



GippsDairy Strategic Plan

2025–28



**Delivering
for Dairy**

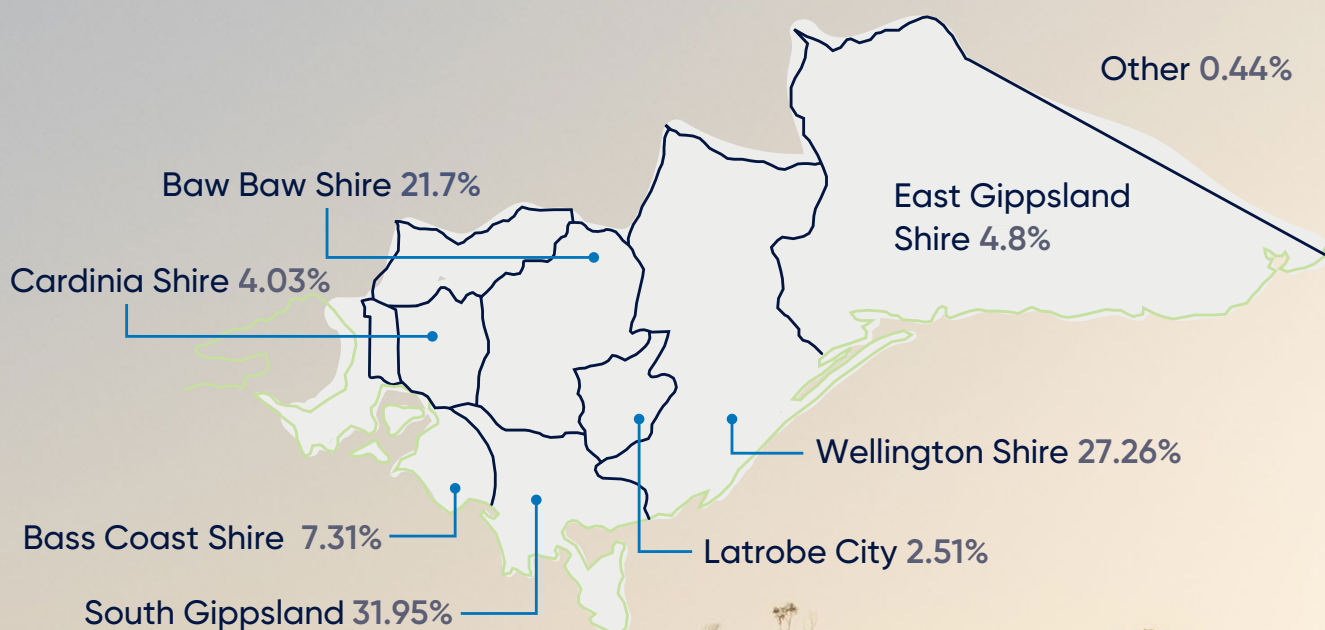
Who is GippsDairy?

GippsDairy is an incorporated entity with the flexibility and autonomy to deliver farmer focused services through a broad range of partners.

Created in 1999, GippsDairy has a long tradition of supporting dairy businesses to achieve industry-leading results in farm management, skill development and innovation.

GippsDairy is overseen and guided by a skills-based Board, supported by an executive and staff. Our website also shows our current Board makeup. We are funded through contracts, grants and partnerships with a range of organisations, including core funding allocated through Dairy Australia's milk levy. Please visit dairyaustralia.com.au/gippsdairy for more information.

Figure 1 Distribution of Gippsland Dairy farms within local Government area by percentage



We are here for dairy businesses and for our region

Dairying is the lifeblood of Gippsland. Compared to other forms of farming in our region, dairying employs more people and attracts more ancillary service-providers to Gippsland.

Dairying makes an enormous contribution to Gippsland's thriving communities. Dairy creates career and employment opportunities in the dairy sector, and in the supporting roles through service provision that are required to make dairy successful. When Gippsland dairy farms are thriving, so are the communities around them. With 950 dairy farm businesses operating in Gippsland, including several that are among the largest 40 milk producers in Australia, dairying is an undisputed food production and economic powerhouse for our region, providing dairy products to people all over Australia and beyond.

GippsDairy is passionate about dairying and all the benefits that it provides to Gippsland. We are committed to protecting and enhancing those benefits. Accordingly, this Strategic Plan identifies five priorities that will guide our work from 2025–28. In addition to continuing our long-standing tradition of high-quality dairy extension, we will expand our focus to include programs designed to more overtly promote, grow and celebrate the role that dairying plays in our region and the people supporting it.

Our vision

A sustainable and valued dairy industry that provides economic, social and environmental benefits to all industry participants and to our wider Gippsland community.

