

Media Release

23 February 2011

Tassie trio next dairy leaders in the making

After experiencing life as an environmental scientist, the flexibility and practical side of dairying drew Duncan Macdonald back to the industry where he is now setting his sights on being a part of Tasmania's next wave of dairy leaders.

The Yolla dairy farmer, who manages one of three herds in a 1500-cow dairy business, is taking part in the dairy industry's new Developing Dairy Leaders Program along with fellow Tasmanians Andrew Aldridge from Branxholm and Christopher Haynes from Ulverstone.

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 three Tasmanians are part of a group of 17 young dairy enthusiasts, 10 men and seven women, from across Australia taking part in the program.

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.

Duncan said the program, which is being delivered by the National Centre for Dairy Education Australia (NCDEA), appealed to him because of the opportunity to meet other people of a similar age and learn how the upper level of the industry works.

"It has been great meeting like-minded individuals," he said.

"I think the key take home message so far is to take as many opportunities to further yourself."

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 Developing Dairy Leaders 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 that is 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

Media enquiries:

Felicity Gallagher — External Communications Manager, Dairy Australia
03 9694 3894 | 0417 540 059 | fgallagher@dairyaustralia.com.au