



## Annual Update 2016/17







DataGene is an independent, industry-owned organisation that delivers world-class herd improvement products and services to Australian dairy farmers and their service providers. Our members include leading herd improvement service providers, genetics suppliers, breed associations and peak dairy industry organisations.















































## Table of contents

Chair's report	4
CEO's report	5
Solutions for herd development	6
Achievements 2016/17	8
Genetic Evaluation Services	8
Software and Data Services	9
Service Culture	11
DataGene Board	12
DataGene Standing Committees	14

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## Chair's report

DataGene's first 12 months of operations have been both challenging and exciting and it has been a privilege to be involved in a new way of collaborating with the herd improvement industry.

During the first six months, we combined the start-up phase of a new company with the acquisition of Mistro Centre and ADHIS. We also welcomed 15 new members, recruited four board members and held our first AGM. Since then, another four organisations have joined Datagene, bringing our total membership to 22. I am delighted to report that our membership base represents a wide range of organisations in Australia's dairy herd improvement field, including most of the major players. At the same time, we have established new stakeholder relationships, maintained existing ties and continued to provide ongoing services while developing new ones.

DataGene's full board was established at our first AGM last December. The board has operated very effectively as a group committed to delivering products and services to our members and industry. We have developed a strategic plan and an annual operating plan with the management team, and worked through the financial implications of these. We have overseen the development of DataGene's budgets, being careful to contain costs while ensuring our deliverables add value to our clients.

DataGene members have received a detailed report of DataGene's financial performance for the 2016/17. In summary, we effectively met budget for income and kept costs below budget by driving efficiencies through the business and rationalising our expenditure. However, we have budgeted for a deficit next year as we continue to invest in our projects and build our platform and capability for future developments. DataGene is in a strong financial position, thanks to our clients and our funders, primarily Dairy Australia.

During the first half of 2017, we established the Genetic Evaluation Standing Committee with a broad membership that connects us well to our stakeholders. The Data Governance group has considered a number of issues relating to how we manage, store and exchange data. These groups ensure that our stakeholders have direct involvement in our planning and prioritisation, and take decisions in their domain areas. We are operating in the spirit DataGene was created with: collaboration and transparency.

We were pleased to deliver two new products into the market this year: HerdData and the Herd Test Dashboard. These have been well received and we look forward to developing these tools further. The year has also seen progress with the development of two major infrastructure projects: the new platform Genetic Evaluation System and the Central Data Repository with both systems scheduled for delivery in the 2017/18 financial year. Both systems (or better said, the integrated system), will change the way DataGene conducts its business and meets the needs of its clients. We look forward to moving from development to service delivery in the next few months.

Over the coming years, we expect to implement the fantastic research coming out of our partners at DairyBio, including work on health traits and further improvements in the reliability of our breeding values. Our national reference herd, Ginfo, is set to expand to 200 herds by 2020 and will see the collection of new phenotypic data sources. We will continue to develop DataGene Centre software and work with our customers to improve their user experience and their ability to serve their clients. In 2018/19, we will begin the next National Breeding Objective review, with an eye on implementing any changes in 2020. This will help ensure that we provide our clients with the help they need to breed cows suited to their future needs.

In summary, our first year has seen us deliver new products and create the foundation for future innovation. The next few years will see us build on this with your help and deliver smarter and better tools for our stakeholders. I would like to take this opportunity to thank our stakeholders for their support, our funders for their generosity, our clients for their continued collaboration and our farmers for their contribution of levy, time and data.



Ross Joblin Chair DataGene

Ross Joblin Chair DataGene

## CEO's report

Two of the key drivers for establishing DataGene were the recognition that the herd improvement industry could collaborate more effectively on common goals and that a client-focussed service culture was needed to deliver better value to investors, service providers and farmers. DataGene has responded to these two drivers and I would like to illustrate this by talking about two important projects that DataGene is involved in: ImProving Herds and MIR for Profit.

ImProving Herds was set up to describe the impact of herd improvement on farm profit. This three-year, multi-million dollar project is primarily funded by the Gardiner Foundation, with additional support from Dairy Australia and Agriculture Victoria. It is the first of what we hope will be many collaborative projects with partners from herd improvement service providers, such as the National Herd Improvement Association (NHIA) and Holstein Australia.

