



OBJECTIVES

The Australian Galloway Association and its Future

1. Increase the Association's membership base.
 - Seedstock
 - Commercial
2. Increase the numbers of Galloway and Galloway cross cattle in the industry.
 - Seedstock (inventory)
 - Commercial
3. Ensure resources are adequate to meet the present and future needs of the Association.
 - Financial resources
 - Human resources
 - Information resources
4. To conduct the affairs of Association according to professional standards.

Information Flow

1. Increase the two way flow of information between The Committees and Members.
 - Document The Committee's decisions and adequately communicate these to Members
 - Encourage Members to respond to The Committees regarding all facets of the Association
2. Create an environment in which Members feel optimistic about the future of the Association and of the Galloway breed.
 - Climate of mutual interest
 - Codes of behaviour

The Needs of Members and their Clients

1. Product development.
 - Demonstrate the attributes of Australian Galloway Cattle
 - Provide an appropriate product for the Australian and International Beef Industries
 - Quality assurance
2. Market development.
 - Enhance market penetration of Galloway and Galloway influenced cattle
 - Advertising
 - Industry alliances

PO Box 42, Westbury TAS 7250

Ph/Fax: 03 6393 2866

Email: office@galloway.asn.au Web: www.galloway.asn.au

Reg No. A0036859L ABN 57 665 606 727



**AUSTRALIAN
GALLOWAY
ASSOCIATION**

3. Provide a facility to improve the Galloway breed.
 - Association sponsored Performance Recording
 - Cooperative research ventures
 - Education
 - Literature
4. Facilitate alliances with other breed societies.
 - Galloway
 - Non Galloway
5. Satisfy the human needs of all participants.
 - Social
 - A feeling of belonging
 - A sense of the usefulness of their efforts

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