

Queensland Goat Producers Inc

STRATEGIC PLAN 2023

Queensland Goat Producers Inc Strategic Plan sets the direction and forms the foundation of the work we undertake.

Description

- ❖ Queensland Goat Producers Inc. (QGoat) is a non-profit community based goat producers organisation, incorporated under the Associations Incorporation Act amended 2020 (Qld).
- ❖ The group was formed in 2022 as the first non-breed specific commercial goat producers group representing meat, dairy, fibre,enviro, companion and working goats and their purposes and derivatives in Queensland.
- ❖ Queensland Goat Producers Inc. encompasses all of Queensland, with regionally specific sub-groups to cover the diverse goat rearing conditions, to present workshops, assist with research, and develop networks relevant to the areas.

Vision

To grow a strong, progressive and sustainable commercial goat industry.

Mission

- ❖ To offer direct engagement with commercial goat producers, youth, researchers, educators, suppliers and agencies. To identify industry issues and collaborate to address outcomes.
- ❖ To Implement an integrated, science-based approach to goat production through supportive partnerships across our industry.
- ❖ We are innovative and driven by action at a grassroots level.

Objectives

- A. To promote a strong network, actively advancing goat production through education, research, technology and extension in Queensland.
- B. To improve productivity by increasing producers' awareness of better farming systems and develop Best Management Practice guidelines, thereby maximising net livestock income/ha through increased uptake of known, new and developing information and technology.
- C. To represent members of the Association in negotiations or discussions with businesses, agencies, organisations or persons wherever the Association thinks such representation is desirable.
- D. To develop, assist and extend research of any kind associated with the marketing, industry development, husbandry and utilisation of goats and their derivatives.
- E. To optimise the genetic potential of the regional herd, increasing production characteristics, fertility and kid survival.
- F. To support and promote all goat breeds groups, associated industries and organisations, to advance the commercial goat industry.

Our Values

- ❖ Sustainability – Ensure long term health and growth in our sector.
- ❖ Integrity – Be ethical, honest, transparent, accountable and evidence based
- ❖ Innovation – Be progressive, with initiative and creativity
- ❖ Trust– Show respect for ourselves, each other, our animals
- ❖ Inclusiveness – Be engaging and collaborative
- ❖ Outcomes – Be motivated to achieve high-quality results that empower our industry

Organisational Structure

QGoat is a not for profit, grass-roots, goat production organisation which was formalised in 2022.

The organisation is governed by a Management Committee consisting of committed and skilled volunteers with other competing priorities.

As a small organisation, it is initially volunteer based. Subcommittees will develop area specific education and projects.

Business name: Queensland Goat Producers Inc

Abbreviation: QGoat is our registered business name. (Renew 14/3/2026)

Certificate of Incorporation: IA4637907 Date registered: 28th October 2022

Owners: Queensland Member based not for profit incorporated group

Australian business number (ABN): 23 581 825 580 Accountant: Codence Accounting

Address: 15 McCosker Street Emerald Qld 4720

Phone: 0428 774 687 or 0408 328 647

Accounting Package: Xero

1300 4 GOATS has been reserved 1300 4 46287 (but not connected)

Email: qldgoatgroup@gmail.com

URL: www.qgoat.com.au

Insurance: Elders Insurance Central Qld EGU973452BPK 15/9/23-15/9/24

\$20m Public Liability Property \$250,000

Management Committee 2022/2023

Chair: Glenda Henry Ph: 0428 774 687

Vice-Chair: Julie Petty: 0438 165 218 Treasurer: Robyn Smith: Ph: 0428 846 48

Secretariat: Kylie Leahy Ph: 0437 881 246 Fleur Tarlinton Ph: 0419 770 364

Bank: Westpac Emerald Qld (034181 356713)

HOW QGOAT WILL DELIVER

Each year, the QGoat Committee will determine how to best focus our activities to deliver on our objectives.

Following is an outline of how we intend to deliver on our objectives in 2023-2025

SHARE INFORMATION

Objective: Provide relevant regular information to the goat community.

