



**2024 - 2029**

# **STRATEGIC PLAN**

**SUMMARY DOCUMENT**

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# AN OVERVIEW

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Speckle Park International Limited ('SPI') is a highly-focused, strategic association delivering positive outcomes for its membership and cementing Speckle Park cattle at the forefront of the Australian, New Zealand and international beef industries.

The purpose of the Strategic Plan is to provide a clear corporate focus and strategic direction for SPI across the next 5 years and recognising a vision for the Australian and New Zealand Speckle Park industries across the next 10 years.

# THIS DOCUMENT

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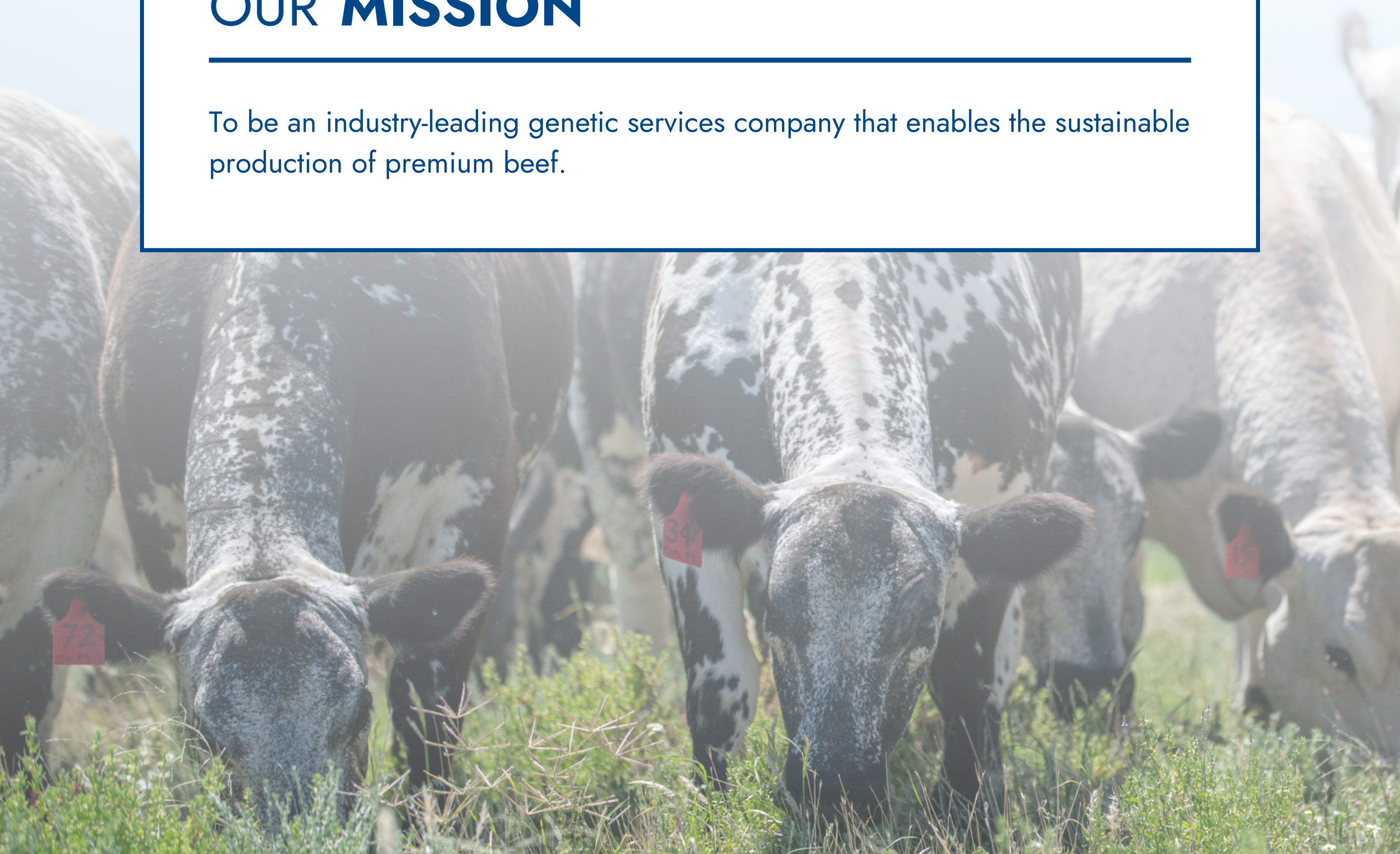
The complete Strategic Plan is an extensive document with detailed strategies initiatives, key performance indicators and assigned levels of priority and associated timing. The Strategic Plan will be finalised following completion of the member consultation phase.

