



AUSTRALIAN WAGYU
ASSOCIATION LTD

Executive Officer

ORGANISATION BACKGROUND

The Australian Wagyu Association is the governing body of Australia's pre-eminent beef cattle breed. The breed is in a significant growth phase and is looking to the future with enthusiasm and optimism.

The Association has a major responsibility for the development and governance of the breed. It is a highly successful association with significant financial strength. It is governed through a 10 member Council. The Executive Officer reports to the Council.

The Council has determined that it wishes to take the Association through the next vital stage of its development, and is therefore seeking to move from a part time to a full time position for the Executive Officer.

ACCOUNTABILITIES to the AWA Board::

STRATEGIC

The EO will provide input to the Council in further developing a 5 year business plan for the Association. The process of developing the plan has started and will be a major opportunity for the incoming EO to contribute to the direction of the AWA for the foreseeable future. An initial Planning Session has found that :

The Australian Wagyu Association exists in order to Add Value to the Australian Wagyu industry by finding opportunities for facilitating collaboration between members, and specifically by :

- Maintaining a rigorous, comprehensive breed registry with clear rules for inclusion and DNA records.
- Undertaking advocacy on behalf of the industry e.g. relations with governments, industry and the media.
- Protecting and building the reputation of the Wagyu brand with the consumer e.g. potentially through a certification scheme or encouraging truth in labelling in the beef industry.
- Developing genetic tools and knowledge for improving the breed e.g. EBVs, progeny testing and recessive gene disease analysis.
- Promoting and evaluating science with respect to the Wagyu industry.
- Educating and promoting the next generation of Wagyu industry leaders.

The EO will be deeply involved in writing and developing the plan as the Council and the membership synthesise their ideas on the role of the association going forward. It is possible that the AWA will endeavour to assist members in developing not only the genetics of the breed but the access to new developments in genetic testing and meat grading and other downstream systems.

The new plan will form the basis for determining the Key Performance Indicators (KPIs) for the EO in future years.

COMMUNICATIONS

The EO is expected to be the face of the association to all stakeholders. This includes other meat industry bodies such as ABRI, MLA and MSA. It also includes the media and other international bodies interested in the Australian Wagyu Industry.

Of critical importance is that the EO is available and able to communicate with the members of the association as required.

There are three key communications vehicles which are maintained by AWA. These are the website: www.AWA.org.au; the quarterly newsletter "The Wagyu News"; and the Annual Conference. The EO will be responsible for all these. There is an Editor appointed from the Council who undertakes the preparation of the newsletter.

THE BREED REGISTER

The EO will be responsible for the overall management of the extensive and unique Breed Register maintained by AWA. This is an area which can involve complex and important technical and commercial questions. The day to day management and manual data entry of the Breed Register is undertaken by a very experienced ABRI employee.

FINANCIAL

The EO will ensure strict financial controls are in place for all income, assets and liabilities of the AWA. This will involve working with the Treasurer, the Auditor and other key specialists to ensure that the accounts are maintained in a timely and efficient manner.

In particular the EO will be responsible for the collection of all fees and charges and will ensure that budgets and accounting reports are prepared as required by the Council.

ADMINISTRATIVE

The EO will provide day-to-day management of the AWA. This includes the maintenance of membership records, appropriate minutes and records of Council and General Meetings and the provision of the normal functions of a dynamic organisation such as the AWA. A significant part of this function is in fact outsourced to the ABRI.

The EO will provide executive leadership and operational direction to drive the vision and strategies of a very supportive Council.

ROLE REQUIREMENTS

- High levels of interpersonal skills – being “right at home”
- Leading from the front – “the industry spokesperson”
- Ability to communicate with members
- Working with the Council (Board) and Chairman
- Running a high profile publicity campaign – remembering the brand is “Wagyu” not the individual
- Possessing a dedicated commitment to effective management of the Wagyu industry, particularly world-class genetic improvement
- Understanding the basic statistics and scientific developments in genetics and DNA testing
- Relevant experience in business management, including financial management. This includes relevant IT skills in terms of PowerPoint, Excel, Word and database programs
- Tertiary qualifications in livestock science/agribusiness etc. will be essential

QUALITIES AND ATTRIBUTES

The EO -

- Should be dynamic and motivated
- Possess intelligence and analytical ability
- Possess communications skills at the highest level
- Should be honest and diligent

Applications in writing to the AWA Chairman, Scott Hughes email: shughes@agreserves.com
Enquiries telephone: 0428 280969.