

## Media Release

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### Attracting and retaining youth to dairy key for future leader

Darling Downs dairy cattle classifier Kellie Cooke has a real passion for attracting and retaining young people in the dairy industry.

The National Holstein Youth Co-ordinator at Holstein Australia, Kellie believes the Developing Dairy Leaders Program (DDL) will help her take this passion further.

“The program is focussed on the skills I want to develop,” Kellie said.

“To me, putting structure around leadership is important. I’m in a role I am passionate about but that doesn’t necessarily equal great leadership.

“I love cows and it’s the people in the dairy industry that has attracted me to it,” said Kellie. “One of the best parts of the program so far was meeting Natalie Collard. To see a young woman in a senior role such as the CEO of Australian Dairy Farmers (ADF) has really inspired me.”

Kellie is one of 10 dairy people from across Australia’s dairy regions participating in the DDL, which has been developed by Australian Dairy Farmers (ADF) and Dairy Australia. Delivered by the National Centre for Dairy Education Australia (NCDEA), it follows on from the successful pilot program run in 2011.

Participants learn how to articulate, present and debate ideas, provide advocacy and representation, participate as a member of a board, participate in a media interview or presentation, lead and manage community or industry organisations and manage personal work priorities and professional development.

The program recently kicked off with a five-day residential stint in Melbourne. The next phase will involve a regionally based project with the support of an industry-leading mentor. It will conclude with a two-day residential policy and media development program in Canberra in September, resulting in a formal accreditation.

ADF President Chris Griffin said the program was a key activity in supporting the development of the dairy industry’s leaders.

“The participants of the Developing Dairy Leaders Program are from all the dairying regions of Australia and bring a great cross section of experience and fresh ideas,” Mr Griffin said.

“It is great to see such energy and commitment from people across Australia and across the industry.”

“Dairy is an industry we should be proud of and it is very exciting to see the potential in leadership that is out there,” Mr Griffin said.

Dairy Australia Managing Director Ian Holliday said the course had attracted an enthusiastic group of people, already working in the industry, to become the next round of dairy leaders.

“While the course has just started, participants are taking this opportunity to develop a range of vital leadership skills and are on the way to becoming the next wave of dairy industry representatives such as managers, presidents, directors and board members,” he said.

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