

Media Release

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Passion the driving force behind future WA dairy leader

Dairy farmers don't come any more passionate than this Bengler man. He loves the industry and has been a part of it since he was born. So who better to be one of the state's future leaders than Michael Giumelli?

"It's a family tradition; I love the lifestyle, the flexibility and reward that comes with it," he said.

Michael is one of 17 young dairy enthusiasts, 10 men and seven women, across the country to take part in the dairy industry's new Developing Dairy Leaders Program.

The pilot program, developed by Australian Dairy Farmers (ADF) and Dairy Australia, aims to build on the leadership skills of people aged 18-30 who are committed to the dairy industry.

The group recently completed the first stage of the pilot program, which involved a four-day residential skills development program in Melbourne where participants interacted with current industry leaders from various state and national organisations.

Michael applied for the program, which is being delivered by National Centre for Dairy Education Australia (NCDEA), to gain personal development and learn how to improve the farm business.

"So far it has been a fantastic learning experience," Michael said.

"I have learnt a lot, the trip to Melbourne offered a good insight into a broad range of topics. I will use the experience gathered through the program as part of my future involvement in the WA dairy industry."

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 next phase of the program 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 May. The end result being formal accreditation.

The program has been developed in response to the Australian Dairy Industry Council (ADIC) Dairy Leadership – An Industry Blueprint 2010-15, which identified 200 leadership roles are required across the industry - 40 new people each year.

ADF Vice President Adrian Drury said the program was a key activity in supporting the development of the dairy industry's state level leaders.

"I have met the participants of the Developing Dairy Leaders Program and believe them to be a group of young people who are more than capable of responding to any challenge thrown at them, leading our industry and staying true to themselves," Mr Drury said.

Dairy Australia managing director Ian Halliday said the course had attracted a group of enthusiastic and passionate young people from the industry.

“It is very encouraging to see a group of young people so keen to build on their dairy careers, which just goes to show the future of our industry is in extremely good hands,” Mr Halliday said.

“While the course has just started participants have taken hold of the opportunity to learn from current leaders with gusto and are already taking the necessary steps to become the next wave of dairy industry representatives as managers, presidents, directors and board members.”

The Developing Dairy Leaders Program is one of the many examples of the dairy service levy at work. Farmers receive a benefit of \$3 for every \$1 invested by Dairy Australia on their behalf. For more information on this and other levy investments visit www.dairyaustralia.com.au

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