YOUNG BREED LEADERS WORKSHOP 2019

MANAGEMENT TRAINING FOR A NEW GENERATION OF BREED LEADERS

ARCBA
Australian Registered Cattle Breeders' Association

> *"I can see this program adding large value to each and every participant"*
>
> *John Warlters, Fairfax Rural Media.*

INTRODUCTION

In July, 2017 ARCBA ran a very successful one-day Workshop for Young Breed Leaders. A number of the participants have already secured management positions in Breed Societies.

In October 2019, ARCBA will run a longer and more comprehensive Workshop over 2 ½ days in Armidale. This will include management training and simulation of a board environment; the digital technologies of the future at the "Smart Farm"; case studies with successful breeders using the latest genetic technologies; a Project design exercise and legal responsibilities for Directors of incorporated Breed Societies.

For young breeders who are time poor at this time of the year many will be able to attend the Workshop in 3 elapsed days including travel to the Workshop and the return journey to your respective home bases. Those with a thirst for knowledge and more time may wish to stay for another two days to participate in post-workshop activities of ARCBA and the Association for the Advancement for Animal Breeding and Genetics (AAABG).

As in 2017, this ARCBA Workshop is intended to prepare participants for management roles in Australia's cattle breeding industry and particularly in breed societies.

FACILITATION

Dr Mike Bradfield

The Workshop will be facilitated by Dr Michael Bradfield, an accomplished livestock consultant from South Africa. Mike has over 20 years international exposure in the management and supervision of livestock programs in developed and developing countries.

His work includes being EO of the Livestock Registering Federation (the South Africa equivalent to ARCBA), running many successful Workshops for SA breeders, facilitating a Conference in 2018 in which all sectors of the Southern African livestock industry agreed to work together towards a common vision, implemented traceability systems in a number of SA countries and implementing BREEDPLAN in SA for about half of the industry. Dr Bradfield is a person of extraordinary vision and he is a very dynamic and enthusiastic facilitator

WORKSHOP PROGRAM

FIRST DAY • MONDAY, OCTOBER 28, 2019

9:30am	Delegates to register and network over tea, coffee and Danish pastries
10:30am	Introduction and "clicker" survey breed, stud or commercial, technologies used, aspirations for what they will learn from the Workshop. Discuss the results of this instant survey.

During the Workshop, there will be 4 topics discussed. A breed society board environment will be simulated. The participants will be divided into 5 groups of eight. Each group will have a separate table. The Workshop Facilitator will allocate the participants on each table to be a mix of breeds. The composition of the groups will change for each change of topic.

Each group will have a Chairperson (like the President of a breed society) a recorder (like the Executive Officer of a breed society) and the remainder will act like members of the Board offering suggestions and participating in any decisions that are made. After discussing each issue the recorder (EO) will provide short responses to key points which the Chairman (President) will present to the Workshop in 6 minutes (with 5 groups this will take 30 minutes).

TOPIC 1
Will breed societies be viable in 20 years' time?

11.15 pm	Introduction by Senior Breed Society representative. Relevant issues may include:
i)	Will the fast pace of development of breeding technologies create a potential threat
ii)	How can breed societies incorporate the technology development to its advantage
iii)	Crossbred bulls coming out of advanced breeding programs are capturing a material share of the bull market. Examples include Ultra blacks, Australian Beef Composite, Stabilizer breed composite, Manchee composites, Palgrove Charolais/Brahman and Charolais/ Angus composites, 5 star tropical composites, Hazeldean Senangus, Popplewell Tropical composites to name a few. Can breed societies turn this to an advantage.
iv)	Is the age profile of existing breed society boards impeding progress - how can this be addressed.
v)	Other issues such as diversifying income sources, etc.

Groups have 1 hour to discuss and document responses as dot points. Each group Chairman has 6 minutes to present findings to Workshop.

12:45pm	Sum up by Workshop facilitator

Smart Farm

12:55pm	Participants board a bus to go to the Smart Farm. Some description of the Smart Farm to be given during the bus journey.
1:15pm	Arrive at Smart Farm to a barbecue lunch with beef donated by a branded product e.g. JBS Hereford. Offer JBS & Hereford an opportunity to discuss the initiative over lunch.
2:00pm	A briefing on Smart Farm technologies related to beef cattle
4:00 pm	Boil the billy for tea & coffee

une University of New England

SMART Farm Innovation Centre

The Theory Behind Modern Genomic Technologies

Catriona Millen

4:15pm	Catriona Millen to summarise the modern genomic technologies and how they can be applied to breeding.
5:00pm	Discussions

