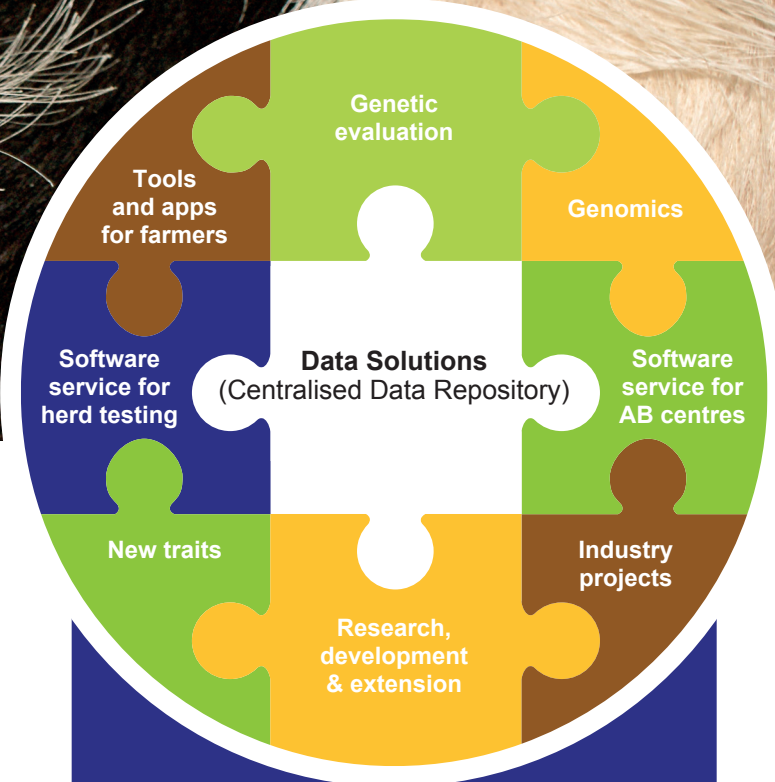


# Introducing DataGene



DataGene is an independent, industry-owned organisation that delivers world-class herd improvement products and services to Australian dairy farmers and their service providers.

Established in July 2016, DataGene is responsible for driving genetic gain and herd improvement in the Australian dairy industry through research, development and extension activities.

It brings many of the industry’s ‘non-competitive’ herd improvement functions – including genetic evaluation, herd recording software, data systems and herd test standards – under the one umbrella.

The first three functions incorporated into DataGene are:

- Genetic evaluation and other roles performed by the Australian Dairy Herd Improvement Scheme (ADHIS);
- DataGene Centre (formerly Mistro Centre) software that runs most herd test centres; and,
- The establishment of the Central Data Repository that will enable data to move freely through the industry.

Future functions may include the establishment and management of herd recording standards, herd improvement training and providing strategic direction to genetic improvement research.

## At a glance

DataGene aims to maximise the long-term profitability of Australian dairy farmers, their advisors and service providers via the provision of world-class herd improvement information and services. Right now, we are working on the:

- Ongoing improvement of Australia’s world-class genetic evaluation system;
- Establishment of a central data repository that will allow the single-entry and seamless movement of animal records across multiple programs, such as farm computer records, herd test centres and breed associations;
- Ongoing development of innovative tools to allow dairy farmers to make better herd improvement decisions; and,
- Ongoing development of innovative services to meet the needs of the herd improvement sector.

Your invitation to participate



*The development and adoption of better herd improvement services has the potential to deliver an extra \$25 million profit to Australian dairy farmers each year. This is your opportunity to help to shape this future by becoming a member of DataGene.*

DataGene is collaborative space that allows all industry stakeholders to work together to shape strategy, priorities, investment and research in the herd improvement sector. All organisations and individuals involved in the herd improvement sector can directly contribute to the future of the industry via:

- 1. Becoming a Member:** Organisations operating within the herd improvement industry can apply to become a Member of DataGene, with full voting rights.
- 2. Becoming a Director:** Individuals can nominate themselves for election as one of up to seven skills-based Directors.
- 3. Participating in a Standing Committee:** Individuals may be nominated to Standing Committees that provide expert advice and feedback to the Board and exercise delegated decision-making authority on specialist topics.

	Requirements and contribution	Function and obligations
Members	<ul style="list-style-type: none"><li>• Commitment to vision and one or more of the following:<ul style="list-style-type: none"><li>o Financial commitment</li><li>o Intellectual property</li><li>o Data</li><li>o Software</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Elect Directors</li><li>• Oversee performance</li><li>• Influence strategic direction and priorities</li></ul>
Board	<ul style="list-style-type: none"><li>• Appropriate range of skills and experience:<ul style="list-style-type: none"><li>o Knowledge of the dairying and herd improvement sector</li><li>o Knowledge of corporate governance and finance</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Corporate governance, strategy and finance</li><li>• Monitors performance and compliance</li><li>• Approves resourcing</li><li>• Appoints, supports and manages the CEO</li><li>• Engages with Members</li><li>• Acts in the interest of DataGene</li></ul>
Standing Committees	<ul style="list-style-type: none"><li>• Specialised skills in genetic evaluation, research, data, services, herd testing animal recording</li><li>• Industry knowledge</li><li>• Global perspective</li><li>• Farmer representatives</li><li>• Industry representatives</li><li>• Scientific skills</li></ul>	<ul style="list-style-type: none"><li>• Provide feedback to the Board</li><li>• Provide recommendations to Board on strategic and operational priorities</li><li>• Technical review and input</li><li>• Exercise delegations provided by the Board, particularly around policy decisions that should be taken at an industry level</li></ul>



