



Your Levy at Work

# GippsDairy Strategic Plan 2016-2018



# Who is GippsDairy?

GippsDairy is one of eight Regional Development Programs across Australia delivering research, development and extension programs to improve the profitability and sustainability of Gippsland's dairy farms. Since its inception in 1996, the not for profit organisation has used funding from Dairy Australia and other sources to deliver millions of dollars' worth of projects to the region's dairy farmers.

## Our Vision

Innovative and sustainable dairy farms that provide economic, social and environmental benefits to all participants and our wider community.

## Our Mission

To excel at providing services that secure and enhance the wellbeing of dairy farmers, their businesses and the communities in which they live.

## Our Services

Support the transfer of ideas, technologies, skills and resources for the benefit of the Gippsland dairy industry.

## Our Strategic Priorities

Profitable & Sustainable Farms  
Reputable and Vibrant Industry  
Capable & Professional People

## Our Operating Environment

The Gippsland dairy industry is culturally, geographically and climatically diverse and has an international reputation as a producer and processor of high quality dairy products.

Gippsland dairy farmers operate their businesses within a world class natural environment; alpine National Parks and snow fields to the north, Marine Parks and pristine coastline to the south, along with major rivers, wetlands and significant wildlife habitat in between.

Traditionally, Gippsland has supported all models of farm ownership and management; leasing, share farming and owner-operator and is known for pasture based production systems within low and high rainfall and irrigation areas.

In recent times, market volatility, rapid population growth, urbanisation, strong competition for land and labor, social license factors, along with a marked increase in seasonal variability have presented their own challenges to traditional dairy farming practices in Gippsland.

The effective stewardship of the resources utilised by the local dairy industry is fundamental to the continued wellbeing of Gippsland's environment, community and economy and requires a skilled and educated workforce.

## Our Values

GippsDairy is respected for providing leadership within the local dairy industry and being a trusted point of contact for farmers and industry alike.

We work collaboratively with stakeholders across government, industry and our communities and are known for delivering valued programs, projects and events that have a significant impact on improving the capability of Gippsland's dairy farmers.

We take pride in our responsiveness to local priorities and our role in the professional development of industry personnel.



# Strategic Plan 2016-2018

## Strategic Priorities

Profitable &  
Sustainable Farms

Reputable and  
Vibrant Industry

Capable &  
Professional People

## Focus Areas

Feedbase &  
Animal Nutrition

Industry Promotion

Workforce Training &  
Development

Farm Business  
Management

Health & Safety

Promote Career  
Pathways

Animal Performance

Supporting  
Communities

Nurture Industry  
Leaders

Natural Resource  
Management





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