

VER COMMITTEE OBJECTIVES FOR 2018/19

Items in **purple** have been actioned, items in **red** still be actioned

Objectives	Possible strategies/ activities to achieve outcomes	Activities and actions to achieve these objectives
Promote Breed Development and herd improvement	<ul style="list-style-type: none"> ➤ Educational activities and demonstrations- breed standards, genetics, building on genetics, etc ➤ Shows – fleece and halter shows, ➤ Herd improvement indicators ➤ Demonstrations/seminars from breeders and other industries about breed and herd improvement. ➤ Recognitions and awards. ➤ Activities to Promote sale of alpaca 	<p>Stewards Training – 23/3/2019 Proposed workshop - Conformation and Breed Standard</p> <p>Berwick Show, Red Hill Show, Alexandra Alpaca Show, Lardner Alpaca Show and Sale Alpaca Show</p> <p>Alpaca of the Year Best New Breeder Showing of alpaca and fleece</p> <p>Promotion of Alpaca Week – 4-12/5/2019</p>
Promote Product development	<ul style="list-style-type: none"> ➤ Events to promote products, ➤ Show case products ➤ Activities to promote sales of alpaca products to public ➤ Fleece shows ➤ Disseminate Information on Product research & development, ➤ Support for disseminating information on new products ➤ Recognitions and achievement awards 	<p>Lilydale Paddock to Product – 18/11/2018 Holland Festival – 16/3/2019 Farm World – 11-14/3/2019 Spectacular Dinner – 25/5/2019</p> <p>Alexandra, Berwick, Lardner, Spectacular</p> <p>AAA – does this via emailed fortnightly member updates and Aust Alpaca Assoc Member Group Facebook Page</p> <p>Alpaca of the Year Best New Breeder Showing of alpaca and fleece Craft and photography competitions at the Spectacular</p>

<p>Members implementing high level husbandry and handling practices</p>	<ul style="list-style-type: none"> ➤ Activities to increase Members awareness of high level husbandry practices ➤ Workshops and demonstrations 	<p>Following workshops planned:- Shearing – Oct/Nov 2019 Birthing – 2020 Nutrition –J.Vaughan Pasture Management – Stephens Seeds Conformation and Breed Standard Visiting Peruvian Judge seminars will be held in 2 sites in Vic in early October</p>
<p>Increase in Membership</p>	<ul style="list-style-type: none"> ➤ Targeted Marketing strategies ➤ Support and incentives for recruiting members ➤ Public Seminars ➤ Activities supporting recruitment of youth members 	<p>Listing of Open Farms on the VER website, Facebook Posts</p> <p>AAA Sponsorship program. Secretary send informative email listing many aspects of what the region has to offer to all new members.</p> <p>Support of VYTEC and inclusion of VAY at VER events.</p>
<p>Membership satisfied with Communication from VER</p>	<ul style="list-style-type: none"> ➤ Identify Membership and views and needs ➤ Members kept up to date with latest AAA and VER activities. ➤ Membership communication- Newsletter social media committee reports ➤ ORM ➤ Other Networking opportunities 	<p>Survey of members -5/3/2019</p> <p>Emails, VER Website and VER Facebook Page – routinely updated</p> <p>Emails forwarded and all minutes posted on the VER Members Zone of VER website</p> <p>ORM – 23/3/2019, 28/7/2019 and 8/9/2019 Spectacular 25/5/2019</p> <p>Started to advise of local seminars – EG farming and weather events, via Facebook and website. It is however hard to become aware of events not your area</p>
<p>Meet Operating budget for the year</p>	<ul style="list-style-type: none"> ➤ Budget set and met according to Plan for the year. ➤ Activities cover costs 	<p>New Budget spreadsheet for events to be implemented by Treasurer.</p> <p>All events have paid for themselves.</p>