

DAIRY | MEAT | FIBRE | RANGELAND

Strategic Plan 2023 -2027



GICA Overview

Vision

The Australian goatmeat and livestock industry will have a secure future as an innovative, profitable and resilient world leader in goat production.

Mission

To represent, and ensure strategic development and direction for, the Australian goat and goat products industry

Strategic direction

To function as a specialist goat industry organisation in order to represent and promote the interests of all Australian goat producers. Maintain high level liaison with its members, Industry Partners and Local, State and Federal Government Departments.

The Strategic Pillars

The six strategic pillars will support GICA in delivering on its vision and the Strategic direction. Each pillar has major initiatives and measures of success, which will be reported on annually to members and stakeholders.





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Global Snapshot

World Goatmeat Exports by volume 74,069 tonnes swt

> Australia 27% Ethiopia 22% Kenya 21% Spain 8% Other 22%

World Goatmeat Exports by value US\$295million

> Australia 34% Ethiopia 21% Kenya 16% France 6% Spain 6% China 4% NZ 3% Other 11%

The Strategic Pillars



LIVESTOCK

- **Welfare and Animal Health** Support the concept of the 5 domains of animal welfare
- Pursue access to approved animal husbandry products
- Promote and periodically review the Fit to Load Guide for goats

Sustainable Presence in

Market

Implement programs to ensure continuity of supply under ethical standards

ACTIONS

- Pain relief, Accessibility of Q Fever Vaccine
- Kid Loss, repro efficiency, predation management, diversity, ethics - social licence

PEOPLE

Careers

Attract, train and retain skilled workers

Education/Awareness

- **Encourage goat specific education Practice Change**
- Encourage producer involvement
- Encourage the adoption of technology and best practice by producers

Networking

Foster and encourage cross sector collaboration

Building Capacity

Inspire producer involvement in policy making pathways

Work, Health & Safety

Engage with the goat industry to enhance work, health and safety practices



CUSTOMERS, CONSUMERS & COMMUNITY



Producer/Consumer Engagement

- Instill a positive perception around goats and goat products
- Improve the knowledge of the main consumer drivers and respond accordingly

Financial Engagement

Increase financial clarity at an industry level for supporting goat production

Industry Engagement & Risk

Be proactive in engaging all goat owners in risk mitigation through best practice

Communication

Develop an all-encompassing comms plan

RDC Linkages

Strengthen linkages with RDC's





ENVIRONMENT

Sustainability

- Develop a sustainability framework for the goat industry
- Pursue actions consistent with the Carbon Neutral 30 (CN30) policy
- **Ensure preparedness for natural** disasters
- Promote environmental stewardship by the goat industry



Market Penetration

- Investigate co-branding opportunities Pursue new markets
- Access/Trade Barriers
- Develop a pathway for a return to market after a market failure
- Remain engaged in improving and retaining market access Live Export
- Develop a risk mitigation strategy for access into all markets
- Product
- Ensure innovation and technology continues to be pursued and implemented in the goat industry **ACTIONS**
- Violations, FMD (vaccine policy), other EAD's
- **Understand National Residue** Statement

Brand Trust

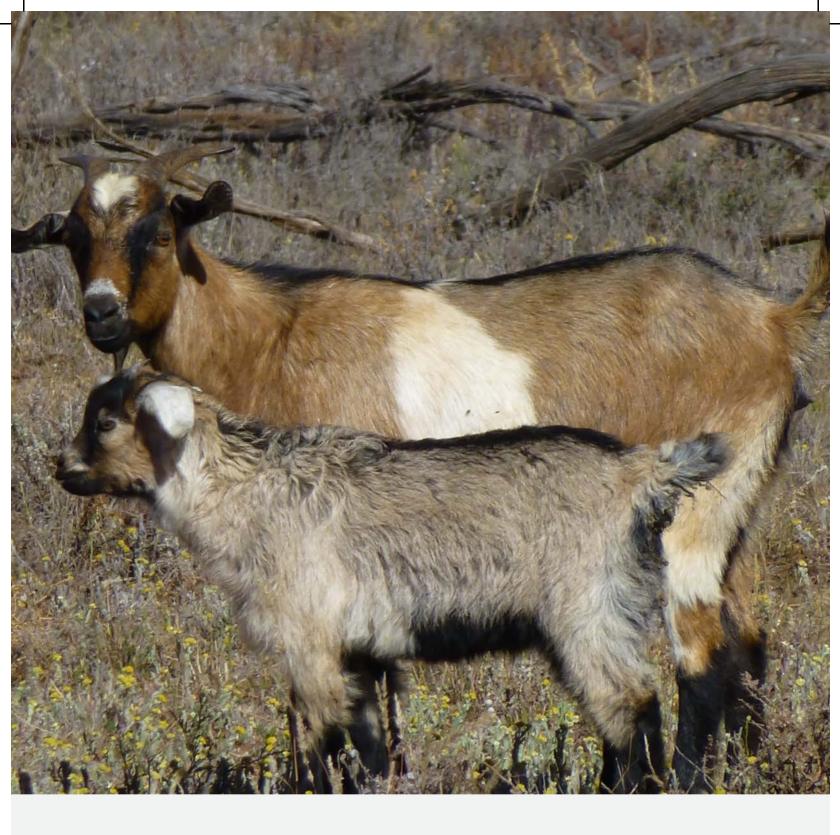
SYSTEMS

- **Engage and enable robust systems** to underpin trust in the goat industry Traceability/Biosecurity
- Continue to supply a nationally consistent approach to traceability and biosecurity

Information

- Engage with strong partners with all sectors of the supply chain Levies
- Educate producers on the transaction levy system and use of levies, to maximise levy capture **ACTIONS**

Jurisdictional harmony, stock standstill, EAD plans







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