

# Regional Workshop: Gippsland Pilot

Workshop Output Report



# Background

We held the first of 23 regional workshops to contribute to the development of the Australian Dairy Plan – a nationwide plan for a profitable, confident and united dairy industry. This report captures the discussions held at that workshop. It is intended to provide a record for workshop attendees and a basis for those who could not attend the workshop to contribute to the conversation. This report will be combined with the reports of the other 22 regional workshops in the development of the Australian Dairy Plan.

## Workshop sessions

1. **The Set-Up: Why will this Plan be different?**
2. **How big is the appetite for change?**
3. **What needs to change?**
4. **What needs to be done?**
5. **What is success for the Australian dairy industry?**

## Workshop details

**Date:** Friday 5 April 2019

**Location:** Baw Baw Skills Centre, 71 Wills St, Warragul VIC 3820

**Facilitator:** Stephen Petris, Nous Group

**Coordinator:** Gippsdairy

**Attendees:** 13 attendees including farmers, regional leaders in Dairy Australia and United Dairyfarmers of Victoria (UDV), staff of Dairy Australia and GippsDairy

# 1. The Set-Up: Why will this Plan be different?

## Participants shared what they want to see from the Australian Dairy Plan



We need to get back to basics with profitable systems that work for farmers in their patch



There must be transparency in the supply chain but also for people outside the industry



The culture at the moment sucks, we need a positive image for the industry

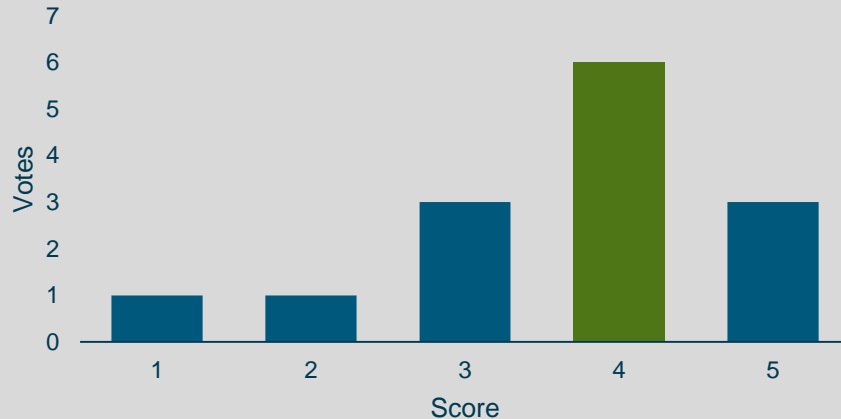


The industry needs critical mass. We're worried about the size we're heading towards



## 2. How big is the appetite for change?

Participants voted on “how much change is required to get the industry to a better place”



N=13

1 = minor change, 5 = major change

In discussing the results, we agreed...

- The change itself is actually not major, this is a good, and very well-resourced industry that doesn't need to be ripped apart and built again.
- However, the change could still be rated as large scale because we know change is hard. There are cultural issues and structural issues, both of which will be hard to shift.
- As a first step we need to tell the good stories, in a way that is real.

# 3. What needs to change?

Participants voted on “where should we be focusing our efforts and energy to get the change we want?”



N=13

Top 12 ideas by votes

# 4. What needs to be done?

We further developed our top 3 prioritised ideas by thinking about what success would look like, how we might get there and what might hold us back.

## Make a cultural shift to treat our farms as businesses

- We need to focus on building resilience. We need to ask farmers “do you want to be here in 2025 and what will being here look like for you?”
- To get there we can use the resources we already have and share success stories including describing what a successful farm looks like.
- We're held back by a lack of focus on fundamentals, culture and a lack of strategic planning.

## Incentivise those who are currently disengaged

- Success in 2025 would be a culture of a growing, prosperous industry where we are proud of who we are and of what we do.
- We could be held back by a struggle to get the appropriate incentive level and make sure its applied right. We need to develop a fit for purpose incentive that will get 90-100% compliance.

## Adequately resource advocacy so we have a strong voice

- Success in this area means farmers who are paid up, passionate, proud and informed about their advocacy body.
- The first step to getting there is a review of advocacy bodies' funding.
- There is a risk that we could be held back by tribalism so we would need to overcome that.

## 5. What is success for the dairy industry?

Imagining the future of the industry, we articulated our vision by developing the front page of the industry newspaper.

# THE DAIRY TIMES

June 2025

*In this issue, we look at dairy's journey to 2025 & celebrate the successes that have got us here.*

The dairy industry has changed a lot since 2019. Now we see a transparent industry that has focussed on the future of its farmers and customers. There are strategic investments being made right across the supply chain and the industry is at the forefront of adopting sustainable practices.

Milk production levels show a slight increase in production since the Australian Dairy Plan was adopted in 2020.

“ The dairy industry has provided me with the tools I need to become successful, vibrant and profitable.

”

- Dairy farmer

“ Our clean, green, and reliable product is eagerly sought after by our overseas customers, giving our suppliers confidence to grow their businesses.

”

- Processor

“ Our dairy industry is leading the way in innovation, growth and profitability. A shining light in Australian agriculture.

”

- Minister for Agriculture