

Background

In July 2019, we will be taking the draft ideas from the Meat Industry Strategic Plan (MISP) 2030 out to six locations across Australia. At these locations, we will seek out everyday people from across the supply chain to road-test whether the ideas in the draft strategy resonate with the challenges and aspirations of the industry at a grass roots level. Are there gaps or changes we need to make? Is it compelling enough to inspire action? Will it work?

We need to build a MISP 2030 that will help people right along the supply chain adapt to a changing future: this step will help us do that.

The goals of this phase are to:

- Visit diverse locations that paint a full picture of the Australian supply chain
- Understand each location's local context and collect the stories of individuals
- Using these stories, test whether the directions, ideas and proposals that have been designed so far are hitting the mark or not
- Adapting, clarifying and strengthening the strategy based on what we hear

This is the second last stage of our process in designing the MISP 2030. Prior to this stage we will have:

- Established a clear picture of the current state
- Created futures that give us 'goalposts' to aim for as an industry
- Designed potential high level projects that are needed to get us toward the future we want.

FAQs

Why should I come to a road-testing session?

Participation in one of the road-testing sessions will allow you to give your own views as one of the businesses involved in the Australian red meat industry, on some of the directions, ideas and proposals that have emerged from the earlier development of the draft MISP 2030. We need to know whether the issues that have been identified are the right ones, and whether the solutions are practical and will assist you.

If the future of the red meat industry is important to you, and if you want to have a say on how you and the industry can adapt to a changing future, this is a session you need to participate in.

Where will the road-testing sessions be?

We will be going to six diverse regional communities across Australia to give us good coverage across the supply chain, sectors of the industry, production systems, species and business types:

- Townsville
- Dubbo
- Albury Wodonga
- Longford
- Murray Bridge
- Albany

How will the road-testing sessions work?

We're keen to have a discussion with the businesses that contribute to, and rely upon the future prosperity of the Australian red meat industry. In each of the six regional communities we visit we will hold a focus group style event in the morning, followed by more targeted interviews in the afternoon.

In both the focus group style event and the interviews, we will step you through the directions, ideas and proposals that have emerged from the earlier development of the draft MISP 2030, and we will be seeking to get your feedback on these. The discussion might cover areas such as:

- Have the right issues been identified?
- What's missing?
- What have we got wrong?
- How do you want to see the MISP 2030 implemented?
- How do you want to see progress reported?
- How could you get involved in your local community?

Who should be involved in the road-testing sessions?

We are looking to speak to those involved day-to-day in the Australian red meat industry, from input suppliers, to producers and feedlotter, live exporters, processors, retailers etc. If their business is impacted by the prosperity of the Australian red meat industry, we are keen to talk to them and test the proposed directions and ideas.

We want to hear people's fears and aspirations for their region and red meat industry and then we want to compare and contrast these with the draft strategy ideas. The interviews allow us to more deeply understand people's stories and explore how the strategy might affect them and how it might be improved.

What is the outcome from the road-testing sessions?

To get strong feedback on the directions, ideas and proposals in the draft MISP 2030 – do they work and do they have value? This feedback will be very important in shaping MISP 2030 before it is finalised and released in October 2019.

How long are the road-testing sessions?

Focus group style sessions of up to 20 people will run in the morning for two hours. Interviews will run through the afternoon, until the end of the day. The number of interviews undertaken will vary between regions based on time taken to move between interview venues. The whole afternoon, from 12.30 to 6.00 pm is set aside for interviews in each region.

How many road-testing sessions in a day?

A full day will be spent in each region for each road-testing session. Each road-testing session consists of both a focus group style event in the morning, and a series of detailed interviews in the afternoon.

What are the road-testing session times/schedules/agendas?

A full day will be spent in each region for each road-testing session. Each road-testing session consists of both a focus group style event in the morning from 9.30 to 11.30 am, and a series of detailed interviews in the afternoon from 12.30 to 6.00 pm.

What do we do if we don't like the proposed directions, ideas and proposals that have emerged from the earlier development of the draft MISP?

Tell us - this is exactly the feedback we're looking for. We need to understand both what is and isn't supported, but also why this support is present or not – what did you like or not like, and why? This feedback will be presented to the RMAC stakeholder organisations and can support changes in content through to the final version of the MISP 2030 which will be launched in October 2019.