



merinosa

STRATEGIC PLAN 2026-2028

Reviewed Annually each October

**SOUTH AUSTRALAIN STUD MERINO
SHEEPBREEDERS' ASSOCIATION
INCORPORATED**

Merino SA Strategic Plan

Guiding the Future of the South Australian Merino Industry



1. Our Vision

Merino SA is a forward-thinking and dedicated committee, committed to advancing the Merino industry across South Australia.

Through unity, sustainability, and strategic leadership, we aim to secure lasting benefits for our members and strengthen the position of the Merino as a dual-purpose breed producing premium wool and meat.

Our Vision:

To unite, lead, and sustain the South Australian Merino industry for future

2. Our Core Values

Our values guide our actions and define how we work together and represent our industry.

- **Unity and Respect** – Engage with members and industry stakeholders professionally, collaboratively, and respectfully.
- **Leadership and Advocacy** – Empower members to act with confidence while fostering inclusive and forward-looking solutions.
- **Industry Sustainability** – Deliver practical outcomes through research, development, and innovation.
- **Strong Animal Welfare** – Promote high standards of animal health, wellbeing, and humane treatment at all times.

3. Our Purpose

Merino SA exists to represent, support, and promote South Australian Merino breeders by:

- Representing SA Sheep Breeders and promoting Merino wool and meat as dual-purpose enterprises.
- Managing Member finances and maintaining the Association's records and history.
- Sharing relevant information, resources, and updates with Members.
- Providing an accessible point of contact for industry and Members.
- Administering the SASMSA Constitution and liaising with Merino Australia.
- Fostering youth engagement through initiatives such as the School Merino Wether Competition, the SA Sheep Expo, and Junior Judging events held across Field Days and agricultural shows.

4. Our Goals

To achieve our purpose, Merino SA will:

1. **Provide strong promotional platforms** for members and the SA Merino brand.
2. **Develop youth pathways** to encourage the next generation of breeders and leaders.
3. **Encourage member profitability** through knowledge sharing and collaboration.
4. **Facilitate two-way communication** and transparency across the membership base.

5. Action Plan and Implementation



Merino SA's key activities and priorities for the next period include:

- Abide by and regularly review the SASMSA Constitution and Rules.
 - Continue supporting the **School Merino Wether Competition** and **SA Sheep Expo**.
 - Support and encourage **Regional Field Days** and **multi-vendor sales** such as the *Adelaide Ram Sale* and *Classings Classic at Murray Bridge*.
 - Continue to support **Sire Evaluation Trials** and associated research.
 - Increase and diversify **Social media content and engagement**.
 - Strengthen relationships with other industry bodies and stakeholders.
 - Provide **Member updates** via newsletters, bulletins, and other channels.
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6. Communications

Clear, consistent, and transparent communication underpins our connection with members and the wider industry.

Merino SA will communicate through:

- An **Annual Directory** of members and key contacts.
 - An up-to-date and informative **website**.
 - An active **Facebook page** and other social media platforms.
 - **Email updates** and newsletters to keep members informed and engaged.
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7. Promotion and Advertising

To enhance visibility and engagement across the Merino industry, Merino SA will:

- Share **member and client stories** to highlight success and innovation.
 - Promote **Regional Field Days, multi-vendor Ram Sales**, and other industry events.
 - Showcase **new technologies and industry innovations**.
 - Assign one or two committee members to produce regular **social media content** to ensure consistent communication.
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8. Finance and Governance

Merino SA is committed to strong financial management and transparent governance.

- The **Treasurer** and **Executive Officer**, with guidance from the **Financial Sub-Committee**, will oversee all financial operations.
 - A detailed **annual budget** will be prepared and presented for approval at the July meeting each year.
 - Surplus funds will be allocated strategically for the advancement of the Merino industry.
 - Governance will be maintained in line with the SASMSA Constitution and best-practice principles.
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Our Management Committee and Staff



<p>President – Robert Sullivan – Greenfields – Mid North</p> 	<p>Vice President – Stephen Kellock – Kelvale – South East</p> 	<p>Treasurer- Leonie Mills – Morley – Upper Eyre Peninsula</p> 	<p>Life Member – Peter Meyer – Mulloorie – Mid North</p> 
<p>Member – Matt Ashby – Ashrose – Mid North</p> 	<p>Member – Joe Dahlitz – Roemahkita- Lower Eyre Peninsula</p> 	<p>Member – Geoff Davidson – President Merino Aust – Moorundie – South East</p> 	<p>Member – Ian Michael – Nyowee – Mid North</p> 
<p>Member – Grant Johnson – Carcuma North – Mallee</p> 	<p>Member – Justin Boughen – Sandalwood – Mallee</p> 	<p>Member – Chris Prime – Nantoura – Eyre Peninsula</p> 	<p>Member – Matt Lehmann – Flairdale – South East</p> 
<p>Executive Officer – Lin Cowling</p> 			

9. Looking Ahead



Merino SA remains dedicated to:

- Supporting our members and their enterprises.
- Promoting the Merino as a cornerstone of South Australian agriculture.
- Encouraging youth engagement and leadership.
- Building a sustainable and profitable future for the Merino industry.

Together, we are stronger.

Merino SA – Unity. Leadership. Sustainability.

SWOT Analysis

<i>Strengths</i>	<i>Weakness</i>
Team Work Friendship Trust Inclusive – Proactive & supportive Industry Expertise – Leaders in Australian Merino Production Strong Financial position Quality product	Meeting attendances Delegating jobs – spreading the load Communication – Email traffic – EO having to chase information Limited resources Younger Member Engagement
<i>Opportunities</i>	<i>Threats</i>
School Merino Wether Competition – Youth School program Member representation Focus on Innovation Networking/ Collaboration Strong Relationship with other Industry Bodies Develop better online strategy for meetings and decision making process – i.e. Zoom	Declining number of Studs and Merino Sheep Biosecurity awareness Animal Activists Government Policies Available Labour Industry Disunity