Latest technologies for real-time objective measurement of carcases

Michael Crowley

5:15pm	Michael Crowley (or alternative speaker from MLA) will cover the rapidly-emerging technologies in this area and their ability to predict differences in carcase value.
5:45pm	Discussions
6:00pm	Thank you to host, sponsors and speakers.
6:10pm	Bus returns participants to motels.
6:25pm	Participants back in Armidale

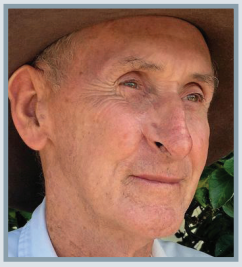
Free Evening to network and to enjoy what the local hotels and restaurants can offer.
(There are 3 hotels with good meals and 3 restaurants within a block of the Workshop motels.)

SECOND DAY • TUESDAY, 29 OCTOBER 2019

The Practice

Sam White

Charlie Perry


Alf Collins Snr

6:45am	Board or Coach to travel to "Bald Blair". On the way Alf Collins Snr (the third speaker) will give delegates a briefing on his lifetime commitment to improving fertility of tropical cattle.
7:30am	Breakfast, hot breakfast, tea and coffee provided.
7:50am	Sam White to address participants on the cattle selection/marketing at Bald Blair which incorporates the latest genetic technologies as soon as they pass through the research phase. This will be done in the field with cattle available to demonstrate the key points. "Bald Blair" is one of the oldest Angus Studs in the Angus Herdbook.
8:30am	Board the coach for return to Armidale. Charlie Perry to brief participants on "Trent Bridge" which is a Wagyu stud that employs the latest breeding technology to create a competitive advantage. Charlie comes from a professional background to management of "Trent Bridge". He attended ARCBA's 2017 Young Breed Leaders Workshop and has recently become Treasurer of the Australian Wagyu Association.
9:15am	Coach arrives back in Armidale and participants proceed directly to the presentation room. Charlie to continue his presentation with some PowerPoints to illustrate achievements.
9:35am	Alf Collins Snr to continue his presentation on selection for fertility in tropical cattle. Alf Snr is an iconic figure in the Australian beef industry. In 2017 he was awarded the Helen Newton-Turner Medal for meritorious contributions to beef genetics - the highest accolade given in the livestock breeding industry in Australia.
10:00am	Morning Tea
10:15am	Participants back into 5 groups of 8 as nominated by the Facilitator

TOPIC 2

How to extend the greater use of digital technologies and the latest breeding throughout registered herds. What are the group's views of the digital control centre of farm resources & cattle activity? What benefits may be achievable?

The approach to be determined by each group.

11:45am Sum up by Facilitator

Supply Chain Management & Branding

11:50am The three speakers will be:

- Person nominated by Angus Australia who is familiar with supply chain management schemes of Angus Australia
- Brad Cavanagh (first recipient of ARCBA Overseas Scholarship)
- Graham Winnell (Business & Promotions Manager - Shorthorn Beef)

Participants will be invited to submit any questions they have on Supply Chain Management Schemes in writing beforehand.

A panel of the three speakers will discuss supply chain principles and practice, address written questions and other questions from the floor of the Workshop.

12:20pm Angus representative to outline a particular project, for example the supply chain project for Costco.

12:30pm Brad Cavanagh to outline the key features of the Supply Chain project of Premium Beef, USA including the increase in returns for its suppliers.

12:40pm Graham Winnell to discuss the responsibility of breed societies in supply management projects.

12:50pm Summary by Workshop Facilitator.

1:00pm Lunch - beef supplied by a Wagyu branded product with producer and Australian Wagyu Society given the opportunity to talk about the product.

Brad Cavanagh

Graham Winnell

Getting the Message Across

1:45pm Fairfax Agricultural Media to give an address on branding and marketing to target audiences. This will be followed by a Q&A session.

THE LAND

Project Design

2:20pm This section is aimed at how you are able to draw the various technologies discussed and marketing strategies so far discussed into a Project Design. As before there will be 5 tables of eight. It is assumed that each group has been engaged by a different investor. The engagement would start as a Phase 1 Project Design (the exercise which has also been undertaken in the Workshop) and if approved by the investor the project would move to phase 2 being a plan for Project Implementation and Management including a budget. Time limits us to undertaking only Phase 1. This will be a competitive exercise between the groups. Each group will need to develop Powerpoints on their respective proposed project designs for presentation on day 3. A panel will be engaged to judge the Project Design proposals. Mentors will be provided.

