

Media Release

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Focussing on leadership in Western Victoria

Leadership within Western Victoria's dairy industry is in safe hands with the participation of three locals in the Developing Dairy Leaders Program (DDLDP).

Peter Musson, Kym Mathew and Darren Farley are part of a group of 10 people from across Australia's dairy regions involved in the program, 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.

Peter, a Farm Manager and owner has previously worked in a leadership role for the industry and wanted to further develop his skills.

"The dairy industry has been very good to me over the years and I always like to try and give something back where I can," Peter said.

Kym, Farm Manager at Terang's Demo Dairy was encouraged to join the program by a board member at Demo Dairy.

"It was suggested to me as a professional development tool. I'm enjoying the interaction with others in the industry and gaining new skills I can use professionally and personally," Kym said.

Darren, a Farm Manager and owner currently chairs the South West Regional Extension Committee and wanted to learn more about the dairy industry as a whole.

"The program is helping me understand the bigger picture of the industry as well as how the peak bodies work together," Darren said.

DDLDP 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.

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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