



AUSTRALIAN RED MEAT INDUSTRY STRUCTURE

CHRISTIAN MULDER'S

POLICY AND STRATEGY



SERVICE PROVIDER



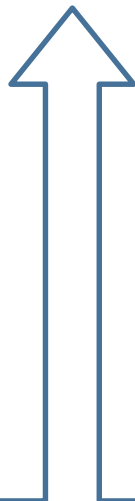


POLICY AND STRATEGY



SERVICE PROVIDER





DIRECT
MEMBERSHIP MODEL

INDIRECT
MEMBERSHIP MODEL





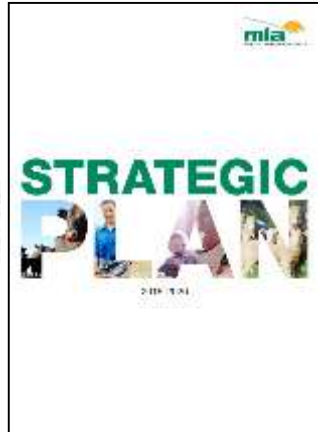
CASE STUDY - MEAT & LIVESTOCK AUSTRALIA

MLA MISSION

Working in collaboration with the Australian Government and the wider red meat industry, MLA invests in initiatives that contribute to **PRODUCER PROFITABILITY, SUSTAINABILITY and GLOBAL COMPETITIVENESS**



SERVICE PROVIDER PROGRAMS AIM TO DELIVER OUTCOMES IN SUPPORT OF THE DEFINED INDUSTRY PLAN



Pillar	1	2	3	4	5	6
	Consumer and community support	Market growth and diversification	Supply chain efficiency and integrity	Productivity and profitability	Leadership and collaborative culture	Stakeholder engagement
Outcome	The community continues to support and trust the Australia red meat and livestock industry, with industry practices in step with community expectations	Improved access to markets, with marketing programs and value creating innovation driving increased consumer and customer preference and premiums for Australian red meat	Increased returns through the value chain, with participants and customers confident in product quality, pricing and integrity systems	Productivity gains through the value chain from the adoption of tools and technologies	Industry participants are confident in industry leadership capability	Industry participants are confident that the levy investment is delivering value.

