



Sheepmeat Industry Youth Initiative

Sheepmeat Council of Australia (SCA) is the nation's peak body representing and promoting the national and international interests of Australia lamb and sheepmeat producers. SCA is seeking an Australian sheepmeat or lamb producer (between 18-35 years of age), who is dedicated to representing and promoting the interests of sheep producers to be a founder of the Tri-Lamb group youth program.

The Tri-Lamb Group was formed to collaboratively explore opportunities to enhance the profitability of the lamb market in the United States. It is a partnership between the Sheepmeat Council of Australia, American Sheep Industry Association (ASI) and New Zealand Federated Farmers.

The partnership began in the early 2000s following a WTO dispute over US import tariffs on lamb. One of the outcomes of the process was agreement that the Australian, NZ and US sheep industries would develop a closer working relationship to gain a deeper understanding of each country's industry issues with the hope they could work together for the good of the sheep industry as a whole.

This relationship has strengthened over the years to focus on increasing consumption of lamb in US through collaborative marketing programs. Australia's message in this forum is very clear; that other protein sources such as pork, chicken and vegetarian alternatives are our competitors, not the other sheep producing countries.

Tri-lamb has several key goals, including:

- Improve demand for lamb in the United States;
- Strengthen the sheep industries in all three countries by taking whatever actions necessary to ensure that markets in each country are at a level that will be profitable for each segment of the industry, especially the producer (farmer) and feeder; and,
- Enhance export market opportunities for lamb and lamb products.

Sheepmeat Council of Australia (SCA) President and CEO will travel to the US in early 2015 for a series of meetings including:

- Tri-Lamb Group annual meeting in Reno, Nevada- 27 January 2015
- American Sheep Industry (ASI) Convention in Reno, Nevada - 28-31 January 2015
- Industry awareness tour through lamb supply chain facilities, Northern California 23-26 January

Objectives of the 2015 tour:

- Progress initiatives between the three member countries that encourage young producers to become engaged in representing industries interests
- Determine future initiatives for the Tri-Lamb group to strengthen all members' sheep industries.
- Foster relationships with US sheep industry through attendance at the ASI convention
- Review retail and foodservice outlets for Australian lamb and associated MLA marketing support programs
- Meet with US government and industry representatives, consultants and Australian government regarding trade and market access issues
- Meet with MLA business development and market access staff

In conjunction with these meetings will be the commencement of a youth initiative. NZ, Australia and the US will each have a young producer at the Tri-Lamb meeting and surrounding functions. The aim of this is to allow greater Australian involvement in discussions about youth engagement and next generation industry leadership which will be key themes of the ASI convention. It will also provide a great networking and professional development opportunity for a young Australian sheep producer.

The successful applicant must be committed to working with SCA and the Tri-Lamb group on this youth initiative throughout 2015 and 2016.

Timeline for nominations

- Nominations open: Thursday, 20 November, 2014
- Applications Close: Thursday, 4 December, 2014 at 11:59 pm AEST
- Interviews to be conducted via telephone or skype (if necessary): between 9-12 December, 2014
- Successful applicant notified: 15 December, 2014
- Depart Australia to San Francisco: 22 or 23 January, 2015
- Industry awareness tour through California and Nevada: 23-26 January, 2015
- Tri-Lamb Group meeting in Reno, Nevada: 27 January, 2015
- ASI Convention in Reno, Nevada: 28-31 January, 2015
- Depart US for Australia: 31 January, 2015

Selection criteria and details

This is a great opportunity for a young Australian sheep producer who is passionate about representing their industry to become involved in one of our biggest international markets.

The successful applicant will participate in the 2015 Tri-Lamb meeting and present to the American Sheep Industry Association on how to increase youth participation in representing producers' interests. They will be required to work with SCA throughout 2015 and 2016 to build the youth program of the Tri-Lamb group.

This is a great personal development opportunity for a young Australian working in the sheep industry and chance to build their leadership capability.

Selection criteria

- Be aged 18- 35 (as December 1, 2014)
- Be passionate and /or involved in representing and promoting the interests of the sheepmeat producers
- Currently working in the sheep industry (either on-farm or in another capacity)
- Have a valid Australian passport
- Complete the application form
- Provide a CV that includes their work history and education.
- Be able to travel to the US from 22-31 January 2015
- Be willing to work with SCA on future youth initiatives for the sheep industry

Judging: A panel of judges selected by the Sheepmeat Council of Australia and Meat and Livestock Australia will undertake the selection process.

Deadline: Nominations close December 4, 2014 at 11:59 pm AEST. The winner will be selected and notified no later than December 15, 2014.

Submissions: Submission should be addressed the CEO, Sheepmeat Council of Australia via email sca@sheepmeatcouncil.com.au

Application Form available on the SCA website www.sheepmeatcouncil.com.au

For additional information please contact Kat Ferme 0417 808 486

Terms and Conditions

1. The promoter is the Sheepmeat Council of Australia.
2. There is no entry fee and no purchase necessary to nominate.
3. Route to entry for the competition and details of how to enter are available via the Sheepmeat Council of Australia website www.sheepmeatcouncil.com.au
4. Closing date for entry will be 11:59 (AEST) December 4, 2014. After this date no further entries to the competition will be permitted.
5. No responsibility can be accepted for entries not received for whatever reason.
6. The promoter reserves the right to cancel or amend the competition and these terms and conditions without notice. Any changes to the competition will be notified to entrants as soon as possible by the promoter.
7. The promoter is not responsible for inaccurate details supplied to any entrant by any third party connected with this competition.
8. No cash alternative will be offered and transfers to alternative dates or applicants are not permitted.
9. The successful entrant will be awarded registration, travel, and expenses to the 2015 Tri-Lamb group meeting and 2015 American Sheep Industry Association conference. All air travel must be booked 30 days in advance of the event.
10. Successful applicant will be chosen by a panel of judges appointed by the Promoter.
11. The successful applicant will be selected and notified no later than December 15, 2014. If the applicant cannot be contacted or does not claim the prize within 7 days of notification, we reserve the right to withdraw the award and select a replacement applicant.
12. The promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into.
13. By applying, an entrant is indicating his/her agreement to be bound by these terms and conditions.
14. The successful applicant agrees to the use of his/her name and image in any publicity material. Any personal data relating to the applicant or any other entrants will be used solely in accordance with current data protection legislation and will not be disclosed to a third party without the entrant's prior consent.