

YOUR INDUSTRY.  
YOUR VOICE.  
YOUR FUTURE.



### SECURING MARKETS

- Build markets for lamb and sheep products
- Provide industry advice for trade negotiations
- Work with MLA, government and industry organisations



### IMPROVING SHEEP HEALTH AND WELFARE

- Help producers achieve the high standards customers demand
- Develop science-based sheep health and welfare policy and programs
- Manage endemic disease and biosecurity risks with service providers



### DRIVING INNOVATION

- Monitor spending of producer levies with our industry service providers
- Deliver the greatest return possible for producers
- Ensure R&D investments are aligned with the Sheep Industry Strategic Plan 2020



### GUARANTEEING PRODUCT INTEGRITY

- Ensure Australian sheep products achieve the highest food safety standards
- Support product quality from farm to consumer
- Develop effective integrity systems with regulators and industry



### BUILDING INDUSTRY LEADERSHIP

- Upskill current and future sheep industry leaders
- Engage people in a range of programs and activities
- Empower industry participants through the Leadsheep Network



### INFLUENCING BUSINESS OUTCOMES

- Develop programs that support farm businesses with industry partners
- Represent all sheep producers on cross-commodity issues such as transport, natural resources and water management