



British White Cattle Society of Australia

STRATEGIC PLAN

VISION

British White - the grass fed beef of choice

MISSION

To deliver services that increase awareness, quality and numbers of British White Cattle in Australia

GUIDING PRINCIPLES

We look, sound and act professional at all times

We encourage and value new ideas and skills

We provide efficient and effective service delivery to our members

We provide cohesive, innovative and proactive leadership



STRATEGIC PRIORITIES

Grow The Herd

- Double the number of registered cattle by 2024
- Promote the commercial viability of British White cattle
- Build brand recognition of the British White breed by promoting commercially desirable and unique traits
- Identify viable market opportunities aligned to commercially desirable traits including terminal sires, cross breeding, grass fed producers of scale
- Identify, measure and improve breed traits suited to target markets
- Develop semen and embryo banks
- Publicise successes and achievements of our members.

Provide Professional Member Services

- Embrace modern technology to support efficient delivery of quality services to members
- Investigate direct registrations with ABRI
- Support members who show cattle and promote the breed through awards and bursaries
- Conduct exit interviews when members leave
- Increase member participation in service delivery via skills audit
- Develop new member induction process
- Develop British White steer sales platform
- Develop a professional quarterly bulletin.

Develop Strategic Alliances

- Identify brand ambassadors amongst butchers, high profile chefs and food industry bodies to facilitate a slow food specialist market
- Identify and approach Universities to offer a student project to develop a Marketing Plan for the Society
- Identify suitable schools and colleges in each state to provide with British White steers/heifers for showing
- Identify and appoint a patron.

Enhance Governance

- Review meeting frequency and streamline format with greater emphasis on educational and social components
- Assess organisational service delivery requirements
- Develop role descriptions
- Ensure constitution meets contemporary standards
- Increase executive engagement with members.