

# final report

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Prepared by: Angela Schuster  
Schuster Consulting Group  
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## Management of National GiG Roadshow

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## Abstract

The Australian goatmeat industry has experienced strong growth over the past 20 years and this growth has been largely supported by the sale of goats derived from rangeland or extensive production systems. Of the 1.5 million goats now slaughtered annually, approximately 90% are rangeland goats.

Improving the productivity and profitability of the rangeland goat production sector promises to deliver the most significant benefit to the broader industry and flow on benefits for other non-rangeland goat producers through the creation of a more robust and resilient industry.

To this end, in 2011 MLA developed an additional module for the *Going into goats: Profitable producers best practice guide* that addresses the specific production issues encountered by prospective and established rangeland goat producers; the *Going into Goats Practical guide to producing goats in the rangelands* (GiG Guide Rangeland Module).

The purpose of project B.GOA.0084 was to launch the new GiG Guide rangeland module to producers and the broader industry via three regional seminars. As part of these seminars, practical sessions presented by rangeland goat producers were incorporated to outline the principles explained within the module, for example: Nutrition, genetic management, cost of production and invasive animal control.

Two events were delivered as launches in 2012 in New South Wales and Western Australia, followed by an information day in Queensland in 2013.

## Background

The Australian goatmeat industry has experienced strong growth over the past 20 years and this growth has been largely supported by the sale of goats derived from rangeland or extensive production systems. Of the 1.5 million goats now slaughtered annually, approximately 90% are rangeland goats.

Meat & Livestock Australia (MLA), as the research and development (R&D) organisation associated with the goatmeat industry, has supported this growth through targeted research, development and extension activities. Since 2006, these activities have focussed on improving the capacity of the industry to reliably supply goatmeat of a consistent quality to meet increasing global demand. These activities have been coordinated under the Going into goats program.

Central to the Going into goats program is the *Going into goats: Profitable producers best practice guide* (GiG Guide). Developed by producers for producers, the GiG Guide was developed to encourage economically and environmentally sustainable production through the promotion of best practice management techniques and this guide has been augmented since release through the addition of several complementary modules.

Improving the productivity and profitability of the rangeland goat production sector promises to deliver the most significant benefit to the broader industry and flow on benefits for other non-rangeland goat producers through the creation of a more robust and resilient industry.

In 2011, MLA took steps to elevate the support it offers goat producers to achieve a sustainable increase in the productivity and profitability of the sector. To this end, MLA developed an additional module for the GiG Guide that addresses the specific production issues encountered by prospective and established rangeland goat producers; the *Going into Goats Practical guide to producing goats in the rangelands* (GiG Guide Rangeland Module).

The GiG Guide Rangeland Module was developed as an electronic resource available from [www.rangelandgoats.com.au](http://www.rangelandgoats.com.au).

The purpose of project B.GOA.0084 was to launch the new GiG Guide rangeland module to producers and the broader industry via three regional seminars. As part of these seminars, practical sessions presented by rangeland goat producers were incorporated to outline the principles explained within the module, for example: Nutrition, genetic management, cost of production and invasive animal control.

The objectives of the project were:

- To generate attendance at the launch events.
- To position the goatmeat industry, in particular the rangeland industry, as professional, fast-growing and sustainable.
- To generate media coverage in relevant state, local and industry media.
- To generate requests for the GiG Guide rangeland module.

# 1 Approach

The launch of the GiG Guide rangeland module was to include:

- Three seminars in regional centres focussing on regionally relevant topics from the GiG Guide rangeland module as well as other industry information and research. The agreed centres were:
  - Perth (to coincide with the WAGMIC meeting on 14 Nov)
  - Wilcannia (to coincide with Catchment Management meeting on 22 Nov)
  - Charleville (30 Nov)
- Media activities to support the events, encourage participation in the seminars and generate interest in the new GiG Guide rangeland module.
- Monitoring and evaluation of each event and the entire series.

