

## Media Release

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### Developing & maintaining dairy leaders front of mind in SA

Ensuring leadership roles in the dairy industry are not left vacant prompted South Australian Perrin Hicks to join the Developing Dairy Leaders Program (DDLDP).

Perrin, a Farm Manager from Mount Compass, understands the importance of leadership and thus the value of the DDLDP course.

“A few years ago, I read about the dairy industry needing 80 new leaders every year,” Perrin said. “That surprised me as that seems to be a lot of new leaders to step forward or be discovered.”

“Luckily for me, I know some of last year’s DDLDP participants and heard first hand how much they got out of the program. It really got me thinking about leadership and what I could do to get involved which is why I applied.” Perrin said.

Perrin is one of 10 dairy people from across Australia’s dairy regions participating in the DDLDP, 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 Halliday 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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