

Project overview



Sheep Producers Australia Annual Service Agreement Quarter 4, FY 2020-2021

Project code S.CCA.2021

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Sheep Producers Australia embarked on a new partnership arrangement with MLA to assist in achieving the goals of both SPA's Committees and MLA, in developing the right strategy for industry, and assisting the delivery process.

The sheep industry is enjoying a rare patch of good seasons and prices, however the challenges remain constant. With MLA assistance, SPA has engaged in the following activities to achieve the desired outcomes for the long-term interests of sheep producers:

- Trade

Early in 2020, SPA has worked with the Federal authorities to ensure a practical application of vaccinations would allow producers to supply a re-opened Kingdom of Saudi Arabia market, as well as assisting exporters adjust regulations that reduced handling and logistics costs, with no impact on animal welfare.

Importantly SPA was heavily involved with MLA in advocating for both the UK and EU Free Trade Agreements. The combined technical input and producer push has greatly assisted in gaining the in-principal agreement for the UK, and the same efforts will continue through the EU negotiations.

- Product Integrity

MLA has spent a lot of effort, working with processors on objective carcass measurement as a way of improving feedback to producers and growing the value of the industry. SPA has assisted in pushing for Intra-Muscular Fat to be recognised as a trait in the meat language. The combined efforts will ensure eating quality is enhanced, and sheep meat is able to continue as a premium product.

SPA has advanced the debate on how Australia's traceability system can be continually improved, and has been working with MLA and the Integrity Systems Company to advance the adoption of eNVD's, and improve levels of industry compliance with systems that underpin our markets. The role of SAFEMEAT and SPA's work with evidence provided by MLA will ensure informed decision making.

- Animal Health and Welfare

SPA has been instrumental in the formation of the Sheep Reproduction Strategic Partnership being run by MLA, but which brings together all stakeholders involved and interested in improving weaning rates across the entire sheep industry. This will form a large piece of the R&D (but more importantly Extension), budget over the coming years, and has already commenced foundation projects to assist producers achieve their goals.

- Leadership

During a most difficult Covid affected year, SPA has achieved remarkable results in having over 40 participants in courses that include work on governance, leadership, negotiation skills and crisis management. There have also been workshops on specific issues nominated by the SPA members, that would not have been possible with MLA being involved in the program as well as providing content.

SPA has developed a comprehensive Annual Operating Plan for 2021/2 that will provide both transparency and identify achievable outcomes. The continuing partnership with MLA will allow the growth in both volume and value of the sheep meat sector.

Appendix 1: SPA MLA SLA Dashboard Summary

MLA SLA		2020- 2021			
1 Consultation					
#	Description of Service	Q1	Q2	Q3	Q4
M 1.1	Sheepmeat Industry Consultation	Y	Y	Y	Y
M1.2	Policy Committee Meetings, held quarterly	Y	Y	Y	Y
M1.3	Review to propose alternative committee/taskforce structure	Y	Y	Y	
M1.4	Coordination with SFOs on Policy and Industry Programs - Quarterly meetings where SPA update SFOs on industry and MLA activities. SPA communicate committee summaries to SFOs and receive SFO feedback.			Y	Y
2 Animal Health Australia Consultation					
#	Description of Service	Q1	Q2	Q3	Q4
M 2.1	Quarterly milestone reports on animal health and welfare and biosecurity activities Quarterly meetings with Animal Health Australia (AHA) to discuss milestone reports	Y	Y	Y	Y
M 2.2	Active participation in animal health and welfare working groups, committees and programs as listed below and others as agreed <ul style="list-style-type: none"> • EADRA and AUSVETPLAN meetings • AHA Project committees • National Biosecurity Plan • Farm Biosecurity Program 	Y	Y	Y	Y
M 2.3	Proactive consultation and engagement	Y	Y	Y	Y
M 2.4	Co-ordination, consultation and awareness building with SFOs and other sheep value chain participants	Y	Y	Y	Y
3 Capacity Building and Leadership					
#	Description of Service	Q1	Q2	Q3	Q4
M 3.1	Project, advocacy and consultancy training	Y	Y	Y	Y
M 3.2	'Attendance of SPA Board and staff at virtual LambEx event co-hosted with wool, focusing on best practice and adoption				Y
M 3.3	SPA Ambassadors				Y
M 3.4	International Market programs	Y	Y	Y	
M 3.5	Leadership program for producers			Y	Y
M 3.6	Leadersheep Online			Y	Y
M 3.7	State advocacy workshops			Y	Y
4 Adoption					
#	Description of Service	Q1	Q2	Q3	Q4
M4.1	Dissemination of MLA Program outcomes and R&D outcomes - SPA provide SFO and producer network, the program updates and results, and how they align with industry strategy	Y	Y	Y	Y
M4.2	Coordination with SFO Industry Programs - SPA to work with SFO initiatives and align work completed by RDC, that provide input to those initiatives.			Y	Y

M4.3	Awareness program for wider industry - Development of web and social media campaign to inform sheep producers of MLA Programs	Y	Y	Y	Y
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