Early results show high genetic merit animals contribute between \$150–250 more profit annually than their lower genetic merit herdmates. ImProving Herds has also demonstrated the many ways that farmers can use their milk recording results. It will also demonstrate how genomically testing females can improve farm management decisions.

As ImProving Herds enters its implementation stage, DataGene and the project collaborators will work with industry and Dairy Australia's Regional Development Programs to embed the 'herd improvement = profit' message in industry communications and planning.

MIR for Profit is another project that exemplifies DataGene's collaborative approach. It is primarily funded by the Federal Government through its Rural R&D for Profit and contributions from Dairy Australia and NHIA. It has the potential to expand information generated from milk recording to provide insights about the health and nutrition status of individual animals and the herd as a whole.

Mid Infrared (MIR) technology offers the opportunity to screen milk recording samples for information about production, feed efficiency, fertility, health and longevity. This data could also be used to improve genomic breeding values or to develop new genomic breeding values. This technology is already being used in a similar way overseas, so our project focusses on applying the technology and prediction equations within Australian production systems.

MIR for Profit has delivered enormous value from involving its stakeholders throughout the project lifecycle. Throughout the project, DataGene has helped to organise annual industry workshops with stakeholders to report on progress to date and invited guest speakers from overseas to share their experiences of the application of the technology for the dairy industry. This will enable the industry to deliver better service to our clients.

From the outset, we built into the project communication and evaluation mechanisms to enable stakeholders and funders to know how the findings will be disseminated and how their impact will be monitored. This approach gives confidence to funders that their investment delivers the results they expect. It's a smarter way of working together.

MIR for Profit is a good example of DataGene's commitment to deliver products and services that help farmers make better decisions. By using a milk sample already collected to provide new decision support tools, MIR for Profit adds value to an existing service and gives herd test centres another tool to help clients.

DataGene will focus on key deliverables for 2017/18. Our highest priority is completing the development of the new Genetic Evaluation System and the Central Data Repository. Other priorities include the introduction of new breeding values for gestation length and heat tolerance; the establishment of two more Standing Committees; and regular two-way communication with stakeholders.

I would like to take this opportunity to thank my staff for all their efforts in our first year of operations. It has been a challenging time for them and I value their hard work and commitment. I look forward to continuing the journey with them, and with you. I look forward to reporting to you in 12 months on how we have delivered value to our members through a range of initiatives and projects. And I look forward to describing how we have continued to change the culture within our industry and within DataGene to focus on delivering products and services that drive profitability for our industry.



Matt Shaffer Chief Executive Officer DataGene



Peter Nish (TasHerd), Michelle Bratty (NHD), Stuart McRae (Hico) and Nick Brasher (FarmWest) at the MIR for Profit project workshop held in June.

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Matt Shaffer Chief Executive Officer DataGene

# Solutions for herd development

#### About DataGene

DataGene is responsible for driving genetic gain and herd improvement in the Australian dairy industry. Its key activities are research, development and extension. Established in July 2016, it brings under the one umbrella many 'pre-competitive' herd improvement operations, such as genetic services, software for genetics, herd testing and herd recording, data systems and herd test standards.

DataGene is owned by the industry, with foundation members being Dairy Australia, Australian Dairy Farmers and the National Herd Improvement Association of Australia (NHIA). Over the past 12 months, another 18 herd test centres, genetics suppliers and breed associations have joined as members.

### Vision

DataGene enables farmers and industry to maximise profit through data-driven decisions.

#### Mission

DataGene delivers world-class genetic evaluation, software and decision-making tools to enable Australian farmers to improve their herds and maximise their profit through data-driven decisions and innovative industry services.

#### Strategic relationships

DataGene has four key strategic relationships:

- 1. **Dairy Australia**, which is the primary funder of DataGene. It is also a client, with DataGene developing software solutions, such as updates to the Fertility and Mastitis Focus Reports, to Dairy Australia.
- 2. Australian Dairy Farmers (ADF), which ensures DataGene's priorities and activities reflect the priorities of Australian dairy farmers. ADF is also a strong public advocate for herd improvement.
- 3. National Herd Improvement Association of Australia (NHIA), which collectively represents its members, many of which are also members of DataGene. Our relationship with these members is essential in the development pipeline for new products and services.
- 4. Victorian Government. The Department of Economic Development, Jobs, Transport and Resources (DEDJTR) is an in-kind contributor to DataGene in terms of providing overhead costs for some of the Genetic Evaluation team. It is also a client for DataGene for some projects, a user of DataGene data and a strategic partner in its provisions of research outcomes via DairyBio.

