

Members Newsletter

January 2025

Vol 66 #7



From the President

Robert Brokenshire

Welcome to the first edition of 2025!

As SADA marks 89 years since its founding on 16 January 1936, it's a fitting time to reflect on the journey so far and celebrate the achievements of 2024.

In this edition, we're shining a light on some key wins for our industry over the past year—the projects that sparked conversations, inspired action, and shaped the future of our dairy community.

We're also bringing you insights on digital connectivity, workforce challenges, climate change, and small business assistance—issues that continue to shape the industry in meaningful ways.

We hope these highlights inspire and motivate as we work together to build a strong, sustainable future for dairy in South Australia.



MEDIA RELEASE - Nicole Rios: Internship with SADA - Wednesday 15, Jan 2025.

As a third-year animal behaviour student, I had limited exposure to the dairy industry but was eager to explore how my background could align with opportunities in this dynamic field. Through my membership with AIA, I discovered the SADA Internship Program, which offered me the perfect chance to gain industry exposure and develop my career. [Read More](#)

On Farm Connectivity Program Round 3
On 14 January 2025 the Hon Michelle Rowland MP, Minister for Communications



announced \$20 million toward a third round of the [On Farm Connectivity Program](#). Round 3 will open for applications later in 2025, with funding to be delivered across 2025-26.



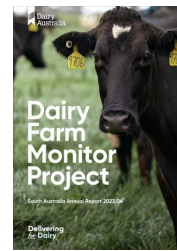
The Australian Government commissioned Jobs and Skills Australia to undertake an independent study on the workforce needs of Australia's food supply chain.

While there are many activities vital to the food supply chain, the primary focus of this study was to explore the production, manufacturing and distribution of food. This study focuses on the key challenges and opportunities that can be addressed through the national skills system. The [final report](#) presents a series of recommendations



SA trial examines how scent can impact cow happiness and production. SADA project officer Nicole Rios is a former veterinary nurse with a passion for animal behaviour and ruminant health. She recently conducted a 17-day study at a Fleurieu

Peninsula dairy examining whether the scent of lavender oil offers enrichment to dairy cows. [Read More](#)



The 2023-24 [South Australia Dairy Farm Monitor Project](#) conducted by Dairy Australia showed that drought across SA has reduced profitability for dairy farms. The average SA farmgate price was \$9.86

per kilogram of milk solids in 2023-24, which was close to the highest on record, but feed costs increased to \$4.59 per kilo and total input costs consumed more than three quarters of total earnings – Input costs consumed more than three quarters of total earnings generated by surveyed South Australian dairy farmers last season. The SA report also found general overhead costs tallied at \$3.18 per kilo, herd costs were \$0.40 per kilo and shed costs were \$0.32 per kilo milk solids for surveyed farmers last season.

Quotes from Robert Brokenshire; *"The 2023-24 input costs had risen for most primary producers this season, with farmgate prices falling at the same time. For hay, we're in the region of \$180 a bale and rising. That's if you can get fodder with the scarcity of feed due to the drought,"* he said



2024 Highlights

49
EVENTS

Concierge Service

SADA offered one on one services

199 times for the year, that equals 3.8 times a week

Social followers increased by **6.5%**

Memberships Increased by **3.5%**

Newsletter Subscriptions increased by **13%**

51
Policy Engagements

125 Members Updates
Including Media Releases
Newsletters IR Updates

DAIRY INDUSTRY ACTION PLAN 2024-2029

55
Project Engagement

56
Advocacy

Including State and Federal Government inquiries, submissions, consultations on issues of relevance to SA Dairy



SADA Welcomes Georgie Cornish as PIRSA's New Executive Director of Biosecurity

SADA is pleased to welcome Georgie Cornish as PIRSA's new Executive Director of Biosecurity. Georgie brings a wealth of experience and a proven track record in leadership, policy development, and emergency management.