EXAMPLE SERVICE PROVIDER INVESTMENT 2016-17

Consumer and community support

\$35.0m



Market growth and diversification

\$67.0m



Supply chain efficiency and integrity

\$40.9m



Productivity and profitability

\$69.0m



Leadership and collaborative culture

\$20.1m



Stakeholder engagement

\$6.6m



Corporate services, levy collection and AUS-MEAT

\$12.3m



Total investment \$250.9 million

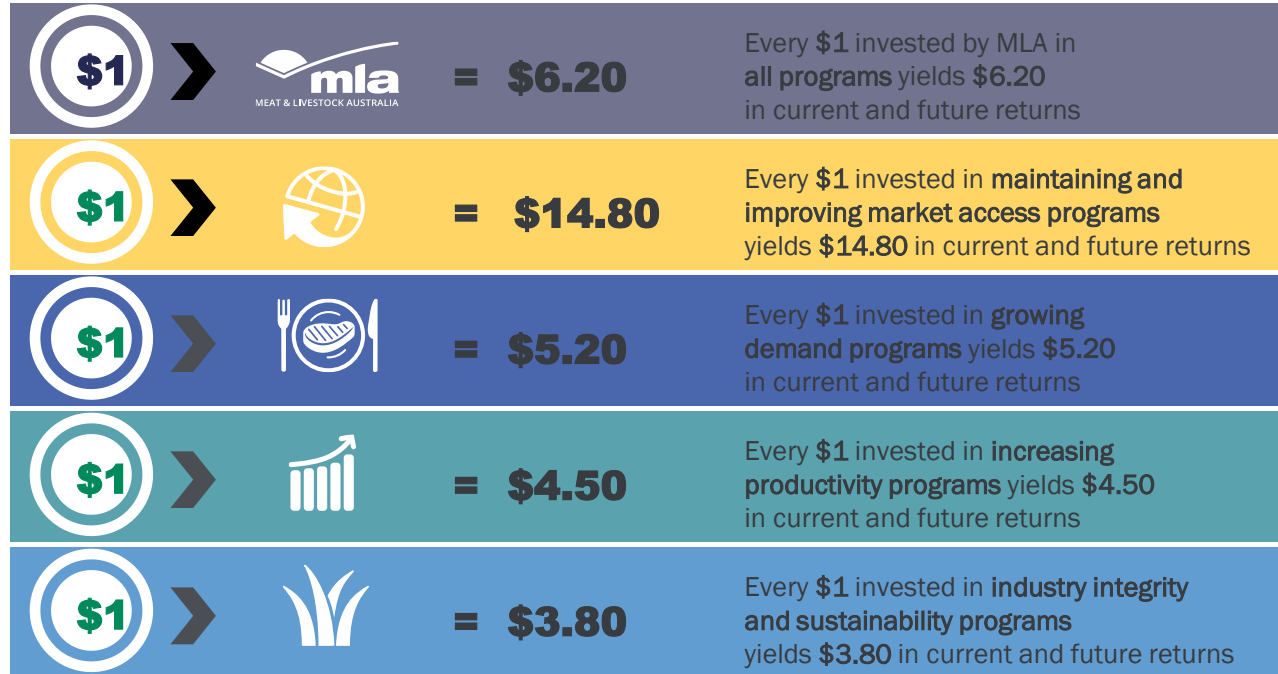
GRASS ROOTS CONSULTATION MODEL COMPLIMENTS CONSULTATION WITH PEAK BODIES

- Accessible system – allowing local level input into setting research and development investment priorities.
- Made up of three regional meat research councils: north, south and west.
- Councils made up of levy payers and representatives from research partners and the broader industry.
- This feeds priorities up to the national R&D investment plan and ensures local priorities are reflected in the service provider levy investments.



SERVICE PROVIDERS ARE SUBJECT TO SHORT AND LONG TERM ASSESSMENT

An independent assessment of MLA's research, development and marketing programs from 2010-11 to 2014-15 concluded:



A LIVESTOCK TRANSACTION LEVY FUNDS INDUSTRY'S RESEARCH, DEVELOPMENT AND MARKETING PROGRAMS



Australian Government
Department of Agriculture
and Water Resources

Collected by
National
Revenues within
DAWR

Allocated by
levy stream to MLA



R&D and Marketing coordinated with
industry through:

- Producer consultation
- PIC strategic plans
- Industry task force process
- Australian Government priorities

Peak Industry Councils

- industry strategic plans
- oversee MLA budgets and performance reviews
- set industry policy
- undertake industry advocacy and representation

CATTLE LEVY ALLOCATION



GRASSFED



TOTAL LEVY \$5
Per head, per transaction



GRAINFED

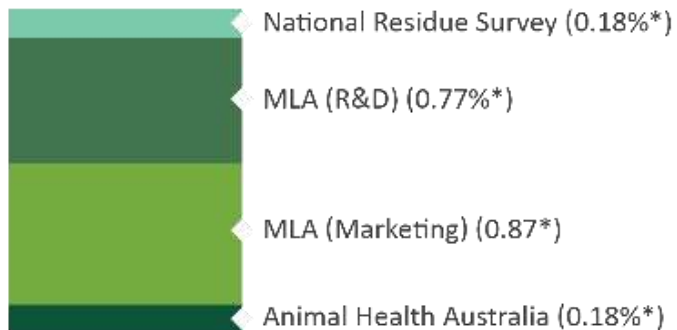


TOTAL LEVY \$5
Per head, per transaction

SHEEP AND LAMB LEVY ALLOCATION



SHEEP

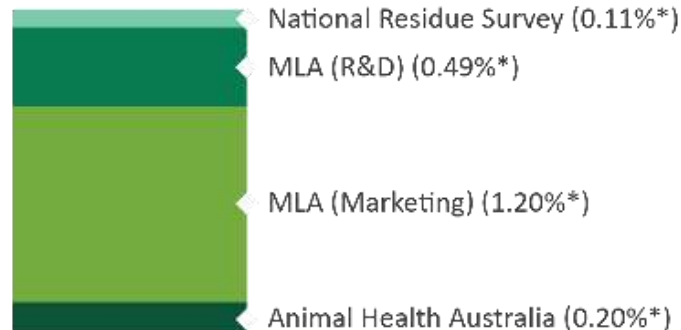


TOTAL LEVY 2% of sale price

* % of sale price



LAMB



TOTAL LEVY 2% of sale price

* % of sale price

GOAT LEVY ALLOCATION



GOAT



TOTAL LEVY 37.7 cents

Per head, per transaction



INDUSTRY SUCCESSES

Meat Standards Australia



National Livestock Identification System



CATTLE

Red meat sector Senate inquiry recommends new cattle peak body

Cattle Council resigns from grassfed industry restructure committee

CATTLE

Cattle Council Australia will receive \$500,000 to restructure into Cattle Australia

Cattle Council talks legal action over "false" claims

Senate report slams Cattle Council, recommends it be disbanded and replaced as producers' representative body

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Ag representative bodies cop a blast



Shan Goodwin
[@shangoodwinbee](#)

Cattle Council of Australia blames lack of 'political momentum' for walking away from new representative body

Grassfed restructure committee members incorporate 'Cattle Producers Australia'

Cattle Council releases plans for restructure

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AAC boss David Foote slams disunity in beef industry leadership



Shan Goodwin
[@shangoodwinbee](#)

A Senate inquiry has recommended shutting down and replacing the Cattle Council of Australia, the peak body for beef producers.

AGRICULTURE

Meat and Livestock Australia announces restructure and new focus

LEADERSHIP, PEOPLE, TRUST, OUTCOMES



PEAK COUNCIL VALUE PROPOSITION - ALFA

- Demonstrated reputation for delivery
- Strives for Industry outcomes that benefit members
- Protects the interests of its members
- Desire to achieve industry 'greater good' outcomes

- Provide services to our members
 - Technical Service Officer – extension of technical information
 - Workshops and training
 - Conferences and networking
 - Input into investment of the grain fed transaction levy
 - Communication

THANK YOU