# Solutions for herd development

#### Strategic priorities

DataGene's activities are managed within three strategic priorities:

- 1. Genetic Evaluation Services
- 2. Software and Data Services
- 3. Service Culture

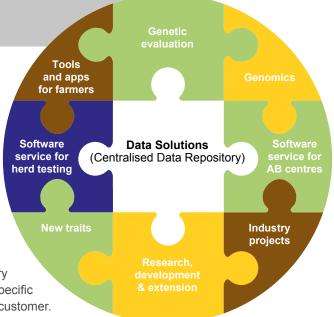
Pages 8 to 11 present achievements in each Strategic Priority.

### Products and services

DataGene products and services are delivered to Australian dairy farmers either directly or via third parties. Fees are charged in specific cases where there is a direct economic benefit to the individual customer. Some products and services are not charged.

Products and services delivered directly	Fee for service
Good Bulls Guide and App	×
Website (information and data)	×
ABV(g) reports to service providers	$\checkmark$
Bull proofs to bull companies	$\checkmark$
Project management services to industry organisations	$\checkmark$
Centre and inventory software to service providers	$\checkmark$
Software development services to industry	$\checkmark$

Products and services delivered through third parties	Fee for service
HerdData App (via herd test centres)	$\checkmark$
Herd Test Dashboard (via herd test centres)	x
Genetic Progress Report	×
Extension messages (via Regional Development Programs)	×



## **Strategic Priority 1: Genetic evaluation services**

Providing world-class genetic evaluation services drives genetic gain and allows farmers to breed more profitable cows. DataGene is focussed on:

- increasing the reliability of Australian Breeding Values (ABVs)
- · improving service delivery
- · increasing the uptake of services by farmers and industry.

The newly-formed Genetic Evaluation Standing Committee gives industry direct influence over genetic evaluation policies and priorities for future development (refer to page 14).

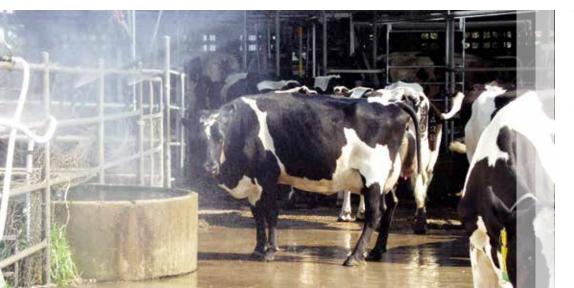
DataGene introduced a third public ABV run in December 2016. This is in addition to the routine runs in April and August. The December ABV run saw the use of a new 'test day' model for the calculation of production ABVs for Holstein and Jersey breeds. This model increased the reliability of production ABVs. It followed the successful implementation of the test day model for Ayrshire, Brown Swiss, Illawarra and Aussie Red breeds in April 2015.

The research and development program is on schedule for the delivery of new and updated ABVs in 2017/18, including Heat Tolerance ABV, genomic ABVs for Calving Ease and Gestation Length and the introduction of monthly ABV runs for herd improvement companies.

From May 2017, DataGene provided a 'private release' of the genomic-based Heat Tolerance ABV in anticipation of public release in the future. A 'private release' process gives the herd improvement industry early experience with the ABVs for new traits and the opportunity to provide feedback to DataGene before the ABVs are finalised and incorporated into marketing materials.

#### Key deliverables

- ✓ Introduction of December ABV run
- ✓ Private release of Heat Tolerance ABV
- ✓ Updated test day model for Holsteins and Jerseys
- ✓ R&D for delivery of new and updated ABVs in 2017/18



The Heat Tolerance ABV has been provided to the herd improvement industry since May 2017. Due for public release in 2017/18, it will enable dairy farmers to breed for improved heat tolerance.