Georgie has served as Deputy Chief Officer at the SA Country Fire Service (CFS) for the past three years, where she oversaw a \$130 million budget, the state's largest fleet, and 13,000 personnel volunteers. Her previous roles include Executive Director, Frontline Services Support at CFS and Director, State Disaster Recovery at the Department of Premier and Cabinet. She has also held positions with the Commonwealth Department of Home Affairs in Operations and as an Intelligence Officer and Analyst. Georgie's expertise in preparedness, response, recovery, and resilience will be invaluable as she takes on the challenges of leading PIRSA's Biosecurity Division.

Starting her new role on 10 February 2025, Georgie is eager to address the evolving demands of biosecurity management. SADA looks forward to working closely with her to protect South Australia's \$18.5 billion agriculture industry and regional communities.

Biosecurity Bill 2024: One Step Closer

In other biosecurity news, South Australia's Upper House has passed the Biosecurity Bill 2024, marking a significant milestone towards a modernised biosecurity framework. This legislation aims to safeguard South Australia's environment and agriculture industry from pests, diseases, and other biosecurity threats, aligning with national systems and ensuring consistency across sectors.

The Bill consolidates several outdated Acts, including:
Plant Health Act 2009
Livestock Act 1997
Dog Fence Act 1949
Impounding Act 1920

A key feature of the Bill is the introduction of shared responsibility and a general biosecurity duty. Under this framework, all individuals and organisations will have an obligation to take reasonable measures to prevent, manage, or mitigate biosecurity risks.

Introduced to the Upper House on 29 August 2024, the Bill will now move to the Lower House for consideration in the new year. Once passed, it will provide a robust foundation for South Australia's biosecurity efforts, ensuring the state remains a leader in protecting its agricultural assets and natural environment.



NFF appoints new Chief Executive Troy Williams

The National Farmers' Federation (NFF) is pleased to announce Troy Williams' appointment as its new Chief Executive, effective 3 March 2025. His leadership will focus on delivering measurable outcomes for the agricultural sector and NFF's member organisations, ensuring farmers remain at the forefront of national policy and reform. [Full Media Release here](#)



Telstra have launched a [3G Helpline](#) to further support customers who need more help with the transition. To work with customers 1:1 and troubleshoot their issues. For some, this may be

quite straight forward with device setting updates, upgrading to a blue tick device or installing a go repeater.

Customers can call 1800 990 853 between 8am to 7pm Monday to Friday AEDT

Different device types and the diversity of Australia's landscape mean that each customer's experience is unique, which is why Telstra want to work directly with each customer to help troubleshoot.

The helpline is staffed by a team of agents with deep knowledge on the transition to help troubleshoot why mobile experience may have changed.

There has no timeframe on how long the helpline will operate for. Telstra will continue to review the volume and types of calls and make a decision on longevity as they progress.

[Telstra.com/3Gclosure](https://www.telstra.com/3Gclosure) is the main hub with guidance for customers to self-serve some of the basic troubleshooting.

SA's Industry Climate Change Conference | 8-9 May 2025
As South Australia approaches its bold ambition to achieve 100% net renewable electricity generation by 2027, the state government and Premier's Climate Change Council are working together with industry and business leaders across all sectors to realise opportunities in the green economy. Be part of the change in transitioning to a low emission's economy and help your sector to grow and prosper.

Register today - Early Bird has been extended till 28 February.

WHAT YOU NEED TO KNOW

These are things that have come to our attention over the past month which might be of interest to you.

If there is anything that you think we have missed or you would like to see in the newsletter, please email: sada@sada.asn.au



Applications open for 2025 Rabobank Business Programs

Applications for the 2025 intake of [Rabobank's Business Management Programs](#) – the Farm Managers Program (FMP) and the Executive Development Program (EDP) – are now open.

Designed for farmers at various career stages, the two available programs – the Executive Development Program for farm business owners or senior managers and the Farm Managers Program for emerging farmers – aim to provide participants with the latest insights in business management.

Announcing the opening of applications for 2025, Rabobank regional manager Australia and New Zealand Mark Wiessing said more than 1400 primary producers from both sides of the Tasman had participated in the Business Management Programs across the past 25 years.

“The programs are incredibly valuable for primary producers as they allow the opportunity to take a step back from the day-to-day operational side of their businesses and spend time developing strategies to help ensure that their operations remain resilient into the future,” he said.

