



May 2019. Report to the World Jersey Cattle Bureau

It has been an exciting and very rewarding year to be involved with Jersey Australia with a mixture of challenges; ups and down, long day and nights, intense debates and discussion, and positive changes but above all the most enjoyable part has been the warm welcoming and feedback from members and for that I thank you.

I would like to thank the Board of Jersey Australia for not just providing me with the opportunity to serve your Association but for their support and guidance along the year. Their passion for the Jersey Breed and Jersey Australia is extraordinary.

It certainly has been a year of change for Jersey Australia with many new faces in the offices, a new brand, a new home in Dairy House and the installation of Jersey Online providing a much-needed upgrade to our systems enhancing and improving how we interact and engage with members.

JA Branding

The launch of our new branding was a significant milestone for Jersey Australia in 2018 with a fresh vibrant new corporate logo. The new logo coincided with the launch our Dairy's Finest campaign. Jersey Milk is a high value premium product and the finest milk the dairy industry has to offer and we were excited to get behind a promotion of



Jersey Milk to support the commercial growth and demand and see better opportunity for higher farm gate returns to Jersey breeders across the country. Jersey Australia has a long-standing objective to see growth in the Jersey Breed in Australia to at least

25% of the national breed population and increasing consumer demand for Jersey Milk will significantly support this critical objective. The 5-Star Jersey is our other critical brand and while we haven't done enough with this concept, the premise is on standards of quality. Members will be able to use the 5-Star Jersey logo when selling there cows if they can meet the 5 critical components. These being, registered, classified, herd tested, AI bred and genomic tested and in the case of heifer not yet in milk there dams will be required to be classified and herd tested to meet the 5-Star requirement. We will be doing more on this in the coming year.

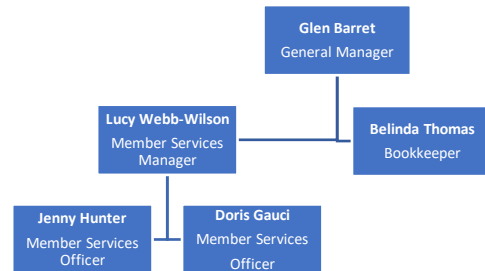




JA Office

The office function been a critical concern and one that since joining in May last year, I have taken a lot of time to address the issues and poor morale that had built up over several years. During the year we took the opportunity to review critical needs and reshape the office team to put more focus into member services and operational needs over administrative works.

The office environment has improved significantly over the last 12 months as new faces becomes established and the benefits of the move to Dairy House and new systems start to be realised.