## **Strategic Priority 2: Software and data services**

DataGene provides software and data services to a range of internal and external clients. These services are ultimately designed to enable farmers and service providers to make better, more timely management decisions. DataGene is focused on:

- · building and maintaining data systems infrastructure
- · developing and maintaining industry solutions.

#### Tools for easier decisions

Two new tools for farmers were launched at the Herd 17 conference in March 2017: HerdData and the Herd Test Dashboard.

HerdData is a smartphone app that makes it easy for farmers to enter or access herd records from a mobile device, in the paddock or at the dairy. The app itself is free but a fee applies for the synchronisation of data between the app and herd management software. At 30 June 2017 there were more than 100 paid HerdData subscriptions, which is twice the sales target for the first four months on the market.

The Herd Test Dashboard is a free report for dairy farmers who herd test. It provides a herd level summary focussing on indicators for acidosis/ketosis, mastitis and recalving. While some of this information has been available in individual cow reports, the Dashboard enables farmers and their vet or nutritionist to monitor trends across the herd. It includes alerts that enable farmers to intervene before clinical signs are observed. Uptake of the Dashboard by herd test centres has been enthusiastic, with all centres offering it by 30 June 2017.

Over the summer of 2016/17, DataGene hosted three students from Monash University's Industry Team Initiative in collaboration with the Gardiner Dairy Foundation. This program is designed to give engineering and IT students 'real world' experience in developing solutions for industry-specific challenges. Students conducted a proofof-concept investigation into the use of a smart phone or tablet for data capture: specifically, a voice-recorded AI docket, type classification using photography or videography and body condition scoring. The voice-recorded AI docket showed strong potential and is likely to be further developed into a fully-featured app.

Priorities for 2017/18 include the development of tools arising from the ImProving Herds project, such as an interactive tool that assesses the impact of different sire selections on herd genetic merit and a tool to help farmers determine the value of genotyping heifers in their herd.





"The HerdData app has made record keeping and herd management quick and simple – I don't know how I farmed without it."

Kevin Locket, who milks 165 Holstein, Jersey and crossbred cows at Neerim North, Victoria.

#### Genetic services

DataGene provides a range of direct genetic services to herd improvement companies, including:

- · Bull registration on the National Artificial Breeding Sire Identification Scheme (NASIS)
- Genomic testing
- · Preliminary Breeding Values
- · Daughter progress reports
- · Workability scores.

From July 2016, DataGene introduced a fixed-fee schedule for the provision of services to genetics suppliers. This resulted in a significant increase in their use of data and genetic services, particularly in the number of genomically-tested and NASIS-registered bulls.

Commercial genomic testing has steadily increased since 2012/13. The number of genomically-tested females has increased twenty-fold since the commercial service was introduced, despite the tough financial conditions faced by Australian dairy farmers in recent years. The trend reflects the increasing number of dairy farmers testing calves to guide breeding decisions. Genomic testing by industry projects varies by year, reflecting the research priorities in establishing and expanding the female genomic reference population. This population continues to grow each year through the Dairy Australia funded Ginfo project. 2016/17 also saw a slight increase in the amount of workability data collected through herd test centres, which supports the reliability of workability ABVs.

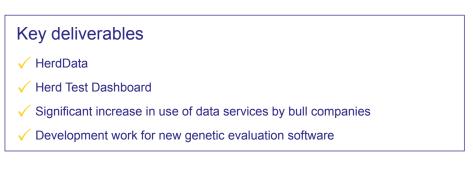
There is growing acceptance by the Australian industry and producers of the Balanced Performance Index (BPI), Health Weighted Index (HWI) and Type Weighted Index (TWI) introduced in 2015. Each ABV release sees increased use of these indices in marketing materials produced by genetic suppliers.

## Systems upgrades (GESNP and CDR)

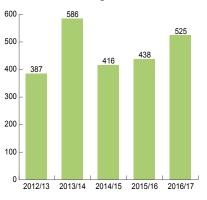
Development of the genetic evaluation software new platform (GESNP) continued throughout 2016/17. This platform will replace the ADHIS platform that was built more than 30 years ago. It will be one of the first ways DataGene delivers on its promise by enabling faster release of new breeding values, easier interaction with DataGene's systems, smarter tools for farmers and better provision of services.