- Share information via newsletters, e-news, field days, meetings, educational workshops and conferences, website and social media.
- Share industry relevant podcasts and trial development of QGoat Podcast.
- Produce case studies with Queensland Goat Producers.
- Increase knowledge through sharing industry experts information.

DEVELOP & RUN WORKSHOPS

Objective: Establish projects to increase productivity and profitability within the goat industry

- Present workshops and promote training days.
- Demonstrate best management goat husbandry practices.
- Encourage goat producers to participate in trials and projects.
- Connect goat producers and researchers.
- Extend information from trials and projects to goat producers and industry representatives.
- Engage and support youth involvement and education.

INCREASE MARKET OPPORTUNITY

Objective: Maximise market opportunity for goat producers in Queensland.

- Develop links between producers, marketers, transporters and processors in the supply chain.
- Develop a goat hub website.
- Increase producer sale opportunities for goats and their derivatives through networks.

BUILD RELATIONSHIPS

Objective: Develop relationships with processors, contractors and other stakeholders in the livestock industry.

- Promote QGoat to the rural and natural resources sector.
- Liaise with industry stakeholders.
- Develop linkages between industry groups – including sharing information from other goat groups, industry providers, organisations, livestock groups, agencies and natural resource associations.
- Partner with educational facilities to support science, environment and agriculture students.

ENCOURAGE PRODUCERS

Objective: Encourage and engage with goat producers

- Provide mentoring and promote opportunities to mentor.
- Showcase and share up to date information including technology.
- Engage with youth.
- Include producers as speakers and encourage producer demonstration sites.
- Encourage producer case studies.
- Promote associate/student memberships as a way for younger members of the business to be engaged.
- Use platforms that connect with our audience, including creating and sharing videos and podcasts.
- Engage with education facilities to give opportunities for farm open days.

ETHICS & SUSTAINABILITY

Objective: Promote ethical and sustainable goat production.

- Provide information on current animal health requirements and industry standards.
- Promote information on new research findings in the livestock industry.
- Promote information on environmentally sustainable production methods.

- Develop an ethical certification providing an on-farm assurance program that supports quality and provenance for goat producers and their clients.

INDUSTRY ADVOCACY

Objective: Promote the goat industry to the general public.

- Engage with MLA and other industry programs and organisations to advocate the benefits of goat meat and products through campaigns / activities.
- Share MLA, DAF and other industry organisations' campaigns via emails, social media and QGoat website.

ORGANISATIONAL STABILITY

Objective: Financial security to sustain QGoat into the future.

- Finance reports reviewed at all QGoat Committee meetings.
- Create and work to an annual budget.
- Increase membership and engagement.
- Seek sponsorship/ grants to a level required for operation, ensure that we give sponsors good value.
- Maintain insurance and incorporation compliance.
- Develop and maintain a grants calendar.

The QGoat Strategic Plan is next due for review in June 2024.

Queensland Goat Producers Goals 2023 - 2028

Goal One Year:

QGoat has established strategic partnerships, networks and alliances.

www.QGoat.com.au website is established.

QGoat has hosted at least 4 workshops at various locations.

QGoat has 100+ financial members.

Goal Two Year:

QGoat has representation at the federal GICA Goat Industry Council Australia.

QGoat has developed a variety of training programmes.

QGoat has held the pilot KIDS CAMP youth engagement camp.

QGoat has secured grants/sponsorship at a range of levels for a variety of projects.

QGoat has 300+ members.

QGoat is developing a Best Management Practices Manual.

Goal Three Year:

QGoat is an industry leader.

QGoat has developed an industry domestic certification for Ethical Best Practices.

QGoat has secured grants/sponsorship at a range of levels for a variety of projects.

QGoat is working on a range of projects of significance within the goat industry.

QGoat has established an internationally renowned online platform.

QGoat has employed an administrator.

Goal Five Year:

QGoat has collaborated with industry, universities and government agencies to establish a Centre of Excellence in Goat and Small Ruminant Research.

QGoat is providing services for a fee and has developed an active marketing scheme.

QGoat is working with relevant industry bodies to increase domestic markets for goat meat and products.