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SHEEP ALLIANCE Member Update # 7

The Alliance board next meets on Monday March 13. Members are encouraged to table items for action by the board.

The Plan for future Investment in RD&E

The Alliance directors took the opportunity to present its draft plan to members for comment, at what was a well-attended Members Forum on February 17. The feedback from the forum and the subsequent meeting with DAFWA that followed has been productive and resulted in some significant refinement to the Alliance plan. The Alliance directors have been intent on focusing on strategies that they can influence and at pains to acknowledge there are a number of aspects well beyond our control that impact the industry's sustainability. It is for this reason that we are concentrating our efforts on optimising the services that can help drive productivity throughout the supply chain, but with an unashamed focus at the farm level.

The Plan put to members can be summarised as a request for funding a 5-year implementation plan based on three fundamentals:

- 1. A nimble, independent new entity with that fills (in the first instance) two current market place gaps:**
 - A continuum of independent development and coordination of technical content for major Research and Extension proposals that address industry needs throughout the supply chain;
 - The provision of a whole-of-sheep-RD&E communication effort, supporting the endeavours of all providers and deliverers;
- 2. A rationalised, appropriately-funded industry leadership structure that merges the administration and activities of Sheep Alliance, WALRC and (ultimately, if desired) the WA Beef Council so that it has:**
 - A governing role in the performance of the new entity;
 - A leadership position in setting industry strategy for sustainable growth and addressing critical industry issues;
 - A strong support role in nurturing a collaborative, world-class livestock systems research community in Western Australia.
- 3. An RD&E project effort that focuses on lifting productivity and best-practice throughout the supply chain, with a foundation principle that says 'only sheep production, processing and exporting businesses with optimised productivity are best-positioned to profit in favourable market conditions. These are the circumstances that will facilitate industry growth'.**

To understand the rationale behind these three priorities, we encourage you all to review the revised plan which is now available for comment at <http://www.sheepalliance.com.au/activities/projects.html>.

Supporting the showcase of sheep industry research – March 30 at Katanning

The Sheep Alliance is partnering the SIBI project to deliver the Sheep Research industry open day at the Katanning Research Facility (formally GSARI). The team has put together an excellent and highly interactive program that showcases a broad range of research activities designed to offer production benefits to WA sheep producers. The flier is attached and we encourage your attendance. The event runs all day and is free to attend.

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