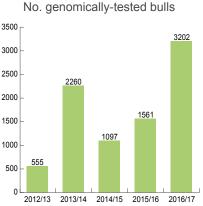
Development has also begun on a Central Data Repository (CDR). Once developed, this important industry infrastructure will enable single entry, multi-use data entry. This project has been on the industry's 'to do' list for many years. Development has been on budget and delivery is scheduled for later in the 2017/18 financial year for both of these critical infrastructure items.

Priorities for 2017/18 include the implementation of the new genetic evaluation software and the delivery of the first phase of the Central Data Repository.



No. NASIS-registered bulls







No. genomically-tested cows



Workability data



## **Strategic Priority 3: Service culture**

This priority underpins the delivery of DataGene's services to industry (Strategic Priorities 1 and 2). DataGene is focused on:

- · developing and maintaining internal systems and controls
- · developing a high-performing team
- · communicating with stakeholders.

As 2016/17 was DataGene's first year of operations, a significant proportion of time and resources was directed into Strategic Priority 3.

#### DataGene board

One of DataGene's first tasks was the establishment of a skills-based board. A foundation board oversaw DataGene's governance from July 2016 until the full board was elected at the first annual general meeting on 16 December 2016. Refer to page 12 for directors' biographies.

#### Incorporation of MISTRO Centre

One of DataGene's first tasks was to incorporate the functions of MISTRO Centre, which was acquired from Hico effective from July 2016. MISTRO Centre provided the software underpinning most herd test centres. This service continues under the new name of DataGene Centre.

#### Incorporation of ADHIS

In November 2016, DataGene acquired the operations and staff of the Australian Dairy Herd Improvement Scheme (ADHIS) from Australian Dairy Farmers. DataGene continues to offer the genetic evaluation and project management services previously provided by ADHIS.

#### A new way of operating

As part of the transition to DataGene, a key focus has been on creating a culture of client service. This has been visible through the creation of the Genetic Evaluation Standing Committee and the Data Governance Group where stakeholders work with DataGene on policy, priorities and direction. The increasing communication with stakeholders also demonstrates the commitment of DataGene to working with its clients in a transparent and collaborative manner.

#### Herd 17

DataGene collaborated with Dairy Australia, NHIA and Holstein Australia to run Herd 17, the biennial conference for the herd improvement industry. Herd 17 attracted more than 200 registrations, including herd improvement service providers (51%), farmers (26%) and other industry representatives. Seventy three percent of participants rated the program as 'very interesting' or 'excellent'.

#### Key deliverables

- ✓ Incorporation of Mistro
- ✓ Incorporation of ADHIS
- ✓ Formation of DataGene board
- ✓ DataGene membership
- ✓ Genetic Evaluation standing committee
- 🗸 Herd 17

## DataGene Board

DataGene is governed by a skills-based board. Members are elected based on their knowledge and experience in dairy, herd improvement, finance and governance. The board must always include three directors with direct expertise in dairy farm management. The inaugural Board comprised three Directors nominated by Dairy Australia, Australian Dairy Farmers and the National Herd Improvement Association of Australia. After an open call for nominations, four additional directors were appointed at the AGM in December 2016. Directors are entitled to serve a three-year term and up to three consecutive terms (i.e. nine years). The ongoing rotation of Directors will ensure the ongoing refreshment of skills and experience on the board.

#### **Ross Joblin**

#### LLB (Hons), Dip Corporate Management, FAICD, FCIS Dairy Australia-nominated Director and Chair

Ross Joblin was a member of Dairy Australia's senior management team from 2010 to 2017. As Group Manager Business Operations, he was responsible for strategic planning, finance, issues management, corporate communications, human resources, IT and legal affairs. Prior to joining Dairy Australia, Ross held a range of roles as a corporate lawyer and senior management, corporate strategy, mergers, acquisitions, start-ups and human resources. Ross has also worked with a number of industry boards in the areas of board governance and effectiveness.

#### John Harlock

#### FAICD

#### ADF-nominated Director

John and Shirley Harlock own and operate a 400-head dairy farm in Warrnambool, Victoria. As both a dairyfarmer and the former chair of Genetics Australia, John has a sound understanding of the herd improvement industry and the benefits that can be derived from improved genetics. John has served on numerous dairy industry boards and committees, including Warrnambool Cheese & Butter Company, Western Herd Improvement, Warrnambool Co-operative Society and United Dairyfarmers of Victoria.

