



Dairy  
Australia

# Performance Report

Key achievements at a glance

2021/22

**DELIVERING**  
*for* **DAIRY**

# Our strategy

This report provides an overview of our key achievements for the second year of Dairy Australia's 2020–2025 Strategic Plan.

The strategic plan outlines the priorities and outcomes we will deliver in shaping a profitable and sustainable dairy industry. It is a companion document to both the Dairy Australia Performance Report and the Annual Report for 2021/22.

Dairy Australia invested \$64 million this year. Our investments include:

- research and innovation
- support for farm business management
- responding to events such as drought, bushfires, floods and COVID-19
- developing tools to adapt to the environment and address climate
- support for on-farm employment needs
- marketing of dairy products
- commitment to sustainability
- policy research
- industry insights
- delivering international market programs.

## Dairy Australia's strategic priorities and goals 2020–2025

<p><b>Priority 1</b></p> <p><b>MORE RESILIENT FARM BUSINESSES</b></p> <p>Farm businesses that are more profitable, resilient and innovative in managing price and cost volatility</p> 	<p><b>Priority 2</b></p> <p><b>ATTRACT AND DEVELOP GREAT PEOPLE FOR DAIRY</b></p> <p>Attract great people to the dairy industry, build their capability and careers and foster a safe work culture</p> 	<p><b>Priority 3</b></p> <p><b>STRONG COMMUNITY SUPPORT FOR DAIRY</b></p> <p>Enhanced trust and value in the Australian dairy industry, farmers and products</p> 	<p><b>Priority 4</b></p> <p><b>THRIVE IN A CHANGING ENVIRONMENT</b></p> <p>Profitable farm businesses that adapt to the changing natural environment and provide good stewardship of resources</p> 
<p><b>Priority 5</b></p> <p><b>SUCCESS IN DOMESTIC AND OVERSEAS MARKETS</b></p> <p>Improved access to high-value dairy markets, backed by trusted market insights and a favourable regulatory and policy environment</p> 	<p><b>Priority 6</b></p> <p><b>TECHNOLOGY AND DATA-ENABLED DAIRY FARMS</b></p> <p>Inspire more agile and responsive dairy businesses through greater integration of technology and data</p> 	<p><b>Priority 7</b></p> <p><b>INNOVATIVE AND RESPONSIVE ORGANISATION</b></p> <p>An organisation that is farmer-focused, with talented people who embrace innovative thinking and decisive action</p> 	

# Key achievements 2021/22



## Farm business management

Enhanced the business planning program, **Our Farm, Our Plan**, with 404 farmers participating. The program was a finalist in the 2022 International Dairy Federation Innovation Awards.



## Extension activities

Provided 627 **extension activities** to over 10,000 attendees across Australia to support farm businesses. Activities were delivered in person by regional teams, online or in a blended delivery mode.



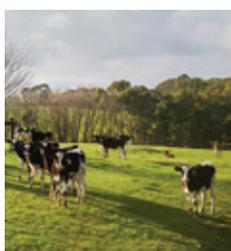
## Intensive feeding systems

Brought together 220 farmers and service providers to explore **investing in and operating dairy systems** using housing infrastructure, at the Raising the Roof event in northern Victoria.



## Building workforce skills

Supported 113 farm business leaders to **build the capability of new workers** through the new Employment Basics program.



## Summer forages

Finalised the multi-year **C4 Milk research** project which examined feedbase practice changes to improve margins where C4 forages are used in subtropical and other regions for dairy production.



## Forage analysis

Supported the **Unlocking the Potential of Kikuyu** grass project, part of the **NSW DairyUP** program, to establish study sites on 14 commercial farms in New South Wales with multi-year study activities in progress.



## Herd fertility

Continuing to **monitor national herd fertility** and now observing a significant turnaround where decline has plateaued. Ongoing research and training in herd fertility remains a high priority.



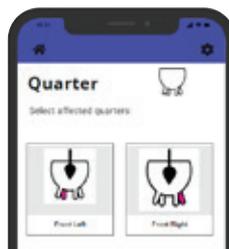
## Reducing heat stress

Explored feed options through the **Dairy Feedbase Feeding Cool Cows** project to lower the risk of heat stress. This included the role of chicory, fat supplements, altered fibre percentage and additives such as Betaine.



