



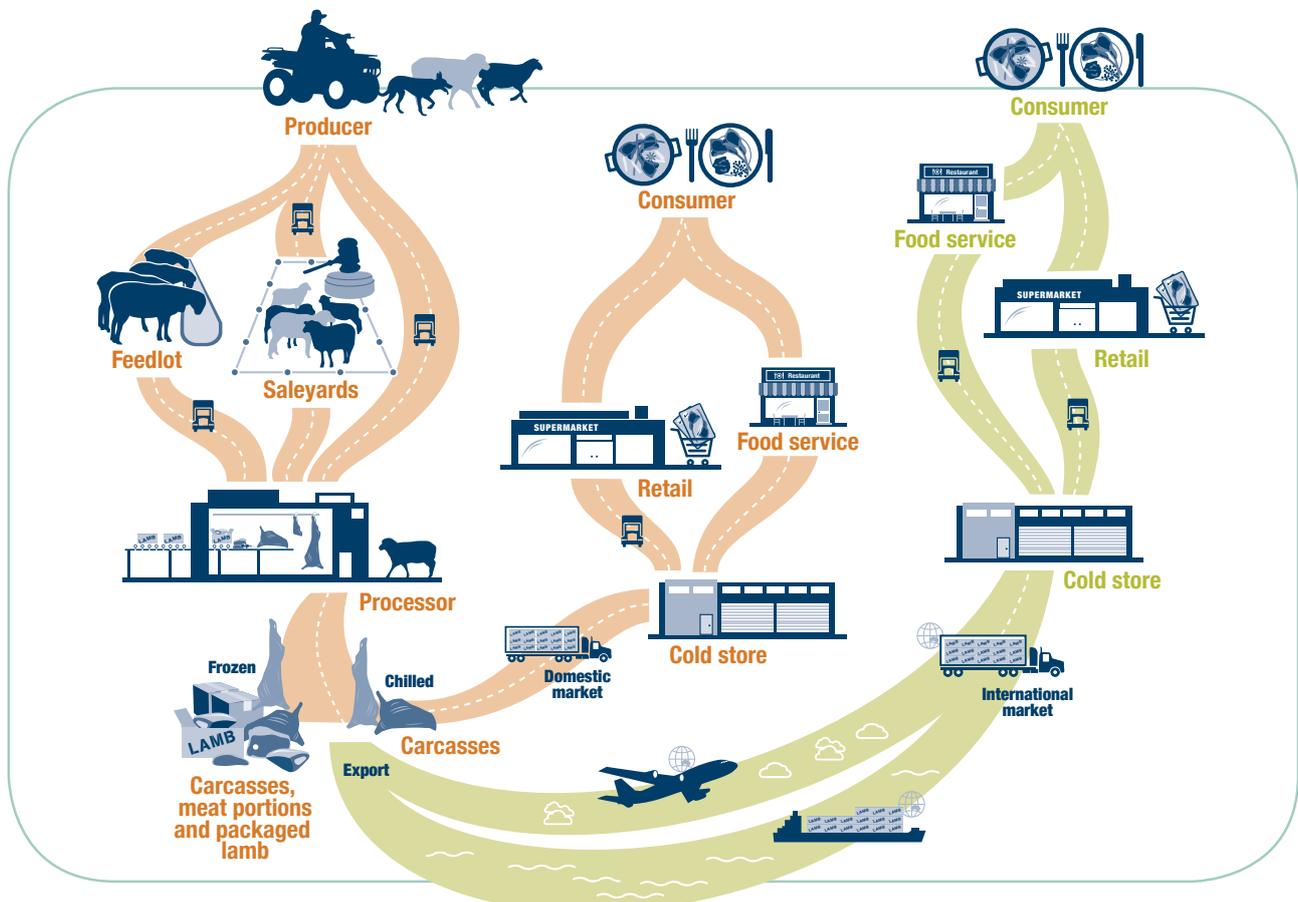
## Sheep Industry Business Innovation

The Department of Agriculture and Food, Western Australia (DAFWA) leads a project that supports the sheep industry to capitalise on growing markets for sheep products. The overall goal for the Western Australian (WA) sheep industry is to be sustainable, internationally competitive and grow in value in to the future.