#### Graeme Gillan

#### NHIA-nominated Director

Graeme Gillan is chair of the National Herd Improvement Association of Australia (NHIA) and CEO of Holstein Australia. His involvement with dairy herd improvement spans more than 45 years, and several leading Australian genetics companies. Over this time Graeme has been involved at the coal face of herd improvement innovations including expanding the sources of genetics, the introduction of computerised mating programs and increasing the gene pool of the Jersey breed in the 1990s, overseas investment in Australian genetics in the 2000s and the promotion of genomics since 2010. He is passionate about the industry's role in influencing priorities for research, development and extension programs, to ensure genetics continues to deliver value to Australian dairy farm businesses.

#### Lucinda Corrigan

#### B.Sc.Ag.(Hons), FAICD Director

Lucinda and her husband run 3,500 performance-recorded Angus cattle based at 'Rennylea' in the NSW Murray Valley near Albury. Over the past 30 years, they have developed one of Australia's leading genetics businesses via the dedicated use of Breedplan for genetic improvement and a highly accurate database of phenotypes and genotypes. Lucinda has lengthy experience in governance, business management, marketing, research and innovation via executive roles within the textile industry and as a director with the Graham Centre for Agricultural Innovation, four Cooperative Research Centres and Meat & Livestock Australia. In 2007, Lucinda received the Helen Newton Turner Medal from the Association for the Advancement of Animal Breeding and Genetics in recognition for her contribution to animal breeding and genetics.



#### Simone Jolliffe

BRurSc, AICD Director

Raised on a beef property and completing a Bachelor of Rural Science, Simone had a lifelong interest in in animals, genetics and their production potential long before she joined her husband in the dairy industry. Together they milk about 250 cows near Wagga in NSW. Simone has held a range of industry roles at the local, state and national level over many years. They include the Australian Dairyfarmers and Dairy NSW boards and the NSW Primary Industry Minister's Advisory Council. She has also been actively involved in local Holstein Australia committees and a variety of community organisations. The DataGene board: back row from left: James Smallwood, John Harlock, Ross Joblin, Craig Lister, Matt Shaffer (CEO). Front row: Simone Jolliffe, Graeme Gillan, Lucinda Corrigan and Emma Braun (Company Secretary).

#### **Craig Lister**

#### BBusMan(AgMan) Director

Craig Lister is a dairy farmer and Holstein breeder from Calivil, Northern Victoria. Craig is currently Chair of the ImProving Herds project steering committee and is a former director of Murray Dairy and Chair of the Murray Dairy industry steering group. Craig has very strong financial analysis, data interpretation and strategic planning skills. He holds a Bachelor of Business (Agricultural Management), backed up by experience in agricultural consulting, industry research and development projects and his own farm business. Craig is an advocate for the on-farm application of genetic evaluation and livestock improvement technologies. His herd currently ranks in the top 10 in Australia for Balanced Performance Index (BPI), the genetic merit index for profit.

#### James Smallwood

#### BAgSc Director

James is General Manager of ABS Australia, one of the leading suppliers of genetics to the Australian dairy industry. Before joining ABS in 2013, James and his wife owned and operated dairy farms in New Zealand and he also performed consultancy roles off-farm. Graduating with a Bachelor of Agricultural Science from Massey University in New Zealand, James has lengthy experience in international agribusiness, management and farm management via roles with Promar International and Meat & Wool New Zealand.

# DataGene Standing Committees

DataGene's governance structure allows the use of standing committees to guide its priorities and programs. These committees are not simply advisory bodies, but exercise authority as delegated by the Board in areas of industry policy and guidelines.

These committees comprise individuals from within the dairy industry and herd improvement sector who possess relevant skills and experience. Standing Committee members are nominated by stakeholders and appointed by the board. Each standing committee is chaired by a member of the DataGene board and includes at least one member of the DataGene management team.

Their brief is to operate in a transparent manner, consult widely with stakeholders, represent all sectors of the industry, provide communication back to stakeholders and work towards outcomes that are in the common interest and will provide win-win solutions. If necessary, they may recommend the formation of task forces to deal with specific technical issues.