Our mission

Driven by the needs of Gippsland's dairy farmer businesses and supported by evidence and experience, we provide trusted services that enhance the profitability and sustainability of our regional dairy industry.

Our guiding principles

Dairy farming in Gippsland is an integral part of our region's identity, its economy, its community character and its future.

We actively seek to understand and respond to the needs of dairy businesses in Gippsland to drive the productivity of the industry.

If dairying operations are to be sustainable, they must be profitable.

Investments in environmental improvement, regulatory compliance and best practice animal welfare enable dairy businesses to meet or exceed community expectations and enhance farm value, sustainability and profitability.

Our strategic priorities:

- 1 Enhance the prosperity and resilience of Gippsland dairy farm businesses to drive growth of the industry.
- 2 Improve the capacity and capability of our dairy people across Gippsland.
- 3 Support and promote a culture of leadership across the Gippsland dairy industry.
- 4 Enhance the reputation and attractiveness of the Gippsland dairy industry.
- 5 Collaborate to amplify the impact of our efforts across Gippsland.

Strategic priorities

Strategic priority 1

Enhance the prosperity and resilience of Gippsland dairy farm businesses to drive growth of the industry.

GippsDairy aims to support farmers and other dairy businesses to improve resilience and to make dairying an attractive career choice.

Over the life of this plan, GippsDairy will:

- 1 Support farmers to better understand and plan for risks.
- 2 Promote dairy-related careers in Gippsland.
- 3 Champion the economic and community benefits that dairying provides to Gippsland.

Indicators of success:

- Increased number of farm businesses that have a written business plan that includes consideration of risk (data source: Dairy Australia Strategic Portfolio Tracker survey).
- Farm businesses and milk production are not significantly impacted during recovery from unforeseeable events, including natural disasters.
- More potential industry entrants are choosing and completing dairy-related courses and TAFE/ training providers are focusing on agriculture and related courses.
- Local governments, planning authorities and other decision-making organisations consider the contribution of the dairy industry in planning and decision making.

Strategic priority 2

Improve the capacity and capability of our dairy people across Gippsland.

GippsDairy has a long history of providing extension services that support dairy businesses to perform at their peak. We will continue this important work and diversify our offerings based on the needs of dairy farming businesses.

Over the life of this plan, GippsDairy will:

- 1 Understand and respond to the needs of dairy farm businesses through a calendar of extension events and the creation of learning opportunities identified through farmers.
- 2 Facilitate discussions and network activities to help farmers share, support and learn from each other.
- 3 Provide responsive discussion sessions during difficult times, to support and assist dairy businesses to address new or unexpected issues.
- 4 Review and measure the effectiveness of regionally specific programs that impact on the dairy industry.

Indicators of success:

- Vibrant discussion groups are operating regularly across the region, providing Gippsland farmers with support and confidence to make informed dairying decisions.
- More people are accessing the information we provide – in person and online.
- Increased participation in and high demand for GippsDairy program offerings.
- The number of first-time event attendees continues to grow.
- Increased adoption and application of new technologies is apparent.

Strategic priority 3

Support and promote a culture of leadership across the Gippsland dairy industry.

GippsDairy understands that leadership often happens quietly, with local leaders having impacts far beyond what they might expect. By encouraging leadership in dairying, all dairy businesses benefit.

Over the life of this plan, GippsDairy will:

- 1 Create a “local heroes” promotional campaign to highlight dairy business owners/operators who are everyday people doing great things.
- 2 Encourage and financially support our extension program participants, and other dairy business people, to take up local and regional leadership opportunities that would benefit their careers in the Gippsland dairy industry.

Indicators of success:

- More Gippslanders lead or are involved in dairy industry conversations at local, state and national levels and are represented in media and publications
- Leadership development programs that we promote are oversubscribed.
- The number of peer-led discussions to share skills and experiences, facilitated by GippsDairy, has doubled from 2024 levels.
- Farmers and dairy industry representatives contribute to regional planning forums and processes and are seen as trusted voices.

Strategic priority 4

Enhance the reputation and attractiveness of the Gippsland dairy industry.

GippsDairy will help farmers promote and capitalise on the Gippsland brand that gives a competitive advantage to the Gippsland dairy industry.

Over the life of this plan, GippsDairy will:

- 1 Encourage and build capacity for Gippsland dairy businesses to leverage and expand on the existing value associated with Gippsland produced milk and products.
- 2 Utilise relationships with advocacy bodies and members of parliament along with insights to identify and promote opportunities for the Gippsland dairy industry.
- 3 Promote the best-practice achievements of the Gippsland dairy industry in areas including environmental & regulatory performance, animal welfare, food safety, resilience and wealth creation.
- 4 Raise awareness and support of dairy, particularly it's positive social and community contribution in the region.