The Sheep Industry Business Innovation (SIBI) project is made possible by the state government's Royalties for Regions program. The project started in October 2015 and finishes in June 2018.

The Sheep Industry Business Innovation project is assisting the industry in building

capacity to supply new markets for sheepmeat and live exports, particularly in nearby Asia and the Middle East – generating flow-on benefits to producers, industry, the regions, communities and the state economy. It will achieve this by transforming the sheep supply chain to develop customer focused products for target markets. This involves the establishment of dedicated supply chains aligned to customer needs in new markets (predominantly international) as well as increasing business and technical skills of producers and processors in order to maximise their business' efficiency, productivity and profitability to supply these new value chains.



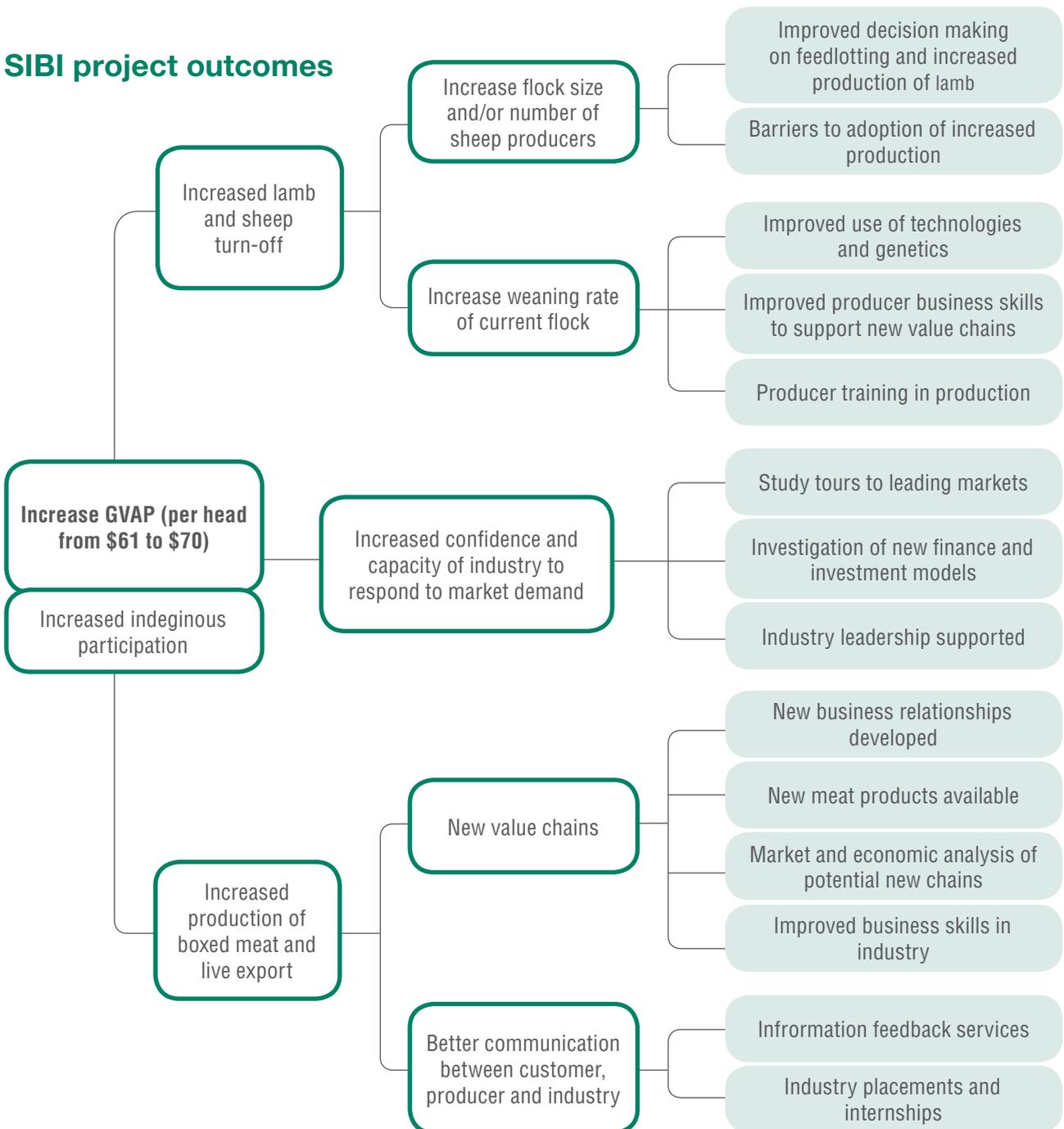
Western Australia's sheepmeat value chain