## Genomics programs

Delivered the **Heifer Genomics** project to build, pilot and implement three new extension options: Genomics at a Glance, Genomics in Practice and Genomics in Action.



## Diagnostic tools

Developed the **Clinical Mastitis Treatment Decision Tool** to assess commercially available, point-of-care, mastitis diagnostic tests and better understand their use and limitations within Australian dairying systems.



### Water management

Delivered the **Smarter Irrigation for Profit 2** project, which concluded this year. Participants indicated a very strong willingness to take up technologies for soil moisture monitoring and irrigation system evaluation.



### Milking system performance

Worked with the NSW Department of Primary Industries on the **Milking Edge** project to develop and pilot eight learning modules, which enables farms to optimise the performance of automatic milking systems.



### Farm performance

Completed a comprehensive report on the **Australian dairy industry's farm productivity**, including a comparative analysis with the USA dairy industry.



### Impact assessment

Conducted impact assessments on two recent investments, the **Improving Reproductive Performance** and the **Forage Value Index** projects. Both projects had strong returns for farmers.



### Biosecurity

Reviewed the **dairy biosecurity response manuals** with the broader industry. This work is critically important due to the threat posed by Foot-and-mouth disease and Lumpy skin disease.



### Information for investors

Provided 13 key industry investors insights around critical factors driving **successful farm-based investments** through the Australian Dairy Investment Program.



### Fractures research

Leveraged the **Fractures Trial**, which found a daily increase of dairy in the elderly, from an average of two serves to three-and-a-half serves, led to a 33% reduction in all fractures (46% in hip fractures) and 11% reduction in falls.



### Industry marketing

Promoted the taste and use of dairy through a national **Buy, Support, Enjoy Aussie Dairy** campaign on TV, radio and digital advertising channels. Approximately 40% of the target audience could recall the campaign, and 66% incorporated more dairy into their diet.



### Education in schools

Reached over 500,000 students and educators through **school education programs** and initiatives – Picasso Cows, Discover Dairy online curriculum hub, virtual classrooms, and a partnership with Life Education Australia.



### Sustainability Framework

Facilitated the ongoing development and implementation of the Australian dairy industry's **world-leading sustainability framework** which celebrated its 10-year anniversary this year.



### Sustainable packaging

Worked with industry to develop a **packaging roadmap** so that all dairy packaging is reusable, recyclable and compostable by 2025, as per government targets.



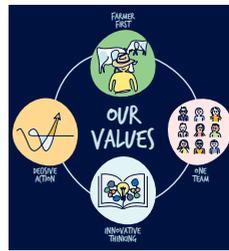
### International markets

Launched the **Thrive Together** trade messaging campaign in partnership with the Victorian Government to strengthen the international profile of Australian dairy in key Asian markets.



### Export connections

Provided potential Australian dairy exporters with **new induction resources** as a more tailored and easier way to expand into high value international markets.



### Our values

Ongoing action to embed our organisational Values to **enhance our delivery to farmers** and the industry – farmer first, decisive action, one team and innovative thinking.

The Dairy Australia Annual Report 2021/22 and complete Performance Report 2021/22 will be available on the [dairyaustralia.com.au](http://dairyaustralia.com.au) website.



**Dairy Australia Limited** ABN 60 105 227 987  
Level 3, HWT Tower  
40 City Road, Southbank Vic 3006 Australia  
T +61 3 9694 3777 F +61 3 9694 3701  
E [enquiries@dairyaustralia.com.au](mailto:enquiries@dairyaustralia.com.au)  
[dairyaustralia.com.au](http://dairyaustralia.com.au)

**Acknowledgement**

Dairy Australia acknowledges the contribution made to this publication by the Commonwealth through its provision of matching payments under Dairy Australia's Statutory Funding Agreement.

© Dairy Australia Limited 2022. All rights reserved.

ISSNs 2653-6307 (print), 2653-6315 (online)