

STRATEGIC PLAN 2025



The ASHEEP & BEEF Strategic Plan sets the organisation's direction and is the foundation of the work we undertake. The plan outlines our vision, goal, purpose and objectives. ASHEEP & BEEF reviews this plan each year to ensure that it remains useful to our members and to assess how best to allocate our resources and activities to deliver on our objectives.

VISION

To raise the production standards of members to maximise profitability.

GOAL

To increase farm profitability with the use of livestock in the farming system.

PURPOSE

Demonstrate best practice and promote the role of livestock within the farming system.

OBJECTIVES

SHARE INFORMATION

Provide relevant regular information to the broader farming community.

PROJECTS

Establish projects to increase productivity and profitability within the farming system.

ETHICS & SUSTAINABILITY

Promote ethical and sustainable livestock production.

BUILD RELATIONSHIPS

Improve relationships with processors, contractors, & other commercial stakeholders in the livestock industry.

YOUNG PEOPLE

Encourage and engage with young people in the industry & support pathways into livestock production.

MARKET OPPORTUNITY

Maximise market opportunity for livestock producers in the region.

FOOD & FIBRE CONSUMER GAP

Promote the livestock industry to the general public.

INDUSTRY VOICE

Contribute to consultation, negotiations, delegations, & discussions relating to the livestock industry.

FINANCIAL GOVERNANCE

- Financial security and governance to sustain ASHEEP & BEEF into the future.

HOW WE DELIVER



Each year the ASHEEP & BEEF Committee, in consultation with our staff, determines how to best focus our activities to deliver on our objectives.

Following is an outline of how we intend to deliver on our current objectives, noting that three key objectives are prioritised:

- 1) Provide relevant regular information to the broader farming community
- 2) Promote ethical and sustainable livestock production
- 3) Establish projects to increase productivity and profitability within the farming system

The ASHEEP & BEEF Strategic Plan is next due for review in October 2025.

SHARE INFORMATION

Objective: Provide relevant regular information to the broader farming community.

- Share information via newsletters, e-news, field days, AGM & conference, website, and social media.
- Produce case studies with farmers, both local and further afield.
- Hold mini field days if there is a specific item, trial, or speaker to hear from.
- Share industry relevant podcasts and trial development of ASHEEP & BEEF podcast (such as a quarterly seasonal update from 4 farmers in different areas with a Platinum Sponsor slot).
- Share information on what works and does not to drive continual improvement and learning from our errors.

DEVELOP & RUN PROJECTS

Objective: Establish projects to increase productivity and profitability within the farming system.

- Develop on-farm trials.
- Demonstrate best practice farming practices (including via the MLA PDS Program).
- Encourage farmer participation in trials and projects.
- Connect farmers and researchers.
- Extend information from trials & projects to farmers and industry representatives.
- Ensure a range of trials and projects are undertaken so that ASHEEP & BEEF has active pasture trials and livestock production / management trials.
- Maintain an R&D plan for ASHEEP & BEEF.

INCREASE MARKET OPPORTUNITY

Objective: Maximise market opportunity for livestock producers in the region.

- Increase knowledge through guest speakers at field days and events.
- Develop links between producers and marketers in the supply chain.
- Engage with sponsors.

BUILD RELATIONSHIPS

Objective: Improve relationships with processors, contractors and other commercial stakeholders in the livestock industry.

- Promote ASHEEP & BEEF to industry.
- Liaise with industry stakeholders.
- Develop linkages between industry groups – including sharing information from and with other organisations such as DPIRD, DAFF, GGA, WASIA, livestock grower groups (West Midlands, Stirlings to Coast, Liebe Group, Facey Group, WALFA) and advocacy groups (WA Farmers, PGA).
- Support Murdoch partnership with vet students.
- Share the GGA Calendar.
- Arrange group trips to relevant field days run by other grower groups.

ENCOURAGE YOUNG PEOPLE

Objective: Encourage and engage with young people in the industry into livestock production.

- Provide mentoring and promote opportunities to mentor.
- Showcase and share up to date information including technology.
- Include young people in case studies, as speakers and to host site visits.
- Promote associate memberships and student subscriptions as a way for younger members of the business to be included and engaged with ASHEEP & BEEF.
- Promote WALRC Farm-a-Friend program and offer a complimentary 1-year subscription to student participants.
- Engage with SEPWA Youth.
- Use platforms that connect with a younger audience, including creating and sharing videos and podcasts.
- Engage with primary and high schools to give opportunities for farm open days.
- Engage with the Esperance High School Farm & Wongutha CAPS and invite them to field days.

ETHICS & SUSTAINABILITY

Objective: Promote ethical and sustainable livestock production.

- Provide information on current animal health requirements and industry standards.
- Promote information on new research findings in the livestock industry.
- Promote information on environmentally sustainable production methods including the MLA target of carbon neutral by 2030.
- Promote information that supports the sustainability of the shearing industry.

HOW WE DELIVER



BRIDGE THE FOOD & FIBRE CONSUMER GAP

Objective: Promote livestock industry to the general public.

- Engage with MLA and AWI to advocate for this and encourage campaigns / activities that act on a local level.
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- Share MLA and AWI campaigns including via social media and website and advocate to these bodies that they create campaigns that act on a local level.
- Share stories from our local industry and network via ASHEEP & BEEF social media channels.

INDUSTRY VOICE

Objective: Contribute to consultation, negotiations, delegations, and discussions relating to the livestock industry wherever such representation is desirable and appropriate

- Prior to engagement, ASHEEP & BEEF Committee to determine whether representation is desirable and appropriate, and decide the method of representation.

FINANCIAL GOVERNANCE

Objective: Financial security and governance to sustain ASHEEP & BEEF into the future.

- Finance reports reviewed regularly at ASHEEP & BEEF Committee meetings, working to an annual budget.
- Maintain a Finance Sub-Committee.
- Increase membership.
- Maintain sponsorship at the level required for operation, ensure that we give sponsors good value.
- Maintain insurance – PI, WC and PL.



OUR SPONSORS

PLATINUM



GOLD



SILVER

Alosca | ANZ Bank | Barenbrug | Bedford Harbour Engineering | Byfields
Clarke & Stokes Agriservices | Coopers Animal Health | Clearwater Motel Apartments | CSBP
Dechra | Elders | Esperance Quality Grains | Esperance Rural Supplies | Farmanco
Patmore Feeds | Swans Veterinary Services | Troy Animal Healthcare | WAMMCO
International



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