**For more information about DataGene, please contact**  
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# Shape the future of herd improvement in Australia

1

## Become a Member

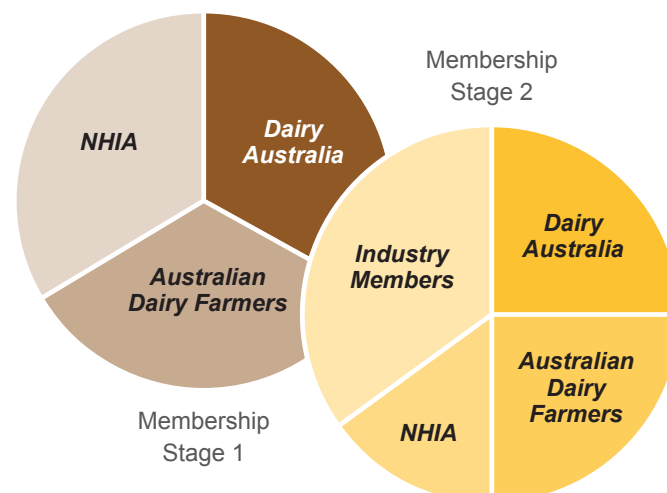
Any organisation that is actively involved in the Australian herd improvement industry is eligible to become a Member of DataGene. This includes corporations, incorporated associations, statutory bodies (including trustees), partnerships, trusts, unincorporated associations and unincorporated joint ventures. Note that individuals are ineligible to become members.

Joining is a simple case of filling out a membership form and submitting it to the Board. There is a once-only joining fee of \$5000. Eligible organisations will be admitted as Members on specified dates. Your organisation can become a Member of DataGene now or at any time in the future. The Board will assess all applications to ensure they meet eligibility criteria.

Members will have the same rights as any incorporated, not-for-profit company limited by guarantee, including the right to attend, address and vote at the Annual General Meeting (AGM). Once admitted, membership will continue indefinitely until the Member chooses to resign or otherwise ceases to be a Member. Membership will not need to be renewed on a periodic basis.

### Who owns DataGene?

The three foundation members of DataGene are Dairy Australia, Australian Dairy Farmers and the National Herd Improvement Association. It is expected that 35% of the total shareholding will be held by other Members. Dairy Australia is expected to continue to fund DataGene, supplemented by fee-for-service arrangements with Members and non-Members.

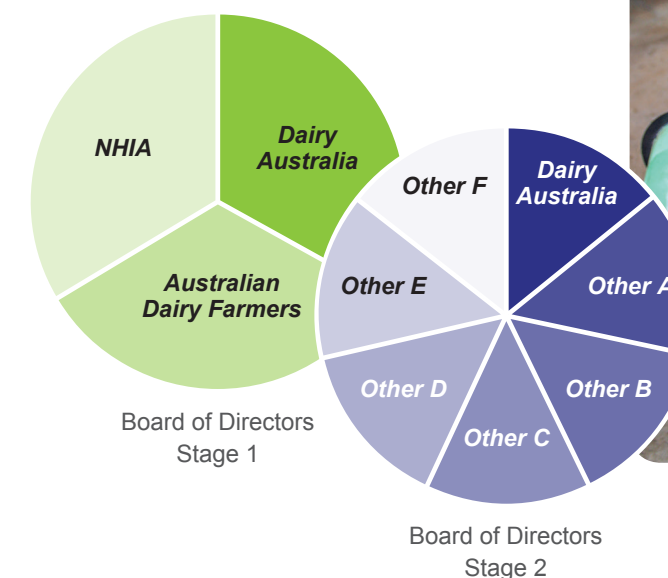


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## Become a Director

DataGene will be governed by an independent Board of Directors. The Board will comprise up to seven directors elected by Members at the AGM. Anyone who has the necessary skills and experience within the dairy industry or herd improvement sector and the relevant corporate governance experience is eligible to nominate for election as a Director. In addition, the Board may elect to appoint another two Directors to fill any identified gaps in the skills, knowledge and experience of the elected Directors or to fill any casual vacancies.

The inaugural Board comprises three Directors nominated by Dairy Australia, Australian Dairy Farmers and the National Herd Improvement Association. After an open call for nominations, Members will elect the remaining four directors at the AGM in December 2016.



Directors are entitled to serve a three-year term of office. Directors will not be able to serve for more than three consecutive terms (i.e. nine years). The ongoing rotation of Directors will ensure the ongoing refreshment of skills and experience on the Board.



3

## Participate in a Steering Committee

The DataGene Board will establish a number of Standing Committees to provide expert advice and recommendations about specialist topics, such as:

- Genetic Evaluation and Research
- Data and Services
- Herd Testing and Animal Recording.

These committees will comprise individuals from within the dairy industry and herd improvement

sector who possess the skills and experience relevant to each Standing Committee's role and functions.

Each Standing Committee will include a member of the DataGene management team. At least one DataGene Director will attend each Standing Committee meeting. Additionally, the Chair of each Standing Committee must report to the DataGene Board at regular intervals.