## What are the project priorities?

The priority activities in order to produce a more profitable and resilient sheep industry tuned to customer needs and greater value are:

1. To support the establishment of dedicated export supply chains (lamb and hogget carcasses, breeding stock and slaughter ready stock) that offer the level and consistency of returns needed to restore confidence in the industry
2. To increase the on-farm productivity of market-preferred products, through better genetic selection and higher stocking and reproductive rates
3. To improve business performance by improving farm business and production skills
4. To increase access to investment, both from within and outside of the industry, as a result of increased confidence among investors and more attractive business models
5. To establish the human and physical resources needed to research, develop and demonstrate the elements required to achieve success in the industry and the means of sustaining those resources into the future

## SIBI project outcomes



## SIBI project activity structure and activity leadership

### Centre operations and research infrastructure

Manager – Justin Hardy

This sub-project will develop the necessary operations and infrastructure to support the existing facilities at the Katanning Research Facility (KRF) which will enable it to showcase different components of the WA sheep industry to overseas investors, local producers and processors.

DAFWA has significant collaborative research projects based at the KRF that support technical developments needed for new value chains in the future. In particular, the Genetics Resource Flock and related projects funded by MLA can provide sheep breeding information on important meat quality traits. New product demonstrations such as remote sheep identification, monitoring and labour saving devices will be a feature of sheep management on the property.

### Industry Leadership and Development

Manager – Julia Smith

SIBI will support the Sheep Alliance as the peak leadership body and an advocate of change management for the WA Sheep Industry. It will provide financial support for the running of the Alliance to ensure that it has the capacity in its establishment to rework the WA Sheep Strategic Plan 2025+ and to investigate options for a Sheep Business Centre for the industry.

The project also has a program of Flagship Events and relations management that it supports for the development of the industry as a whole and provides comprehensive communication and evaluation activities.



### Increasing business and technical skills

Manager – Steve Tunbridge

This SIBI project will build industry capacity, both human and physical, to deliver the volume and quality of sheep and meat required by new markets. It will do this by increasing business skills of producers and service providers to the sheep industry.

There will be an investment to enhance the skills of producers through the Lifetime Ewe Management program, the Lamb survival initiative and a genetics extension program to facilitate adoption of Australian Sheep Breeding Values for new and existing quality and production traits. Further work around identifying and addressing barriers to adoption will support the increased confidence in investing in and increasing productivity in sheep enterprises.

