

final report

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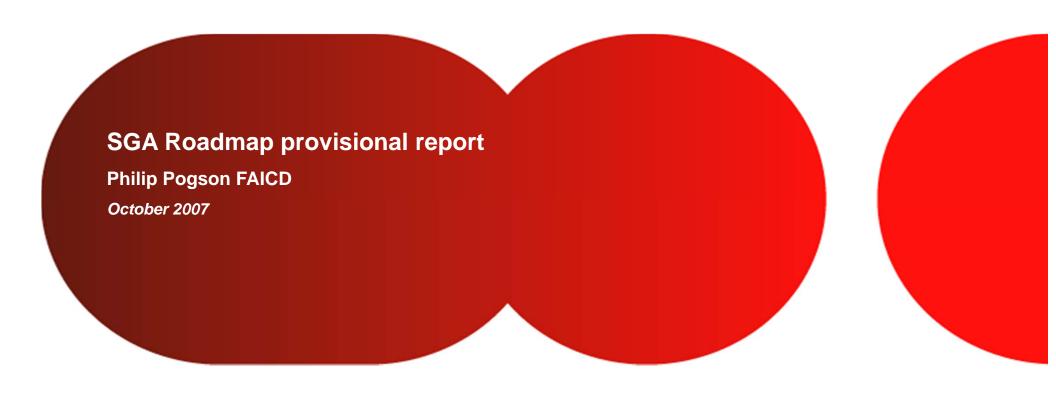
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Management of Consultation Process and Information Sessions for Sheep Genetics Australia

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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.) -

- 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