



Strategy

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1. INTRODUCTION

The growth and sustainability of the dairy industry value chain as a major contributor to the Australian economy, relies on the ability of dairy manufacturers to be market leaders in a globally competitive environment

The principal objective of Dairy Innovation Australia Limited is to enhance the global competitiveness, innovation capacity and market responsiveness of its dairy company members and the dairy industry as a whole.

Dairy Innovation Australia Limited (DIAL) is an innovation hub for dairy manufacturing research and development. It provides its members and the wider Australian dairy industry with access to a world class, responsive and cost effective innovation capability, both within its own organization and through its extensive national and international research networks. DIAL creates an integrated Australian dairy manufacturing R&D effort.

Dairy Innovation Australia Limited was established in 2007 by members of the Australian dairy industry as a not-for-profit company limited by guarantee. The company is both funded and led by industry. Membership represents companies that process over 72% of the milk in Australia and 65% of all manufactured dairy products as well as companies committed to funding dairy research.

DIAL Full Members	DIAL Portfolio Members	Dairy Health & Nutrition Consortium Members
Bega Co-operative Burra Foods Challenge Australian Dairy Dairy Australia Gardiner Foundation Murray Goulburn Cooperative Tatura Milk Industries Warrnambool Cheese & Butter Factory	National Foods Parmalat Australia	Dairy Australia Fonterra Gardiner Foundation Murray Goulburn Cooperative Parmalat Australia Tatura Milk Industries Warrnambool Cheese & Butter Factory

The Board of Dairy Innovation Australia Limited sets the strategic direction for the company and comprises leaders drawn both from the dairy industry and Australian industry as a whole.

The executive management team comprises a balance of science and management leaders who direct and deliver the strategic plan. Their goal is to mine and support research excellence, to develop capability and to create strategic opportunities for members to develop and commercialise innovative products and processes.

Small teams of highly qualified scientific staff skilled in process engineering and design, food science, dairy technology, health and nutrition, and microbiology lead focussed programs of discovery and delivery in collaboration with industry members and research providers.

Key features:

- Owned and controlled by the Australian dairy industry
- Firmly focused on the commercial needs of the Australian dairy industry
- Delivering a portfolio of future-oriented, pre-competitive, collaborative industry projects
- A centralised core capability with world-class strategic science and technology partnerships

Key outcomes:

- Consistent, healthy and safe, and internationally competitive dairy products
- New sustainable processes and profitable product options for dairy manufacturers
- World-class innovation capability and resources and
- Reliable supply of starter cultures.

2. VISION, MISSION & VALUES

a. VISION

An innovative, internationally competitive, profitable and environmentally sustainable dairy manufacturing industry

b. MISSION

Dairy Innovation Australia Limited will catalyse the discovery and delivery of innovative dairy products and processes for the Australian Dairy Industry

c. VALUES

- **Leadership** – using foresight, initiative and agility to provide industry relevance and timely research delivery
- **Partnership** - developing and supporting teamwork between members of the dairy industry supply chain and between research providers, both nationally and internationally.
- **Excellence** – striving for the highest standards in research, implementation and practice
- **Innovation** –creating, encouraging and developing new thinking
- **Integrity** – employing integrity while delivering industry growth.

3. STRATEGIC MAP