“The programs also provide participants with networking opportunities with like-minded primary producers from different sectors across the two countries and, in many cases, relationships started on the programs continue far beyond the completion of the course. Previous participants tell us these ongoing relationships are a key benefit of the course and we help to foster these via our regular Business Management Program alumni events across Australia and New Zealand.”

Applications for the FMP and EDP close on Monday, March 31



We are calling on all South Australians to 'Do Dairy' because every dollar you spend on a product that is processed locally, helps South Australian dairy farmers. 🐄👍



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Do Dairy Reboot Campaign Gaining Traction

The Do Dairy reboot campaign is off to a promising start following its soft launch on December 5, strategically timed to capture the attention of Christmas cheeseboard enthusiasts and cricket fans alike. The campaign, aimed at boosting loyalty for South Australian dairy products, is gearing up for an impactful February push after a January social media blitz led by [Brand SA](#).

Supporting Local Dairy

The campaign encourages South Australians to support their local dairy industry by buying SA-made products. Following the closure of Beston factories, the relaunch comes at a crucial time. While all milk previously supplied to Beston has found new processors, some farmers are still facing significant financial losses. To help consumers support the industry, SADA has revamped the [Do Dairy website](#). The platform now features over 20 local dairy brands, highlighting where to find SA-produced milk, cheese, yoghurt, and butter.

With overwhelming public interest in how to best support local dairy, the upgraded [DoDairy.com.au](#) provides up-to-date information on SA products to help consumers make informed choices.

Growing the SA Dairy Industry

South Australia's dairy sector contributes \$1 billion annually to the state's economy, with 175 farms producing 500 million litres of milk

each year. The [SA Dairy Action Plan](#) has set an ambitious growth target of 700 million litres, which industry leaders are confident can be achieved.

Golden North's Peter Adamo highlighted the opportunities for both domestic and international markets, urging consumers to back SA dairy products for the long-term sustainability of farmers and processors alike.

Health Benefits of Dairy

The campaign also focuses on the [health benefits of dairy](#), with support from the Australian Dental Association. Their recommendations include drinking milk as a tooth-friendly alternative to sugary beverages and enjoying hard cheese to reduce acid levels in the mouth.

Farmers' Perspective

Reflecting on the success of the original Do Dairy campaign in 2016, which significantly boosted demand for branded local products.

It's the perfect time to reboot the campaign and rebuild consumer trust in the SA dairy industry. We want South Australians to choose local dairy brands consistently—not just this week, but as a long-term commitment.

The Do Dairy campaign is a call to action for all South Australians to support the industry, ensuring a sustainable future for local farmers, processors, and businesses.

For more info on how to support SA dairy, visit [DoDairy.com.au](#)



SNAPSHOTS in DAIRY



PPSA PRIMARY PRODUCERS SA

E.W. STEVENS APPLICATIONS OPEN FOR SCHOLARSHIPS
Trust Fund

Apply via the PPSA website



Dairy Australia

Donava Farm Robotic Barn Open Day
Wednesday 5 February, Mid North

Delivering *for* Dairy



Dairy Australia

Wellbeing and farmer resilience

DairyPod Podcast

Delivering *for* Dairy



podcast

Ben Law the Financial Guy

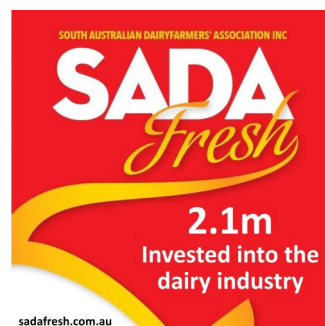
How to avoid the three generation curse



WFI SADA Partnership:

If you take out a policy with WFI, SADA receives a commission from WFI of 7.5% of the policy premium.

Make sure when your next speaking with WFI that you mention your a SADA Member.



SOUTH AUSTRALIAN DAIRYFARMERS' ASSOCIATION INC

SADA Fresh

2.1m
Invested into the dairy industry

sadafresh.com.au



DO DAIRY
Support SA