

Stakeholder engagement and communication

MLA engages with a wide range of stakeholders on the value of its levy investment and ensures levy payers have opportunities to influence how it is invested. This includes coordinating effective and efficient consultation mechanisms with industry.

MILESTONE SCORECARD

8 milestones

- 5 achieved
- 1 partly achieved
- 2 not achieved

STRATEGIES

Deliver best practice corporate reporting

Develop opportunities to actively engage with stakeholders and improve services to members

Ensure stakeholders are aware of the activities and opportunities created by the investment of the levy in R&D and marketing

Meat Industry Strategic Plan 2010-2015 Strategic Theme

Innovation

Australian Government Science and Research Priorities

Food

INVESTMENT



Australian Government Rural Research and Development Priorities

Supply chain and markets
Supporting the Rural Research and Development Priorities

Agricultural Competitiveness White Paper Priorities

Adoption of research and development

OBJECTIVE HIGHLIGHTS

Regional consultation

The first annual round of MLA's new regional consultation process was completed in December 2015 when the inaugural Red Meat Panel met. The Panel recommended nine priorities for research, development and adoption:

1. Integration of cropping and livestock
2. Adaptation of tropical pasture species and companion legumes in new areas
3. Adaptation in a future whole-farm systems context
4. Managing total grazing pressure in extensive livestock production systems
5. Rapid, cost-effective mechanisms to get superior beef genetics into northern commercial beef herds via heifers
6. Novel feed strategies for supplementation
7. Reducing the economic impact of cattle tick
8. Scoping tool to aid farm risk management

9. Attracting new and young entrants and the best brains for livestock research and development and the industry through career paths and culture change.

These were identified through engagement with more than 100 sheepmeat and grassfed beef producers, eight state agencies, 11 universities, CSIRO, the Sheep Cooperative Research Centre, the Sheepmeat Council of Australia, the Cattle Council of Australia, two processors and MLA staff.

MLA also held its first annual project call, which sought preliminary research, development and adoption proposals in response to the national research, development and adoption priorities for sheepmeat and grassfed beef. The first stage of MLA's first annual call for projects was completed on time in February 2016 and 185 preliminary proposals were received by MLA. These were shortlisted by producer

panels, the Expert Panel and the Red Meat Panel to 18 proposals which will be funded by MLA. These projects represent an MLA investment of \$9.4 million over five years.

Improved website

The first phase of the redevelopment of MLA's website was completed in 2015-16. The new design positions MLA as transparent and accountable to levy payers. For example, the homepage now features a breakdown of investment in research, development and marketing by levy type (grassfed cattle, grainfed cattle, sheep, goats and supply chain). In 2015-16, visits to the MLA homepage increased 6% compared with the previous year. The most viewed section was 'Prices and Markets', which received close to 950,000 visits. The second phase of website redesign will be completed in 2016-17, including the development of a dashboard which provides customised content for each user.

KEY MILESTONES

MILESTONE	RESULT	COMMENTARY
Increase membership to 51,000 members (from 49,500 in 2014-15)	Not achieved	Membership increased to 49,892 as at 30 June 2016
Producer feedback via a survey conducted in August with 65% of feedback being positive	Achieved	Overall satisfaction with MLA increased to 7/10 (up from 6.6/10 in 2014). Satisfaction with MLA communications rated at 7.6/10 (up from 7/10 in 2014)
All reporting requirements required under corporations law and MLA's Statutory Funding Agreement with the Australian Government are met	Achieved	<i>Annual Report 2014-15, Performance Review, Impact Assessment, Strategic Plan 2016-2020 and Annual Investment Plan 2016-17</i> all completed on time
Consultation model established and implemented by October 2015	Achieved	The consultation model was established and implemented by September 2015
10% increase in usage of the website from 2014-15 baseline	Partly achieved	The MLA homepage saw an increase of 6% in user visits in 2015-16. The most viewed section was 'Prices and Markets' which received 933,000 visits. Average monthly engagement on MLA's Facebook page increased by 164% year on year and Twitter referrals increased by 86%
5% increase in open rates of <i>Friday Feedback</i> from 2014-15 baseline	Not achieved	Open rates have increased by 3%. A new iteration of <i>Friday Feedback</i> was launched in November 2015, including a new design and greater emphasis on regional content and timely news, advice and information
Increase member satisfaction with <i>Feedback</i> magazine from 71% to over 80%	Achieved	92% of members always or sometimes read <i>Feedback</i> with 50% saying it is their main source of information about MLA
Annual call for sponsorships implemented	Achieved	MLA has successfully implemented a new system for sponsorship requests and subsequent funding allocation

Digital communications

MLA's digital communications strategy included the redesign of *Friday Feedback* to ensure this weekly e-newsletter is seasonally relevant, timely and producer-focused. This drove an increase in newsletter opens (28.1%, up from 25.7% the previous year) and clicks (8.3%, up from 7.9% in 2014-15). MLA's social media performance increased on the back of a strategic focus on timely information and platform-specific content, such as YouTube videos of quarterly market projections and highlights from *MLA's Strategic Plan 2016-2020* and *Impact Assessment* report. Average monthly engagement on MLA's Facebook page increased by 164% year on year and Twitter referrals increased by 86%.

Media

MLA launched a new proactive media and communications strategy in 2015-16 with a renewed focus on radio as a platform to engage producers. A targeted advertising campaign with Fairfax's rural and regional publications promoted MLA's role and value to producers.

Corporate reporting

The *MLA Strategic Plan 2016-2020* was released in June 2016. This plan, which dictates where MLA will focus its investment during the next four years, is aligned with the *Meat Industry Strategic Plan 2020* and reflects the Australian Government's Science and Research Priorities and Rural Research, Development and Extension Priorities (page 6). The Plan was also distilled into a five-minute video to make the findings easily accessible to stakeholders.

Events

The inaugural MSA Excellence in Eating Quality Awards were presented at a series of producer forums in each state during March and April 2016, with more than 900 producers registering to attend. These awards recognised the top three performing producers in each state, based on their compliance rates to MSA specifications and high eating quality performance, as represented by MSA Index results during 2014-15.

