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OUR FUTURE

STRATEGIC PLAN 2019 - 2023

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of quality beef production in Australasia as well as globally.

It is expected that the completed plan will be the result from input from the Speckle Park International board, management staff, in consultation with the breed society's membership and taking into account feedback on strengths, weaknesses, threats and opportunities. Findings from this collaboration will then be prioritised.

Once completed and as a living document it is expected to be reviewed regularly to ensure that it meets the evolving needs of its members and their customers.

INTRODUCTION

This plan serves as a focus for setting the strategic direction and business priorities of Speckle Park International over the 5-year period from 2019 – 2023. The plan includes a number of goals and their related strategies that guide Speckle Park International in pursuing its mission and achieving its strategic vision.

It is the intention of this plan to establish Speckle Park International as a highly-focused strategic organisation delivering positive outcomes for its membership and cementing Speckle Park cattle at the forefront

OUR CORE VALUES

- Respect for the range of needs, skills and abilities of members, Board and staff
- Integrity in all our dealings with members and stakeholders
- Shared responsibility for improvement among members Board and staff
- Nurturing a culture of innovation, information sharing among members, Board and staff
- Provision of an efficient professional service to deliver the best outcomes for members and Speckle Park globally.



OUR VISION

Partnership with Speckle Park International membership and the beef industry supply chain in the delivery of innovative activities that enhance and promote the value of Speckle Park cattle.



OUR MISSION

To increase the profitability of our members through the delivery of strategic programs that enhance and promote the attributes and value of Speckle Park cattle and beef overall.

- Be flexible and open-minded when responding to market changes and opportunities or threats
- To actively encourage the participation of youth in the Speckle Park breed and overall cattle industry
- Balance technical integrity with commercialisation and implementation considerations to ensure maximum adoption of innovation and best practice by members
- Fostering a culture of excellence and best practice beef production
- Nurture a culture of trust, faith and belief in our industry.

OUR OBJECTIVES

The objectives for Speckle Park International are designed to provide a framework around activities that advance the interests of Speckle Park and associated industry/partners. These include:

- To provide and maintain the Breed Register and any other pedigree and performance records that are deemed advantageous to the genetic advancement of Speckle Park cattle
- To assist members' ability to develop and produce world leading Speckle Park cattle and genetics
- To develop members' ability to produce and market world leading Speckle Park beef and related animal by-products
- To establish relationships with other organisations whose purpose is to improve and promote the beef cattle industry.

OUR GOALS

1 Member Services: Provision of efficient member services, including accurate and timely registration and recording of Speckle Park cattle

- 1.1 Provide an effective breed register, including animal registration, DNA test processing, ownership transfer, pedigree certification and recording services
- 1.2 Provide staff, including Board Directors, with the necessary knowledge, skills, training and systems to provide effective services to our



members in accordance with Speckle Park International's policies and regulations

- 1.3 Provide members with transparency of the Speckle Park Constitution, Rules and Regulations (including Code of Conduct)

2 Breed Development and Extension: Equip members and their commercial customers with industry-leading genetic improvement technologies and the necessary knowledge to enhance the value and profitability of Speckle Park cattle whilst maintaining sustainable levels of genetic diversity.

- 2.1 Provide accurate genetic description of Speckle Park seedstock for all traits of economic importance
- 2.2 Provide member support services and tools that enables them to implement effective Speckle Park-based breeding programs and animal selection strategies
- 2.3 Facilitate relevant research and development projects to improve the knowledge and genetic evaluation tools available to members
- 2.4 Collaborate with research and development organisations, service providers and other stakeholders to enable rapid and effective utilisation of emerging technologies (e.g. genomics, data analyses methodology, new trait measurement)
- 2.5 Enhance member awareness and understanding of modern breeding

principles and outcomes of relevant research and development programs

2.6 Enhance the understanding and adoption of Speckle Park performance recording systems and companion products

3 Marketing and Communication: Communicate, promote and protect the competitive advantage of Speckle Park cattle.

3.1 Promote and advantages of Speckle Park via a wide range of electronic, social and print media

3.2 Maintain an industry-leading website that creates a strong and positive image for the Speckle Park breed

3.3 Promote and help facilitate the domestic and export sales of Speckle Park cattle and genetics

3.4 Facilitate the verification and protection of the Speckle Park brand

3.5 Develop and facilitate education programs for members to enhance their knowledge base for the benefit of both their businesses and the breed more broadly

4 Youth Development: Enhance the development, participation and skills of youth members.

4.1 Design and conduct a vibrant youth development program.

5 Organisational support: Operate as an efficient and effective organisation with quality human resource capability that satisfies member requirements, monitors strategic direction, and complies with all legal and corporate requirements.

5.1 Maintain appropriate resources and skilled personnel to support effective business systems and practices, and to ensure accurate and timely compliance with all legal and statutory requirements

5.2 Maintain an effective and appropriately skilled Board of Directors

5.3 Support sub Committees and Regional groups in contributing to the goals of Speckle Park International

5.4 Conduct regular review and planning meetings to meet the objectives set out in the Speckle Park International Draft Strategy

5.5 Review and maintain the Constitution to ensure that it meets contemporary statutory requirements