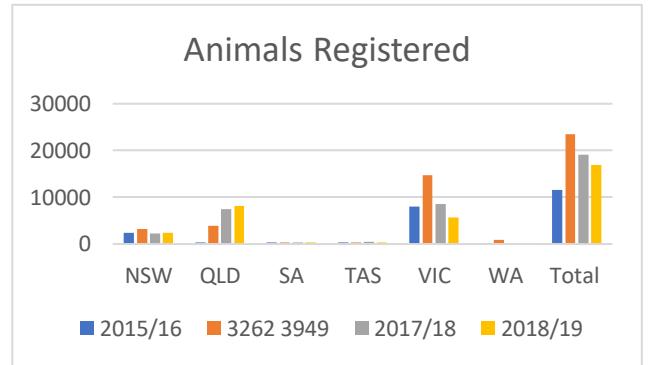
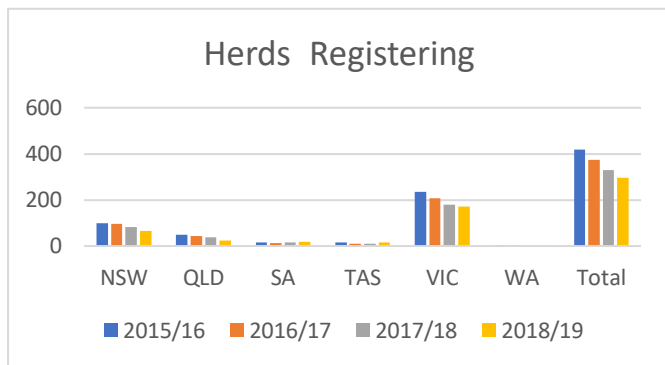
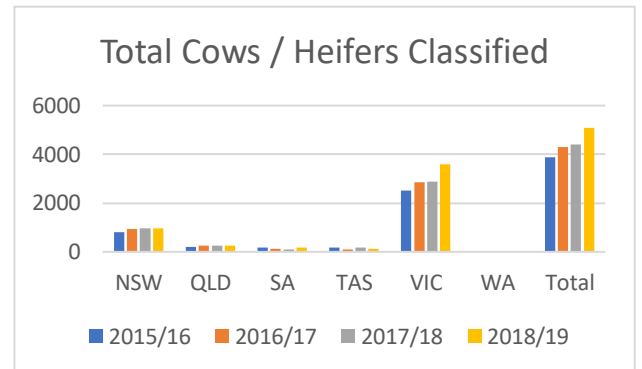
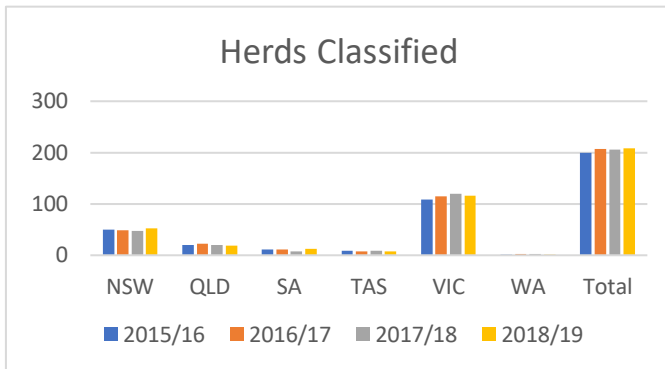


I would like to thank Lucy, Jenny, Doris and Belinda for their hard work and commitment to Jersey Australia and serving the members. Without their support and encouragement and willingness to get in and get the job done the JA office would not function. Also, to Melanie Chrysie, Jen Holdcroft, and Chandima Mathiwila we thank you for your time at Jersey Australia and wish you well in your future endeavours.

The Association’s critical investment into both Dairy House and ILR2 / Jersey Online alongside other IT updates and replacements that have been made across the year have made significant improvements to how Jersey Australia provides our core member services. These are generational level investment that we have been to do of the back of many year or sound investment strategy and member support.

Member Services

In a year where the majority of members are suffering the impacts of a significant nationwide drought, members commitment to registering and classifying cows clearly demonstrates the value members place in registered cattle and core breed society services in Classification. Classification numbers continue to rise however registration numbers are down primarily on a reduction in export orders of around 40% on the previous year but there is an overall decline in herds registering cattle which is a concern. If you have not registered for some time, we encourage you to contact the JA office to discuss how we can facilitate and support a catch-up program to ensure your pedigree lines are not lost to the herd book.



New Members

It has been exciting to see membership interest across the year being high with nearly 30 new members joining Jersey Australia during the year it is exciting to see the interest in joining a Breed Association remaining strong.

Industry Activity

Jersey Australia maintains an active role in dairy industry events and affairs as well as industry projects. Our involvement in these projects and activities is critical to ensure Jersey breed development is front and centre of industry investment in R&D, ABV's and ABV(g)'s.

2019 Office Bearers

At the 2019 Annual General Meeting, the Jersey Australia Board elected the following Executive Committee

- President: Chris MacKenzie
- Senior Vice President Lisa Broad
- Junior Vice President Brian Wilson
- Treasurer Paul Lenehan
- Chair – Genetics Lisa Broad
- Chair – Promotions Jane Sykes