

Performance Report

Key achievements at a glance

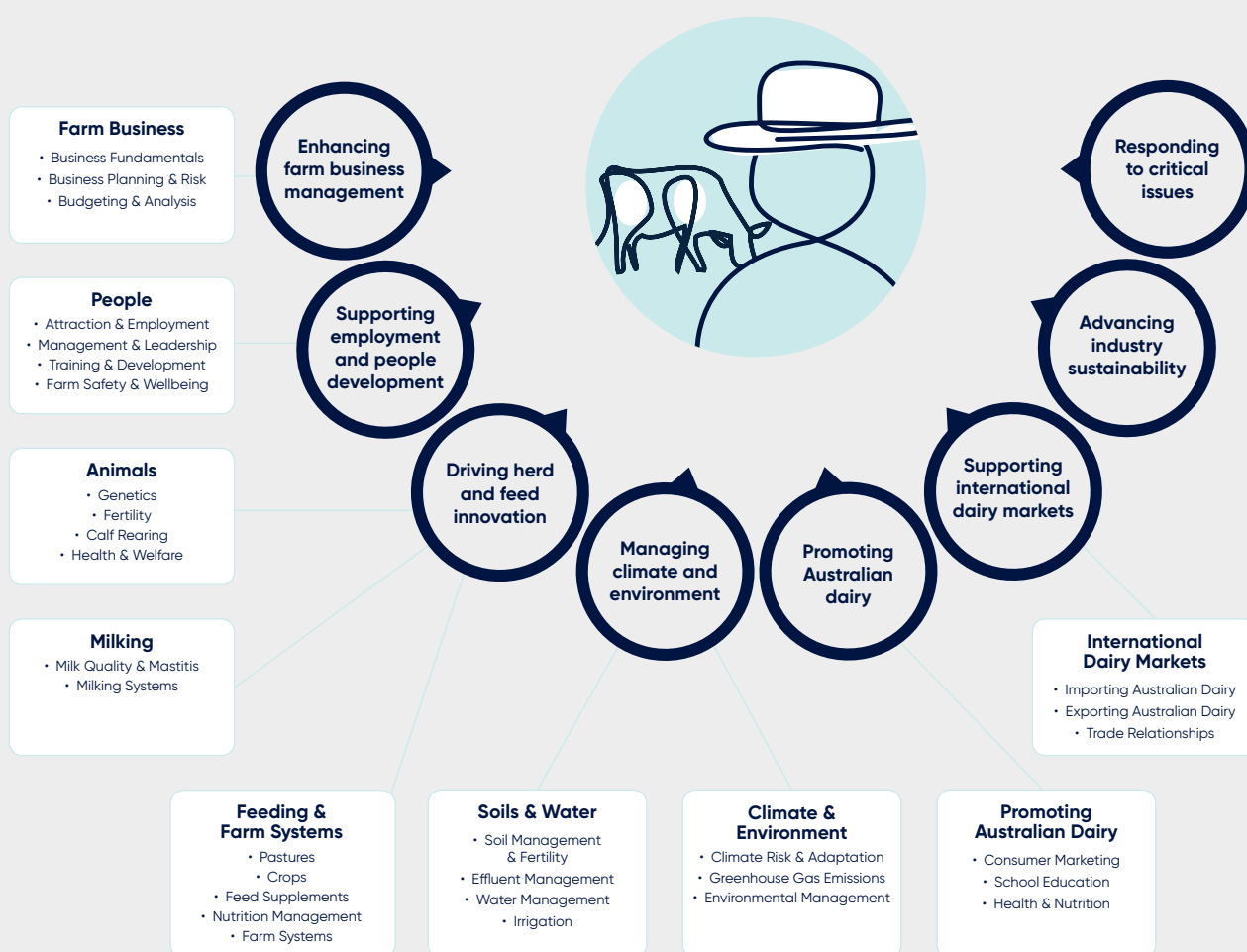
2024-25

Delivering
for Dairy

What we do

Dairy Australia delivers a broad range of services through our teams in each dairy region.

Our service areas



For more information on our services and to access our complete Annual Report and Performance Report, visit dairyaustralia.com.au.

Our strategy

This report outlines our key achievements from the final year of Dairy Australia's 2020-2025 Strategic Plan, as we prepare to launch the new 2030 plan.

The strategic plan outlines the priorities and outcomes we will deliver in shaping a profitable and sustainable dairy industry. It is a companion document to the Dairy Australia Performance Report and the Annual Report for 2024-25.