The Genetic Evaluation Standing Committee was established in 2017. Two additional standing committees will be created in the future: the Data and Services Standing Committee and the Herd Test and Animal Recording Standing Committee.

### Genetic Evaluation Standing Committee

The Genetic Evaluation Standing Committee provides advice and recommendations to the DataGene board on specialist matters in relation to genetic evaluation and related technologies. It meets two or three times per year.

The Genetic Evaluation Standing Committee was established in February 2017. Members of the inaugural Standing Committee were nominated by NHIA, DataGene, DairyBio and Dairy Australia per its terms of reference. Members at the first meeting were:

- Rohan Butler (Holstein Australia)
- Graeme Gillan (DataGene Board)
- Christian Hickey (NHD)
- Vaughn Johnston (Semex)
- Craig Lister (DataGene Board)
- Jane McLennan (Dairy Australia)
- Bruce Ronalds (ABS)
- Jennie Pryce (DEDJTR)
- Peter Thurn (Genetics Australia)
- Rohan Sprunt (Jersey Australia member)
- DataGene staff.

Further nominees from Australian Dairy Farmers will follow.

The first meeting endorsed the proposed terms of reference and the 2017 ABV run schedule. The meeting reviewed and made decisions on two genetic evaluation policies:

- · No changes to the ABV base will occur until 2019
- The immediate removal of historical correction factors.

The Standing Committee reviewed progress on Type, Heat Tolerance and Residual Survival ABVs. It also received an update on the development of a five-year genetic evaluation plan. Priorities were discussed and the improvement of Type ABVs was confirmed as the highest priority behind routine tasks and the development of new genetic evaluation software.

# DataGene Standing Committees

#### Data and Services Standing Committee

The Data and Services Standing Committee will provide advice and recommendations to the DataGene Board on specialist matters in relation to opportunities for new tools and services that help farmers to make data-based decisions. Its first meeting is scheduled before the end of 2017.

## User groups

User groups provide an additional level of industry consultation. Each group comprises a small number of active users of a specific DataGene software product or tool. Their role is to ensure a better alignment of resources to fulfil user needs and to identify and prioritise refinements and improvements to DataGene software products or tools. User groups meet once a year or more often if needed. In the future, user groups are likely to be formed for DataGene Centre software, HerdData and others as required.

## Data Governance Group

The Data Governance Group is a technical group that develops the policies and processes for the use and sharing of data. This will be especially crucial as the Central Data Repository (refer to page 10) becomes operational. The Data Governance Group also makes detailed technical decisions about the way data is handled, presented and disseminated to industry.

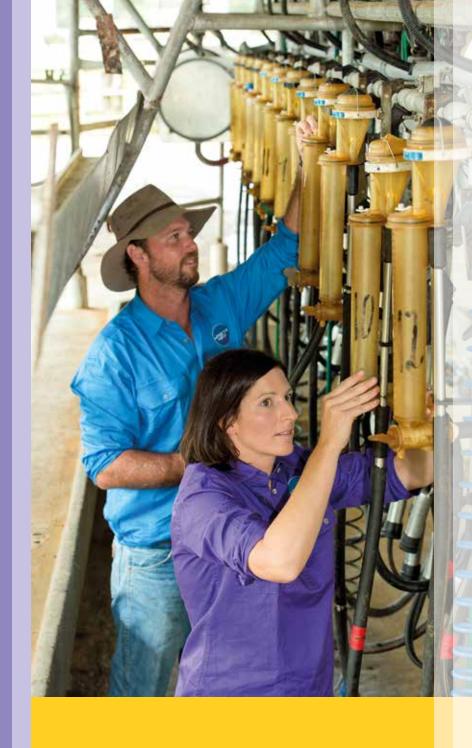
The Data Governance Group was formed and met several times in 2016/17.

Members of the Data Governance Group include:

- Nick Brasher (Farmwest)
- Rohan Butler (Holstein Australia)
- David Chandler (Easy Dairy)
- Sue Gow (Hico Australia)
- Tim Humphris (dairy farmer)
- John Leddin (SCR Dairy)
- Lyn McGrath (NHD)
- Peter Nish (Tasherd)
- Geoff Potts (Dairy Express)
- Bruce Ronalds (ABS)
- David Beggs (Dairy Data)
- Julian Bentley (Dairy King)
- DataGene staff.



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