

# final report

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## **Management of Consultation Process and Information Sessions for Sheep Genetics Australia**

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## **SGA Roadmap provisional report**

**Philip Pogson FAICD**

*October 2007*

engage inspire lead risk decide achieve grow

# Key Messages –



## 1. There is much less concern and more engagement from the wool industry-

- Those spoken to perceived a significant “change in rhetoric” from Sheep Genetics with ASBVs now presented as a tool alongside other tools. However, there are gaps in knowledge (eg. strong adherence to GxE), communication and perceptions of “complaints handling”.
- Most of those consulted are happy to proceed at their own speed with ASBVs
- The direct feedback from growers is that drought is holding back further adoption of the technologies
- Will the wool industry at large ever measure more than 4-6 traits extensively?

## Key Messages (cont.) –



2. The meat/dual purpose/maternal industry are largely pleased with the technology and the service they receive -

- They understand and use the technologies effectively
- If they have a problem they trust that it will be addressed appropriately over time
- Due to familiarity with systems and people, they are often more comfortable dealing with Sheep Genetics' staff, making queries or logging concerns
- They see their enterprise “as a business” and see ASBVs, etc, as a key profit driver
- Growing skills gap between meat and wool side of the industry



## Key Messages (cont.) -

### 3. Ownership & governance -

- Views on ownership continues to present a complex landscape
- There is a lack of clear agreement on the meaning of terms such as “public”, “independent” & “commercial”
- Those closest to Sheep Genetics appear the happiest with ongoing “public ownership”
- “Independence” from any dominant industry faction is mostly seen as important
- There may be an opportunity to review and strengthen the role of the Technical Committee
- Few people see ownership as a short term issue that is simple to address: positions on a rapid “sale” or “float” appear to have softened



## Key Messages (cont.) -

### 3. R&D and service providers present particular challenges -

- Service providers would benefit from stronger communication & engagement
- R&D providers want to explore ways of dealing with the dominant 4-6 wool traits
- Positive support across all those consulted for a national (international) sheep genetics plan
- Bifurcation of user base – “sophisticated super user” needs Vs “everyday producer” needs



# Insights -

- Wool may seem a long way behind meat but the two sides of the industry are largely at different stages of the uptake cycle
  - The early wool trends look quite positive; eg. ASBV experimentation and lower reported levels of anxiety and distrust
- Expectations of the two sides are different
- We need to continue to explore ways of meeting the needs of the key stakeholders and users across the industry
  - But within budget and other restraints

# Discussion points -



1. Ownership & commerciality – engage a senior industry figure of some stature to conduct a “once and for all” industry-wide review of ownership at some point in the future?
2. Strengthen the engagement, training and communication with external consultants and genetic advisors
3. Review the governance arrangements between the Management Committee and Technical Committee
4. Strengthen and clarify complaints/concerns and queries logging and handling processes
5. Review how best to deal with the gap between the number of traits the wool industry typically measures (4-6) and the number of traits available





## Discussion points -

6. How can sheep producers best be brought up to speed with the new technologies – extension, user groups, case studies?
7. Is the bifurcation of the user base a real issue – i.e. highly competent elite user needs Vs beginners/low level/infrequent users
8. Commit to the Sheep Genetics Strategic Plan process