



# 5-year business plan

2019-2024

DataGene has updated its 5-year business plan which was originally prepared in 2015 when the organisation was formed. This plan is aligned with the industry's Herd Improvement Strategy, which was also updated in early 2019.

DataGene's vision and mission remain unchanged, however the strategic priorities have been aligned to better reflect DataGene's roles in the industry.

## Vision

DataGene enables farmers and their 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 profits through data-driven decisions and innovative industry services.

## Strategic pillars

DataGene has four strategic pillars:

1. Improved decision making from data
2. Increased animal performance through herd improvement
3. Improved animal performance from R&D
4. Improved and diversified services.

These priorities set the key activities for our Annual Operating plan.

## Data-driven Decisions

DataGene manages the Central Data Repository (CDR) and DataVat on behalf of the Australian dairy industry. Combined they offer new opportunities for improved decision making from data. The CDR is the IT infrastructure that connects data from a variety of external sources. DataVat is the web portal that allows for customised secure access to various reports, tools and resources that draw upon data in the CDR and information from the genetic evaluation system. This strategic pillar also includes Ginfo, the

industry's national reference data set of genetic information. Ginfo includes genotypes (DNA) and phenotypes (performance information) which underpins the reliability of Australian Breeding Values (ABVs) and indices.

Priorities for 2019-2024 include:

- Develop and support new decision tools
- Expand and secure data from a variety of sources
- Drive and support industry innovation

## Animal Performance

Genetics contributes about 30% of production gains on Australian dairy farms. DataGene's genetic evaluation system underpins these gains. A key goal is to increase the number of farmers breeding replacements from Good Bulls and using Australian Breeding Values and indices to make breeding decisions.

Priorities for 2019-2024 include:

- Increase reliabilities
- Improve service delivery
- Increase farmer and industry service uptake
- Increase the number of genomically tested females.

## Herd Improvement R&D

Genomics and other technological advances present opportunities to improve animal performance through herd improvement R&D. DataGene's main strategic priority is to increase the rate of genomic testing of females in the Australian dairy population. The data collected by the Central Data Repository (CDR) and Ginfo will enable the development of breeding values for traits that are difficult to measure, such as health traits and enable the industry to use new technologies such as MIR.

Priorities for 2019-2024 include:

- Deliver new health breeding values
- Use genomics and other technology (MIR) to predict future performance

## Service Provision

DataGene needs to be continually improving and diversifying its services to fulfil its vision of enabling farmers and their industry to maximise profit through data-driven decisions.

Priorities for 2019-2024 include:

- Build and maintain DataGene and industry infrastructure
- Develop and maintain industry solutions
- Establish new revenue streams

# Annual operating plan

## 2019-2020

DataGene's activities for 2019-20 reflect a transition from DataGene operating in a start-up phase with a focus on delivering large infrastructure projects to a more mature business; delivering industry services while expanding the data governance, data sources and functionality of DataVat.

The current operating environment is influenced by domestic and overseas issues. Australian seasonal conditions are affecting on-farm production and costs. Globally, advances in genomics are affecting all DataGene's stakeholders: breed societies, bull companies, herd test centres and data providers.

## Data-driven decisions

- Establish a solid, industry-level data governance framework.
- Data from Herd Test Centres, Breed Societies and prioritised software & dairy automation companies integrated into DataVat.
- Deliver a redeveloped HerdData App, Phase II of Fertility Focus Report and new reports for Herd Test Centres.
- Collaborate with industry partners to develop new decision support tools utilising DataVat.

## Animal Performance

- Launch and/or renew breeding values for Genomic Calving Ease, Gestation Length, Type and Clinical Mastitis.
- Move to weekly ABV runs.
- Integrate messages from ImProving Herds into industry extension and marketing.
- Increase the number of females genomically tested.

## Herd Improvement R&D

- Deliver a new tool to Herd Test Centres that uses MIR technology to predict performance.
- Initiate and complete National Breeding Object Review.
- Business case for use of MIR in evaluations.
- Evaluate and potentially implement the use of weighted SNP solutions in genetic evaluation.

## Service Provision

- Maintain collaboration with industry stakeholders through regular Standing Committees, User Groups and other meeting opportunities.
- Complete security audit and penetration testing of DataGene systems.
- Explore options to provide software products and development services to international clients.
- Ensure appropriate DataGene staff capability to deliver support and development.

## Further reading

[Fact Sheet: HISSIG update](#)

[DataGene 5-year Business Plan](#)

[Annual Operating Plan](#)

## More information

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