Indicators of success:

- GippsDairy will support the Gippsland Dairy Industry Strategic Plan to promote Gippsland originated products.
- “Gippsland” is increasingly utilised as a trusted, high-value brand by all sectors of the dairy industry.
- Stakeholder perception of the Gippsland dairy industry has measurably improved through;
 - Positive press regarding Gippsland’s dairy industry is evident, especially in areas such as product quality, environmental performance and animal welfare practices.
 - Gippsland-grown programs and practices are recognised at a national level.
 - Advertised dairy jobs attract an average of at least five applicants.

Strategic priority 5

Collaborate to amplify the impact of our efforts in Gippsland.

GippsDairy welcomes collaborative relationships with organisations and individuals that share our commitment to supporting the continued development of the Gippsland dairy industry.

Over the life of this plan, GippsDairy will:

- 1 Build strategic relationships through participating in Gippsland activities that enable positive promotion of the dairy industry.
- 2 Develop a sustainable financial model for GippsDairy and be at the forefront of supporting farmers in the region.
- 3 Continue to diversify funding attracted to meet dairy farm business needs.

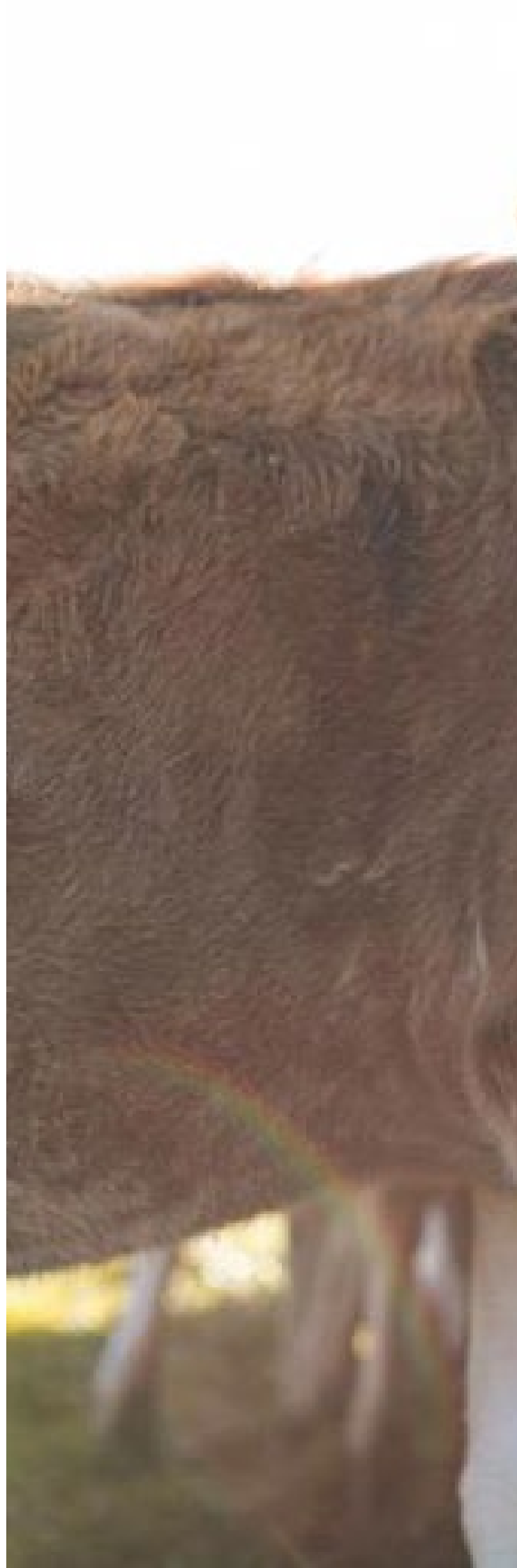
Indicators of success:

- **Agreements are in place with trusted key partners and stakeholders to align our shared interests and enable joint project and service delivery.**
- **Achieve significant co-investment in extension services and strategic projects, with over 30 collaborating partners secured each year.**
- **Increased number of multi-year agreements.**

GippsDairy 2025–28 Strategic Plan alignment

This GippsDairy strategic plan is aligned with the following key regional and national documents;

- Agriculture Victoria – Strong, Innovative, Sustainable: A new strategy for agriculture in Victoria to 2030
- Australian Dairy Plan 2020–25
- Dairy Australia Strategic Plan 2025–30
- Gardiner Foundation Strategic Plan 2024–28
- Gippsland Dairy Industry Strategy 2025
- Gippsland Drought Resilience Plan 2021–24
- Regional Development Australia – Gippsland Regional Plan 2025–30







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