,M)	profit			P					med
			Cost benefit analysis for use of precision management system and other farm automation by regions (L,A,Y)									high	long/ ongoing /short	
			Develop identification systems: RFID (L)									high	long	
			Research identification alternatives (microchip, RNA, DNA, tattoo) (M)									low	long	
			Field days with equipment demonstration **collaboration with commercial interests (Y)									high	short	
			Case studies of producer use of new infrastructure innovations (Y)											
Labour		Disease immunity	Footrot vaccine: multi serotype (H,L)	profit				C			high	short		











systems	Targeted industry extension focusing on risk management and decision making in mixed farming systems, incorporating tools into farm management and early warning systems (K)								high	short
	Information to allow flexibility of farming systems to balance impact of climate variability on Merino systems ** cross reference with addressing climate variability (A)								high	short
Pastures	Extension of treatment options for pasture grub control (L)								high	
Soil	Extension of avoidance of soil acidity through increased nitrogen absorption (L)								med-low	short
Nutrients & energy	Extend current work on role of trees in deep nutrient cycling and water recycling (A)								high	
	Value and impact of renewable energy resources in farming system **collaboration (A)									
	Link water sustainability extension with National Landcare Network and CMA: understand soil water cycle, factors that impact on soil moisture (A)								high	short
	Targeted industry extension focusing on lamb mortality (K) and management (M)								high	short
Wild dogs	Wild dog management plans ** collaborate with other RDCs (A)								high	
	Wild dog and fox control, use of 1080 and chemical training requirements (collaborate with LHPA) ** collaborate with other RDCs (A)								high	
Industry promotion	Promotion and positive profiling of wool industry to all ages in community, targeting national and international audiences (A)									
	Livestock and farming promotion campaign to community: not explored (Y)									
	Attraction of young growers to industry: not explored (Y)									
	Identify skills gap (market research): productivity, drought and its effect on animal health, reinforce the basics of animal production (L)									ongoing
Message delivery	Simple messaging tailored to production areas using multimedia with links to full details									
	Ongoing support for multipliers to deliver messages (private consultants) (M,H) (Sheep's									
	Timing of workshops to maximise exposure (H)									
	Improved technology and format for webinars: interactive, personable electronic medium (not lecture style) (L,A)									
	Targeted investment allocation to leading producers and "early adopters" vs. general farming community: not resolved (A)									
	Targeted investment allocation to practice change vs. awareness: not resolved (A)									
	Information distribution through producer led and driven extension programs (A)									
Targeted industry extension	Field days: not explored (A)									
	Low cost, low input farm case studies (A)									
Targeted industry extension on ASBVs	Standardised information delivery of profitability per hectare (K)									
	Targeted industry extension focusing on use of ASBVs in easy usable form (K,A),								high	short
	Scenario planning for breeding objective using ASBV combinations (M)									
	How ASBV's are developed (L)									
	Genetic improvement from bloodline analysis (A)								low	ongoing
Chemical packaging	How to balance subjective and objective measures within a breeding objective (A)								low	ongoing
	Request APVMA require labels on chemical packaging have larger print fonts (L)									