The Charleville event planned for 30 November was postponed due to seasonal conditions and reconvened in June 2013 on Ian and Sharon Elliot's property Eskdale, East of Winton.

## 1.1 Key messages

Four key messages were developed to be used in all promotional activities:

- The Australian goatmeat industry has experienced strong growth over the past 20 years and this growth has been largely supported by the sale of goats derived from rangeland or extensive production systems.
- Of the 1.5 million goats now slaughtered annually, approx 95% are rangeland goats.
- Improving the productivity and profitability of the rangeland goat production sector promises to deliver the most significant benefit to producers and the broader industry.
- A new tool is now available to goat producers in the rangelands of Australia that will assist them in addressing and managing specific production issues such that their enterprises may become more profitable, productive and sustainable.

## 1.2 Target audience

- Goat producers, goat industry leaders and "agvocates"
- Non-goat producers that may be interested in diversifying into goats
- Participants in the development of the GiG Guide rangeland module
- Department of Primary Industry staff, extension officers, media and community

## 1.3 Target media

- All relevant state farming publications
- Local media in areas where the events will be held
- Feedback Magazine and Fridayfeedback, Goats on the Move
- ABC radio and ABC Landline
- Relevant Internet sites and social media channels (requested via MLA)

## 2 Event overview

### 2.1 National promotion

- Promotion via Goats on the Move eAlert (12 November, appendix 1)
- Media release to national media (13 November)
- Article on FarmOnline
- Article on GetFarmingAustralia
- Article in the Western Division Newsletter – Summer 2012 (NSW)

### 2.2 Perth

The Perth seminar was run in conjunction with the WAGMIC meeting held on 14 November. The agenda (attached as appendix 2) included presentations on nutrition from San Jolly, a goat industry overview by Blair Brice, case studies from Rick Fenny and Keros Keynes and an update regarding the goatmeat nutritional analysis from Caroline Jacobson as well as an overview of the new rangeland resource by Peter Schuster.

A long table lunch with choice cuts of goat meat was also part of the day, along with demonstrations and displays.

#### 2.2.1 Promotion

The following promotional activities were undertaken:

- Goats on the Move eAlert to 2,500 subscribers
- Direct email invitation to all pastoralists involved in the industry reference group involved in the development of the guide
- Brochure development and distribution via:
  - the Western Australian Goat Meat Industry Council convened through the Pastoralists and Graziers of Western Australia
  - the Department of Agriculture and Food, Western Australia

#### 2.2.2 Attendance and feedback

Approximately 50 people attended the Perth seminar with more than 100 attending the lunch. Of these, 14 returned feedback forms with the following results:

- **Demographics**

Average area managed:	36,477 hectares
Average number of does turned off:	443
Average number of goats:	493

- **General overview**

Overall satisfaction rating:	8
Value:	7
Would recommend:	12 people would recommend
Will implement changes:	6 will implement changes

- **Areas of change to be implemented:**

- Marketing
- Pasture management
- Possibility of bringing in rangeland goats to current operation.
- What was learnt from San Jolly

- **Presenter ratings (out of 10)**

Peter Schuster - Rangeland guide launch	9
Keros Keynes - Case study, depot operations	9
San Jolly - Ruminant nutrition	9
Rick Fenny - Case study, keeping it simple	7
Caroline Jacobson - Goatmeat nutritional study	9
Blair Brice - Goatmeat industry overview	9

- **Primary comments:**

- Wider promotion and online registration. Good location, great format
- Very informative, well presented, good venue
- Cutting edge presenters such as San Joll and Caroline Jacobson and less MLA diatribe
- Too much rangeland info, are we a goat industry? What about the ag areas? Good to talk and meet other producers.
- Have the presentation screen higher - we couldn't actually see it in the audience. Having the workshops streamed so producers in remote areas can access the presentations online.
- For 20+ years we regularly turned off 1000-1500 goats annually, now dogs have totally destroyed our livelihood and our beloved rangeland flock. Abs have closed. No 'thruput'. WA is in crisis. Help control the dogs.
- Better time keeping for comfort breaks!

