

# CalfWays



## Project Proposal

Completion of this template is required for a project to be considered for consideration through CalfWays. Please complete and return the template to [calfways@dairyaustralia.com.au](mailto:calfways@dairyaustralia.com.au).

Text in italics is for your guidance only. Free text field should contain a **maximum of 250 words**.

<b>Project title</b>	
<b>Project nominator</b>	
<b>Organisation</b>	
<b>Proposed activity lead</b>	
<b>Contact phone number</b>	
<b>Contact email</b>	
<b>Sponsor organisation</b> <i>(if any funding is already available)</i>	
<b>Other likely contributors</b>	
<b>Alignment to CalfWays objectives</b> <i>(note specific objectives/tactics)</i>	
<b>Describe what this project would look like if successful?</b>	

### 1 Project Overview

**Objective:**

What is the project aiming to achieve?

**Description:**

A brief summary of problem/opportunity, the project scope, activities, and expected outcomes.

## 2 Strategic Rationale

**Why undertake this project?**

- *Market opportunity or problem being solved*
- *Innovation or competitive advantage*
- *Impact of not doing the project*
- *Previous work completed (if applicable)*

## 3 Budget

*Outline the indicative budget required for delivery of the project.*

**Key Partners & Stakeholders**

*Please indicate if funding is already available or if interest in project has already been sought.*

**Partner / Stakeholder****Role / Contribution****Contact**

## 4 Investment & Resources Required

**Resource Type****Estimated Cost****Estimated in-kind****Notes**

Financial Investment

Personnel

Technology /  
Infrastructure

Other

## 5 Timeline & Milestones

**Proposed Start Date:**

**Proposed End Date:**

Phase/Milestone	Deliverable	Start Date	End Date	Notes

## 6 Risks & Mitigations

Risk	Likelihood	Impact	Mitigation Strategy

## 7 Monitoring & Evaluation

*How will success be measured?*

- *KPIs or performance indicators*
- *Qualitative outcomes*
- *ROI or impact metrics*

### Acknowledgement and support

CalfWays, the dairy industry's roadmap to more sustainable calf management has been developed by Dairy Australia with the assistance of Schuster Consulting Group. Through the course of the development, more than 150 stakeholders from the dairy and beef industries were consulted on key challenges to improving surplus calf management and the opportunities surplus calves presented to both industries. An advisory committee, comprised of dairy farmers, dairy processors and representatives from the red meat and livestock industry, assisted in the development of the roadmap. Dairy Australia and Schuster Consulting Group gratefully acknowledge the contribution made by these stakeholders and their support in the development and implementation of CalfWays.

© Dairy Australia Limited 2026. All rights reserved.