Group 1

A corporate agricultural investor has identified a 1000 cow commercial herd in Temperate Australia running under traditional management. Your task is to design a project which employs the technologies discussed thus far that are relevant to commercial operations and will convert the property to a technologically advanced and profitable investor project (to be quantified in Stage 2).

Group 2

A Sydney-based stock broker has decided to invest in Agriculture for a variety of reasons including taxation, a showcase property to visit with family and friends etc. The investor has identified a 500 cow stud operation (breed to be determined by participants) in Southern NSW which is run traditionally e.g. attend the odd show, on property sale of stud stock and private sales all at middle-of-the-road prices. Your task is to design a project which employs the technologies discussed thus far that are relevant to a stud enterprise and will convert the stud into a technologically advanced and profitable investor project (to be quantified in Stage 2).

Group 3

You have been brought up on a 500 cow stud operation (breed to be determined by participants) in the New England region of NSW. It has been owned by your family for 60 years. As part of the succession planning you have been given the opportunity to manage and eventually own the property, subject to producing a plan for its future. The stud has been run traditionally by your ageing parents e.g. attend the odd show, on property sale of stud stock and private sales all at middle-of-the-road prices. Your task is to design a project which employs the technologies discussed thus far that are relevant to a stud enterprise and will convert the stud into a technologically advanced and profitable investor project (to be quantified in Stage 2).

Group 4

An overseas investor has identified a 1000 cow commercial herd in Southern Queensland running under traditional management. Your task is to design a project which employs the technologies discussed thus far that are relevant to commercial operations and will convert the property to a technologically advanced and profitable investor project (to be quantified in Stage 2).

Group 5

A pastoral company, with a large herd of tropical cattle run over seven stations, has identified a 500 cow stud operation (breed to be determined by participants) in Central Queensland which is run traditionally e.g. attend the odd show, on property sale of stud stock and private sales all at middle-of-the-road prices. The investor seeks to have a nucleus herd supplying superior bulls to the stations with private sales of any surplus bulls. Your task is to design a project which employs the technologies discussed thus far that are relevant to a stud enterprise and will convert the stud into a technologically advanced and profitable investor project (to be quantified in Stage 2).

TOPIC 3

How to create generational change in the registered cattle industry to create more opportunities for young breeders.

4:45pm	A general introduction by Charlie Perry, a participant in the 2017 workshop now Treasurer of Australian Wagyu Association. Discussions within each group with Chairman to present key recommendations. Session summarised by Charlie Perry.
6:15pm	Close of Workshop sessions for day 2.
7:00pm	Workshop dinner in Armidale Bowling Club including:

- Branded Angus beef supplied with membership of the Angus Society of Australia. The supplier is given the opportunity to talk about the brand.

THIRD DAY • WEDNESDAY, 30 OCTOBER 2019

8:30am	Formal Presentations on Project designs from a nominee of each of the five groups (12 minutes each).
9:30am	Short talks from Workshop sponsors (other than branded beef products).
9:45am	Winning Group announced. Selection Panel to give the rationale for their selection.

Legal Advice

10:00am	Legal responsibilities for Board Members of Incorporated Associations made simple. This address is to be from Cameron Cowley of Moin Morris Shaeffer. He is off the land and in his 30's with experience in working with breed societies. Cameron is one of about 25 accredited specialists in business law accredited by the Queensland Law Society.
10:45am	Morning Tea

TOPIC 4

11:00am	Two groups assigned to: **What are the opportunities for professional development for young breeders?** Three groups assigned to: **What can ARCBA do to stimulate breed societies to commit to management training and generational change for young breeders?**
12:15pm	Sum up by Facilitator
12:20pm	Wind up message from ARCBA and the Workshop Facilitator.
12:30pm	Lunch

Those commuting back to Sydney on Qantas Link on the 1:45pm flight will need to leave for the airport at 1pm. Others can stay on until 1:30pm.

Motivational Speaker

Simon Blyth

Simon Blyth

Simon grew up on a farm in north western NSW before founding LX, a company specialising in IoT product and solution development.

Over a decade later, as the Managing Director, Simon and the team have worked with technology start-ups through to multinationals to deliver over 500 custom IoT products and projects straddling a wide range of technologies and industry verticals including: smart cities, AgTech, wearables, medical, consumer, industrial IoT, logistics, utilities and smart buildings.

LX has won National and International Awards for IoT engineering excellence, product design and business performance.

Leveraging this experience, Simon has led the technology architecture of the LX IoT cores, a full-stack IoT platform with the goal of dramatically lowering time to IoT value and scale solutions.