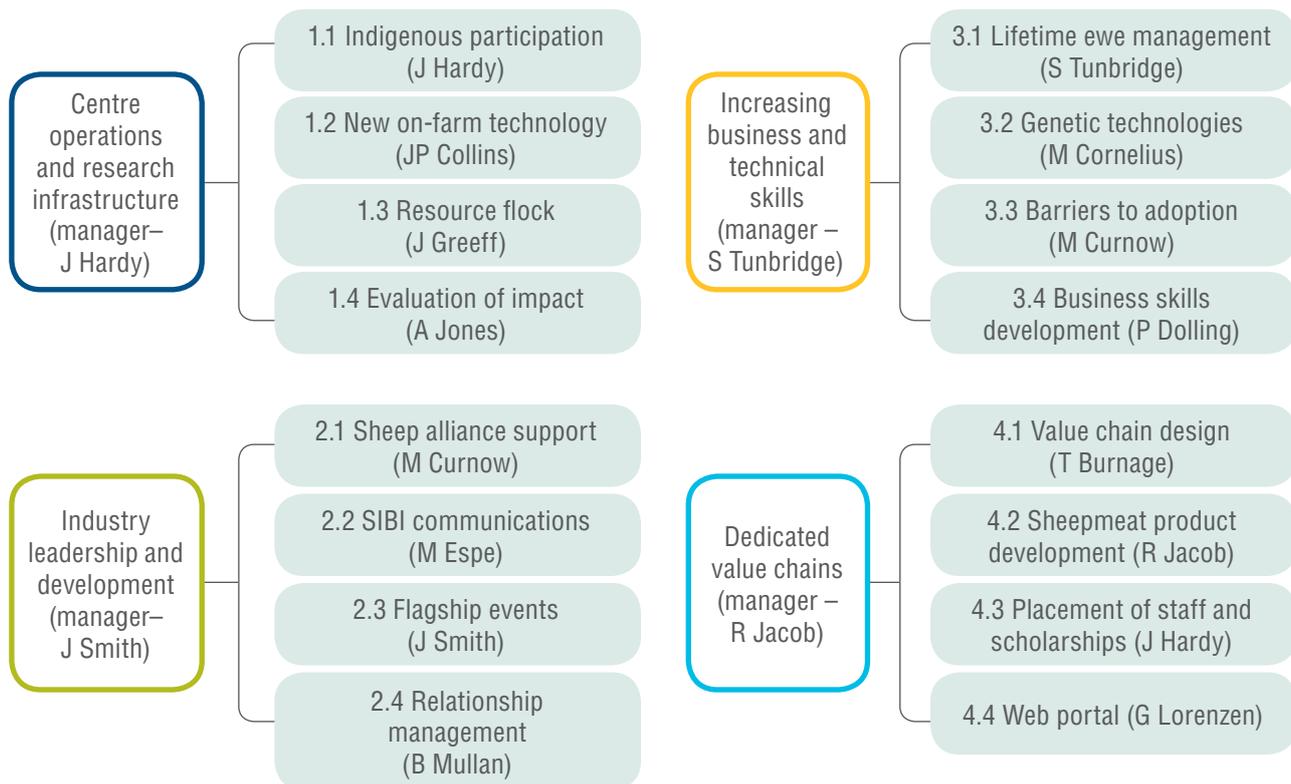
### Dedicated value chains

Manager – Robin Jacob

This project consists of 4 key tasks: value chain design, sheep meat product development, placement of staff and scholarships, and web portal development. Together these tasks aim to transform and grow the sheep meat industry to realise the opportunity for new and existing overseas markets in Asia and the Middle East.

Dedicated value chains enable the relationship between companies to shift from transactional connections to transformational partnerships. Such partnerships focus on creating mutual benefit, with each party wanting to work together because each sees shared value in doing so. This element of the project will have an international market focus and will be undertaken in conjunction with the Asian Market Success project to identify investment partners with a plate to paddock focus. There is strong demand from overseas customers, particularly China and the Middle East, to source sheep meat. In order to capitalise on this demand there will be a specific activity called the Value chain design project, which will use a whole of supply chain transformational approach, similar to successful New Zealand approaches to market development. MLA Donor Company is co-investing in the Value chain design project for the life of the SIBI project.

## SIBI project activity structure



### Contacts

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