



Goat Industry Council of Australia

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



PEOPLE



CUSTOMERS, CONSUMERS & COMMUNITY

1

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

2

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

3

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



MARKETING



SYSTEMS

4

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

5

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

6

Brand Trust

- 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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