



# The South Australian Sheep Industry Blueprint

An initiative of Livestock SA and the SA Sheep Advisory Group

## FREQUENTLY ASKED QUESTIONS

### What is the SA Sheep Industry Blueprint and what will it achieve?

The SA Sheep Industry Blueprint is more than a strategic plan; it will feature a series of actions and tasks to deliver the overarching aim – to increase productivity and value of South Australia's sheep industry by 20 percent by 2020.

The Blueprint has five key objectives by which its success can be assessed:

1. Grow the SA sheep industry's production and value from \$1.48 billion in 2015 to \$1.80 billion in 2020 while maintaining international competitiveness.
2. Develop a united value chain workforce plan from 2015 to 2020 that attracts new and energetic people to the industry.
3. Support a 20 percent increase in the engagement of quality consultants and advisers with increased use of business decision-support tools.
4. Act as a conduit for greater research, development and extension collaboration along the value chain at the regional, state and national level and develop a measure of greater adoption and uptake.
5. Develop a proactive and progressive industry communication plan that, through advocacy and champions, gives greater consumer confidence to increase their demand and engage the whole value chain.

### Why is a Blueprint required?

A plan with clear actions is needed to grow the industry and allow the industry to realise its potential. Collaboration between all stakeholders in the sheep and wool value chain will achieve more than each business or sector operating in isolation. The Blueprint will facilitate coordinated project development. This will allow leveraging and most effective use of available funds to grow the SA sheep industry and increase the industry's contribution to the SA economy.

### How is the SA Sheep Industry Blueprint being funded?

The SA Sheep Industry Blueprint is an initiative of Livestock SA and the South Australian Sheep Advisory Group. The project is being funded through the SA Sheep Industry Fund, University of Adelaide and Primary Industries and Regions SA.

Livestock SA in supporting the development of the SA Sheep Industry Blueprint as it recognises the importance of having coordinated strategy and actions to grow the SA Sheep Industry. The Blueprint development aligns closely with the Livestock SA vision of a strong, viable, productive and profitable livestock sector in South Australia which is valued by the community and all levels of government and achieves increased returns for primary producers.

### Who is contributing to the development SA Sheep Industry Blueprint?

Development of the Blueprint started in February 2015 when more than 50 SA sheep industry stakeholders and decision-makers met to start scoping the plan and identify key areas for the industry's growth and development. The Blueprint development is now being guided by a working group of 15 industry stakeholder members, chaired by Moorlands sheep producer Allan Piggott. Details of the Blueprint working group can be viewed at <http://www.livestocksa.org.au/pages/blueprint/working-group.php>



# The South Australian Sheep Industry Blueprint

An initiative of Livestock SA and the SA Sheep Advisory Group

The Blueprint has also held extensive regional and small group consultation to inform priorities and strategies to achieve the Blueprint objectives. Anyone can have input into the Blueprint by contacting SA Sheep Industry Blueprint Manager, Stephen Lee ([stephen.lee@adelaide.edu.au](mailto:stephen.lee@adelaide.edu.au)).

The Blueprint is also being informed by overarching national plans. These include the Meat Industry Strategic Plan 2020, the Sheepmeat Industry Strategic Plan 2020 and the National Wool Research Development and Extension Strategy currently being developed.

## **How will the Blueprint impact be measured and communicated to industry?**

The Blueprint will have a series of measurable targets under the five key objectives. Progress against the objectives will be reviewed on an annual basis and reported to the industry through an annual report and regional updates.

## **Is the Blueprint duplicating efforts of other sheep and wool groups in SA, such as the Limestone Coast Red Meat Cluster?**

The Blueprint aims to develop a state wide sheep industry development plan. It will work with and empower regional initiatives such as the Limestone Coast Red Meat Cluster.

## **Will there be a SA Beef Industry Blueprint?**

There will be a SA Beef Industry Blueprint developed and will commence in the second year of the five year blueprint project. This approach is being taken to allow sufficient time to focus on development and implementation of the SA Sheep Industry Blueprint.