## **2.3 Wilcannia**

The Wilcannia seminar was run in conjunction with the Western Catchment Management Authority and the NSW Department of Primary Industries.

The event was held on 22 November and the agenda included presentations on nutrition, grazing pressure, NLIS, grazing management and a property tour of Rick Gates property.

A BBQ lunch was included.

### **2.3.1 Promotion**

The following promotional activities were undertaken:

- Media release to local media (13 Nov)
  - Article in The Land (15 Nov)
- Invitation to ABC Rural reporters (13-15 Nov)
- Goats on the Move eAlert to 2,500 subscribers
- Direct email invitation to all pastoralists involved in the industry reference group involved in the development of the guide
- Program developed and distributed as flyer via CMA networks
- Article in the Western Division Newsletter – Summer 2012 (NSW)

### **2.3.2 Attendance**

Approximately 70 people attended the Wilcannia seminar. A feedback form was developed in consultation with CMA. These were collected by CMA with results at the time of writing yet to be made available to MLA.



## **2.4 Winton**

The Queensland event was run in conjunction with Morgan Gronald, Food & Agribusiness Unit - Trade and Investment Queensland.

As some time had lapsed since the earlier launches, this event was run more as an on-farm information day rather than a launch.

Speakers included:

- Peter Schuster (on behalf of MLA) - the global situation and outlook
- Campbell McPhee (Western Meat Exporters) - recent successes in China and their future strategy
- Sam Collings (SEALS) - new opportunities in live goat exports from the Karumba Export Yards
- San Jolly (Productive Nutrition) - optimisation of goat nutrition
- Brett Carlsson (AgForce) - coordinated strategic wild dog management

The producer's perspective and a tour of facilities was also provided by Ian Elliot.

### **2.4.1 Promotion**

Promotion included:

- Direct marketing to producers in the local area
- Goats on the Move Case Study focussing on the Elliot's operation (May 2013)
- Goats on the Move event profile (May 2013)
- Goats on the Move eAlert to 2,500 subscribers (13 June)
- Interviews with the Longreach Leader, Queensland Country Life and ABC Rural radio. A detailed follow-up interview was conducted with ABC Statewide Drive
- Direct email invitation to all Queensland pastoralists involved in the industry reference group involved in the development of the guide
- Direct contact with goat producers via:
  - Morgan Gronald, Food & Agribusiness Unit - Trade and Investment Queensland
  - Neil Duncan, Western Exporters
  - Jim Miller, Wild Dog Officer, Charleville

### **2.4.2 Attendance**

The event was extremely well attended, especially given the remote location. In excess of 40 attendees travelled to the property from as far away as Karumba and Mareeba in the north of the state to Roma and Charleville in the south.

# Appendix 1: Goats on the Move eAlert

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## Goats on the Move eAlert

12 November 2012

### Key tool released to boost rangeland goat production

The Australian goatmeat industry has experienced strong growth over the past 20 years with over 1.5 million goats processed annually. This growth has been largely supported by the sale of goats sourced from the rangelands which accounts for more than 90 percent of production.

To support further growth in the rangeland goat industry, Meat & Livestock Australia (MLA) has released a new tool, the *Going into Goats: A practical guide to producing goats in the rangelands*.

The guide has been developed by producers for producers with consultative workshops held during its production across Australia's rangelands, including at Yalgoo and Shark Bay in Western Australia, Longreach in Queensland and at Broken Hill in New South Wales.

During these workshops, rangeland producers identified the specific production issues that influence their productivity and profitability and detailed the processes and procedures that they use to maximise the potential of their enterprises. This guide focuses on these issues so that producers can learn from other producers' experiences.

Rick Gates from the Goat Industry Council of Australia and a rangeland goat producer in his own right said of the guide: "Improving the productivity and profitability of the rangeland goat production sector promises to deliver significant benefit to the broader industry, including non-rangeland goat producers, through the creation of a more robust and resilient industry. This resource aims to do just that."

