

## Media Release

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### Taking the lead for WA dairying

Ensuring that she could deliver the most effective outcomes as a board member for Western Dairy (WD) inspired Busselton's Ruth McGregor to apply for the Developing Dairy Leaders Program (DDLDP).

"Originally, it was the practical side of governance and advocacy that got me interested in the program," Ruth said. "However, it is the idea that my communication style can directly influence others and their opinions that has really got me thinking.

"I love the dairy industry and the fact it is challenging and highly complex is what has sustained my interest. I've learnt that I can be better at listening to others and gaining a better understanding of their views and ideas, and that I can influence the way that our industry is perceived in the public eye. I hope this will mean I can deliver more for Western Dairy and the industry as a whole," she said.

Ruth 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.

#### Media enquiries:

**Felicity Gallagher** — External Communications Manager, Dairy Australia  
03 9694 3894 | 0417 540 059 | [fgallagher@dairyaustralia.com.au](mailto:fgallagher@dairyaustralia.com.au)