



Australian Lowline Cattle Association Inc

# Strategic Plan 2022 - 2027



**VISION** A versatile breed that is widely recognised and rewarded for producing consistent, high-quality beef in an efficient and sustainable way.

## MISSION

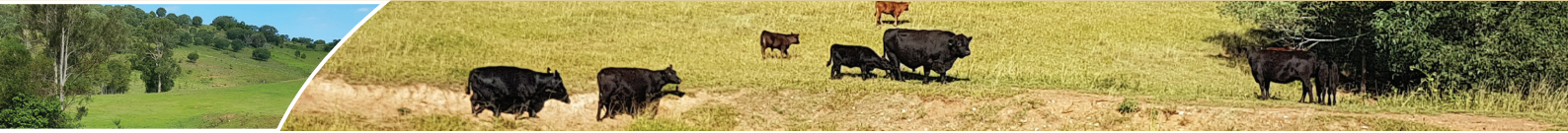
To develop,  
promote and  
administer the  
Australian  
Lowline breed by >

- Continually looking to improve consistency and quality across the Australian Lowline herd
- Enhancing industry and consumer recognition and acceptance of the Australian Lowline breed
- Developing the role of Australian Lowline cattle in innovative beef markets
- Facilitating member success through information, education, and support



# Australian Lowline Cattle Association Inc

## Strategic Priorities



### Breed Development

**GOAL:** A knowledgeable ALCA membership recognizes the importance of genetic improvement, sets breeding objectives, and delivers a consistent high-quality product that meets consumer and market expectations.

**INITIATIVES:**

- Enhance members' skills and understanding of herd improvement principles
- Increase recording and registration of animals in the herd book to maximise genetic diversity
- Develop and deliver Lowline specific resources and tools that enable members to set breeding objectives in accordance with the breed standard and market requirements
- Develop the parameters and tools for accurate and meaningful data collection that has relevance to Lowline Beef production

### Breed Promotion

**GOAL:** Beef production and the breed's unique qualities guide promotion and lead to positive change in the perception of Australian Lowlines within the cattle industry.

**INITIATIVES:**

- Support projects and events that promote Lowline beef production through sponsorship, funding, and provision of promotional materials
- Allocate an Annual National Promotion or Marketing budget
- Continue to develop a marketing and promotion package that tells a united story about the Lowline Cattle brand
- Identify brand ambassadors amongst butchers, high profile chefs and food industry bodies to tap into the local provenance and slow food specialist market
- Review and update promotional materials on a biannual basis
- Work with Promotion Groups to develop and implement programs and activities that support members to improve their breeding and production outcomes
- Use multimedia platforms to get the Lowline 'Story' out to identified markets including processors and consumers
- Support members who show cattle and promote the breed through awards and prizes
- Seek out internal and external collaborative opportunities to acquire Lowline beef production data
- Designate a Promotion/Marketing Coordinator role on Council
- Seek additional funding through Government and Industry grants programs that further ALCA's promotion goal/s
- Build strategic partnerships with other industry organizations

### Member Recruitment, Engagement and Retention

**GOAL:** ALCA is recognised as a proactive, dynamic organization with an active, engaged, and connected Council that directly reflects in its membership.

**INITIATIVES:**

- Gain a better understanding of membership demographic and needs through regular surveys and focus groups
- Encourage members to participate in their Regional Promotion Group through the development of a mentoring program
- Recognise the important contribution of Promotion Groups to the Association's free flow of information and ideas
- Use multiple media platforms to communicate with ALCA members
- Understand and eliminate any existing barriers to recording and registration of Lowline Cattle
- Improve member knowledge of Lowline cattle management for breed development through the provision of resources and education
- Promote and support the Association's International membership
- Recognise and promote members excellence in steer, carcase and eating quality competitions
- Upgrade and modernise the ALCA website, with improved functionality
- Employ technology that improves the accessibility of ALCA online services and enhance self-service functionality