The guide has been developed as an e-learning tool meaning it can be updated whenever new information becomes available. It can also be downloaded as a pdf and printed.

The guide deals with the key issues that contribute to running a successful goat production enterprise in the rangelands as identified by leading producers from around the country. These issues are grouped into five sections within the guide:

- Business management
- Infrastructure
- Animal health and welfare
- Grazing management
- Marketing

The inclusion of 20 case studies illustrating the key issues covered within the guide brings together this valuable resource.

The *Practical guide to producing goats in the rangelands* will be launched in Perth on 14 November followed by a technical workshop covering some of the key topics from the guide. This will include presentations from some of the local producers involved in bringing the guide together.

Other events heralding the launch of the guide will be held on a property near Wilcannia, New South Wales, on 22 November and Charleville, Queensland on 30 November.

For further details and to register for one of these events, contact the people below:

- Western Australia, Tony Grant, 08 9956 8552
- New South Wales, Jennifer Sandow, Western CMA, 02 6872 2144
- Queensland, Angela Schuster, 02 6887 3780

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## Goats on the Move Event

### Opportunity beckons for Queensland goat producers On-farm event: 19 June, Winton

Producers in central Queensland will soon have the opportunity to hear what is driving continued growth in the goatmeat industry and why goats present a very real opportunity in the region.

Whether as a complement or alternative to conventional agricultural systems, goat production is being seriously considered by an increasing number of producers. The reasons behind this move and how to make the most of the opportunity presented by goats will be discussed at a forum, supported by Meat & Livestock Australia (MLA), to be held on Ian Elliott's property 'Eskdale', north-east of Winton Queensland on 19 June.

Ian was one of the producers involved in the development of the *Going into Goats: A practical guide to producing goats in the rangelands* which was recently released by MLA. Together with his wife Sharon, Ian first tried his hand at goat production around 2003 and goats now play a large part in their business. The Elliotts not only breed goats, but also consolidate and transport them for the commodity export and domestic abattoir markets. Last year they sold around 8,000 goats with approximately 800 heading overseas as part of export shipments.

Ian and Sharon's enterprise is profiled in *Going into Goats: A practical guide to producing goats in the rangelands* along with the enterprises of another 19 leading rangeland goat producers from around the country. The combined experience of these producers, as well as outcomes from world class research, is presented in the guide which will be discussed during the forum on 19 June.

Glenn Telford, President of the Goat Industry Council of Australia and Queensland goat producer, said of the guide, "The Australian goat industry has developed on the back of rangeland goats. This new resource recognises the importance of rangeland goats and the contribution which rangeland goat producers have made in developing what is now a very significant industry.

"A strong rangeland goat production sector will deliver flow on benefits to all goat producers by underpinning the demand for and supply of goatmeat."

The guide has been developed as an e-learning tool meaning it can be updated whenever new information becomes available and is available at [www.rangelandgoats.com.au](http://www.rangelandgoats.com.au). It can also be downloaded as a pdf and printed.

The guide deals with the key issues confronting goat producers as identified by those producers consulted during the development process. These issues are grouped into five sections within the guide:

- Business Management
- Infrastructure
- Animal Health and Welfare
- Grazing Management
- Marketing

*Going into Goats: A practical guide to producing goats in the rangelands* will be presented at the forum as part of a thought provoking program that will include presentations on wild dog control, the nutritive value of rangeland plants and the nutritional requirements of goats, as well as a discussion about the general state of the goat industry, including markets and marketing opportunities.

For further details, contact:

- Morgan Gronald  
Principal Trade & Investment Officer  
Food & Agribusiness Unit - Trade and Investment Queensland  
Queensland Department of Treasury and Trade  
t: 07 4651 2997  
m: 0407 125 765
- Peter Schuster  
Schuster Consulting Group  
m: 0418 604 412