

Trans-Tasman Dairy Leaders Forum

Output Report



Background

We presented at the Trans-Tasman Dairy Leaders Forum held 6 May 2019. The purpose of the forum was to bring together senior executives and directors from both Australian and New Zealand dairy companies/dairy processors to have a pre-competitive conversation on issues including current and future industry situation, strategic information, topical issues and governance issues.

Our presentation focussed on getting insight from dairy processors on the key question: what specifically, needs to change to get Australian dairy to a better place in the next five years? This document captures the output of that discussion.

Our session

1. Brief introduction to Nous and the Australian Dairy Plan
2. A discussion on the question ‘what, specifically needs to change to get Australian dairy to a better place in the next five years?’

Forum details

Date: Monday 6 May 2019

Location: Quay West Suites, 26 Southgate Ave, Southbank VIC 3006

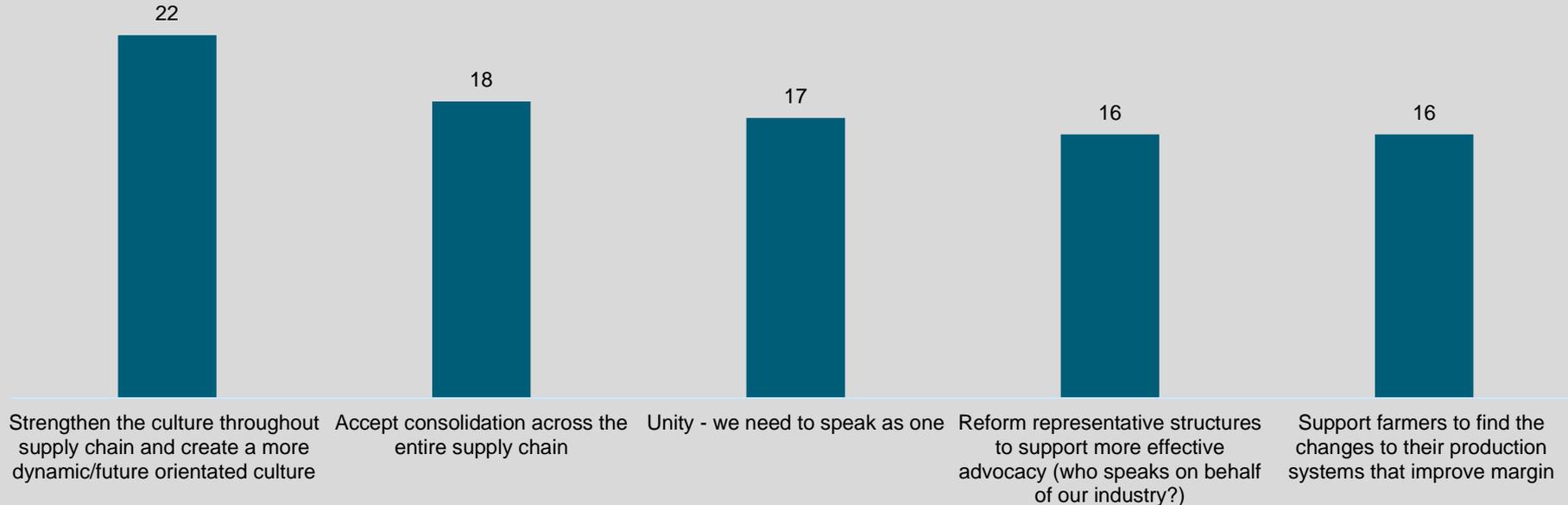
Facilitator: Stephen Petris, Nous Group

Coordinator: Dairy Australia

Attendees: Senior Executives and directors of dairy companies/dairy processors from both Australia and New Zealand

What needs to change?

Participants voted on 'what specifically, needs to change to get Australian dairy to a better place in the next five years?'. The top 5 changes are set out below.



Appendix. What needs to change? (full list of results)

Answer	Votes	Answer	Votes
• Strengthen the culture throughout supply chain and create a more dynamic/future orientated culture (less jealousy)	22	• Establish the body that can take us forward and that can lead	9
• Accept consolidation across the entire supply chain	18	• Protect access to the resources we need to farm (e.g. nutrients, water, labor and land)	8
• Unity - we need to speak as one	17	• Clarify Australia's unique competitive advantage i.e. the key value-adding opportunities	7
• Reform representative structures to support more effective advocacy (who speaks on behalf of our industry?)	16	• Work towards consistent margins along the supply chain	6
• Support farmers to find the changes to their production systems that improve margin	16	• More interaction between processors and on-farm	6
• Promote the 'good stories' in the industry – create more optimism	15	• Create a reason to believe that people can be proud of	6
• More education on strategies to reduce cost of production and understand the sensitivities and economics of businesses	13	• Actively promote nutritional values (i.e. the 'goodness') of milk (e.g. to counter competition from non-dairy substitutes)	5
• Recognise the required structural change and help people respond	12	• Processors driving innovation to create the value stream	5
• Create the trusted industry structures (for a post-cooperative world)	12	• Increase export relevance for more profitable growth	4
• Simplify the industry - it is too complicated	12	• Enable more agility - people feel too constrained	2
• Adopt what we already know	11	• Counter EU push on GIs and trade	1
• Improve the commercial nous of farmers e.g. use of hedging tools to manage risk	10		