This document is intended to provide members with an overview of the Strategic Plan with sufficient detail to foster understanding and collaboration.

# OUR MISSION

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To be an industry-leading genetic services company that enables the sustainable production of premium beef.





# OUR VISION

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In 2028 (within 5 years) SPI is recognised as:

- a highly commercial and professional genetics services company
- adding excellent value to the supply chain by the Australian and New Zealand beef industries
- being respected by a wide range of industry stakeholders who highly value their relationship with SPI
- a credible and sought-after participant in industry trials and forums
- an open, transparent, responsible, respectful service provider to the commercial beef industry, with high standards of trustworthiness and integrity
- a leader and innovator that rapidly adopts the latest advanced, cutting-edge breeding technologies
- valuable to members for its excellent member services
- compassionate to its members who understand “they look after us when times are tough”
- being composed of vibrant and engaged members who are innovators and early adopters who trust BREEDPLAN and use it to assist with their breeding decisions
- an innovator in its commitment to environmental sustainability
- led by a Board of Directors who are respected for their strong governance, wisdom, sound judgement and industry leadership
- being valued by media who regularly seeks advice and comment from SPI leaders
- a modern, leading, international breed society that understands the market and stays relevant to it
- the Speckle Park world leader, providing global genomic analysis and market direction, with breeders confident “they know where the best genetics are”





# OUR CORE VALUES

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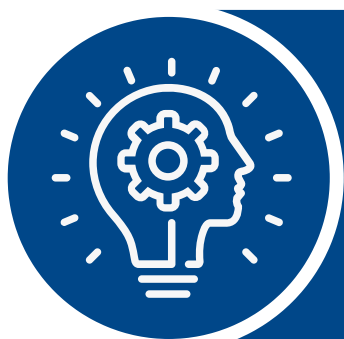
**RESPECT** for the range of needs, skills and abilities of members, the Board of Directors and staff.



**INTEGRITY** in all our dealings with members and stakeholders.



**SHARED RESPONSIBILITY** for improvement among members, the Board of Directors and staff.



Nurturing a **CULTURE OF INNOVATION AND INFORMATION SHARING** among members, the Board of Directors and staff.



Provision of an efficient **PROFESSIONAL SERVICE** to deliver the **BEST OUTCOMES FOR MEMBERS** and Speckle Park globally.



**COMPASSION** for members, the Board of Directors and staff who are encountering difficulties.





# OUR CORPORATE GOALS

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**BREED DEVELOPMENT:** increase the rate of genetic gain in Speckle Park cattle through innovative use of industry-leading genetic and genomic improvement technologies whilst maintaining sustainable levels of genetic diversity.



**EXTENSION:** increase the skills and knowledge of members and their commercial customers in genetic improvement technologies and marketing services.



**MARKETING AND COMMUNICATIONS:** increase demand for Speckle Park seedstock and commercial cattle in all sectors of the beef supply chain.



**ENVIRONMENTAL SUSTAINABILITY:** reduce the environmental impact of Speckle Park cattle and their production.



**ORGANISATIONAL DEVELOPMENT:** increase the efficiency and effectiveness of SPI strategic and operational planning, governance and management.





# OUR KEY PERFORMANCE INDICATORS

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High-level KPIs with cumulative rates of improvement and 2025 targets in relation to each Corporate Goal include:



## BREED DEVELOPMENT:

- increases in:
  - full members in BREEDPLAN
  - annual rate of 200D weights recorded in BREEDPLAN
  - annual rate of gain across all 4 selection indexes
  - number of SP sires used for commercial joinings
  - number of primary registrations
- introduce cross-bred analysis and grow number of recordings



