

# MISSION STATEMENT

*To achieve a dynamic and successful Association that concentrates its resources around a unified plan and consistently meets the needs of its members and their clients.*

## OBJECTIVES

### **The AGA 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