In 2024-25, Dairy Australia invested \$67 million across seven strategic priorities. Our work and investment are focused on services, connections and engagement with farmers throughout the eight dairy regions in Australia.

Dairy Australia's strategic priorities and goals 2020-2025

Priority 1 More resilient farm businesses Farm businesses that are more profitable, resilient and innovative in managing price and cost volatility. 	Priority 2 Attract and develop great people for dairy Attract great people to the dairy industry, build their capability and careers and foster a safe work culture. 	Priority 3 Strong community support for dairy Enhanced trust and value in the Australian dairy industry, farmers and products. 	Priority 4 Thrive in a changing environment Profitable farm businesses that adapt to the changing natural environment and provide good stewardship of resources. 
Priority 5 Success in domestic and overseas markets Improved access to high-value dairy markets, backed by trusted market insights and a favourable regulatory and policy environment. 	Priority 6 Technology and data-enabled dairy farms Inspire more agile and responsive dairy businesses through greater integration of technology and data. 	Priority 7 Innovative and responsive organisation An organisation that is farmer-focused, with talented people who embrace innovative thinking and decisive action. 	

Key achievements

The following highlights some of the many ways Dairy Australia has delivered value to dairy farmers in 2024–25.



Regional services

Created 12,000 **meaningful connections** with farmers, to enable them to access services that support their business goals.



Climate and environment

Delivered practical insights into farm carbon to 450 farmers and service providers through **Understanding Farm Carbon** workshops, supporting them to measure and understand greenhouse gas emissions.



Farm business management

Enhanced farm decision-making through **DairyBase** – a tool for measuring and comparing farm business performance. DairyBase now supports over 3,130 registered users, with 18,700 farm datasets and 5,300 carbon calculator datasets.



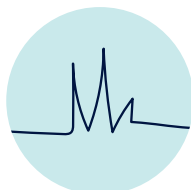
Feed innovation

Supported farm decision making by publishing ryegrass biomass (dry matter) performance and nutritive values through the **Forage Value Index**.



Farm business management

Supported 127 farmers to achieve their business and personal goals, contributing to more than 1,400 farmers who have benefited from practical planning through **Our Farm Our Plan**.



Feed innovation

Explored ways to **improve pasture performance** by using satellite technology, refining grazing strategies, and optimising resilient kikuyu varieties through DairyUp.



Training and development

Engaged farmers to pilot the **Dairy Capability Guide**, a framework for farmers and their teams to assess current and future career development needs.



Herd innovation

Updated breeding priorities to support **more productive, fertile and resilient cows** through the National Breeding Objective.



Soil health

Supported farmers to adopt multi-species pastures and soil health practices through the **Grounds for Growth** event, where 180 participants explored global research and practical insights over three interactive days.



Herd innovation

Supported herd health and reduction in antibiotic use through the development of the **Clinical Mastitis app**.



Health and nutrition

Boosted consumer trust in dairy's health benefits by sharing the latest science with GPs and dietitians – leading to 89% of consumers hearing positive health messages about dairy foods from health professionals.



Sustainability

Advanced efforts to reduce dairy food waste by delivering key actions under the Dairy Food Waste Action Plan – including standardised data collection, waste assessments at 10 processing sites, and development of a milk equivalence calculator.



Promoting Australian dairy

Built trust in dairy and the industry through the **Aussie Dairy, Simple Greatness** campaign, which promoted dairy's health benefits and helped 84% of Australians trust the industry.



International markets

Celebrated 25 years of the **Dairy Australia Japan Scholarship** program, recognised for strengthening Australian dairy's reputation, market access and export intelligence.



School education

Educated school children through the **Discover Dairy** website, **Picasso Cows** and Virtual Reality Farm Tours, with teachers rating student knowledge of dairy foods at 9.6/10.



Policy development

Delivered **policy support** across industry to areas including health and nutrition, productivity and competitiveness, energy, climate, carbon, water and calf management.



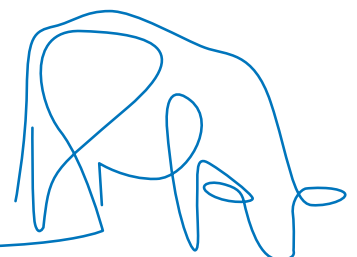
Sustainability

Supported viable pathways for dairy calves by 2035 through the launch of the **CalfWays** roadmap, in collaboration with Meat & Livestock Australia – aligning farming practices with community expectations.



Responding to critical issues and events

Continued to support **industry preparedness** and response to droughts, floods and animal diseases.





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