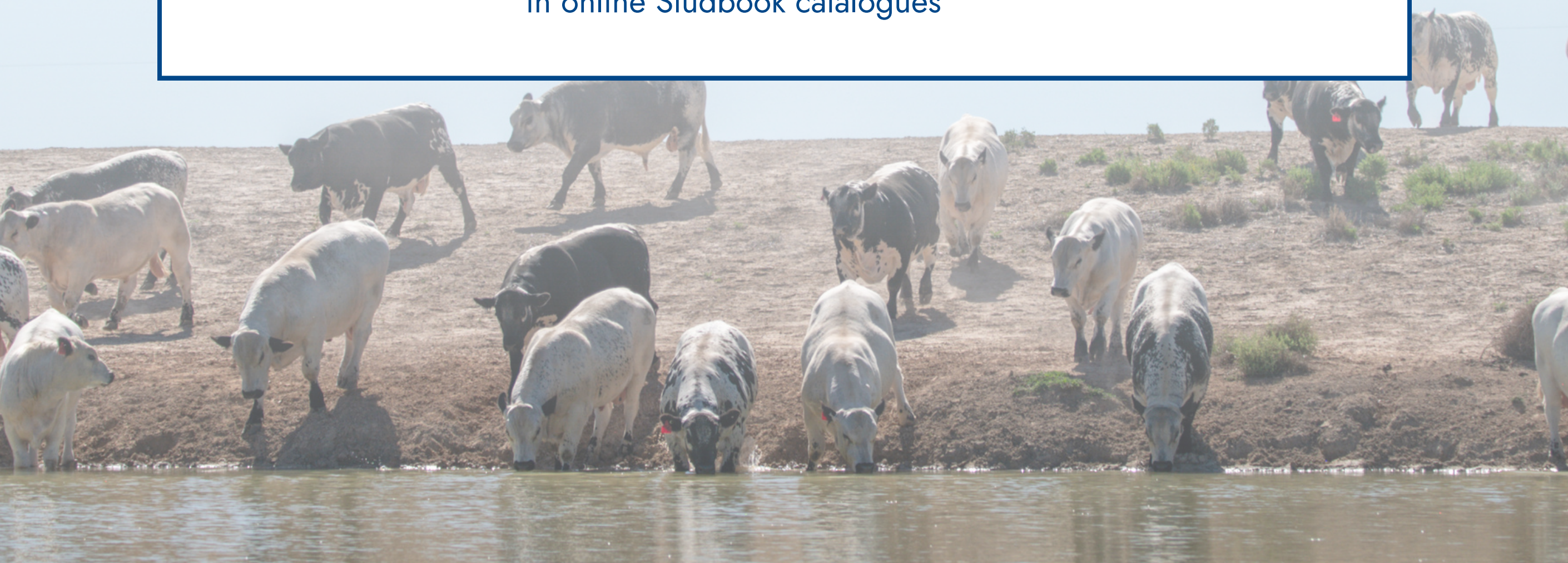
## EXTENSION:

- increases in:
  - articles to enhance member knowledge in the beef industry, awareness and understanding of modern breeding principles, technologies and their benefits and outcomes of relevant research and development programs
  - SPI training courses in pedigree and performance recording systems, genetic and genomic evaluation systems and companion products with cumulative increases in attendance
  - SPI Youth development events with cumulative increases in attendance



## MARKETING AND COMMUNICATIONS:

- increases in:
  - numbers of full and commercial members
  - website sessions and social media hits
  - articles and/or interviews in industry media
  - online Studbook enquiries for Animal Details, with EBV enquiries and with Selection Index enquiries
  - numbers of AI Sires, animals and embryos listed for sale in online Studbook catalogues





# OUR KEY PERFORMANCE INDICATORS

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## ENVIRONMENTAL SUSTAINABILITY:

- increases in:
  - environmental sustainability articles in SPI publications
  - environmental sustainability research and development trials SPI is involved in



## ORGANISATIONAL DEVELOPMENT:

- increases in:
  - external contract KPI monitoring and compliance
  - financial reporting
  - net assets, income and surplus
  - sponsorships
  - full time equivalent staff
  - numbers of research and development programs in progress
  - external funding for research and development programs
- decreases in arrears over 30 days
- review company Constitution
- review company Rules and Regulations
- update Director induction processes and Board policies and procedures
- review operational plan and monitor achievement of KPIs
- review and assign Director portfolios and align Sub-Committee terms of reference with strategic plan



*With appreciation to Keiross Speckle Park for supplying the photos used throughout this document.*