



Evaluation Framework Report 2021





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Overview

In the year 2020-2021 Australian Eggs invested:

\$4,961,552

in marketing activities

\$2,253,818

in research and development activities

\$2,070,183

in engagement and extension

\$1,386,587

in value for money projects



181.5% increase in **website page views**
(4,935,219 overall page views)

32.7% increase in time spent on website
(2mins 9 sec time on site)

157,478 **page views** of content about egg farming and the egg industry
(up 60.39% on last year)

3,094,747

website recipe page views

The **Appetite Stimulation Program** provides inspiring and enticing egg recipes to increase the number of egg dishes cooked and eaten at home.

140.52% increase from last year

249.2 Egg consumption per capita

22 Egg farmer engagement opportunities

7 Workshops

In the year 2020-21 Australian Eggs had

16

RD&E projects on foot



Introduction



Australian Eggs Limited (Australian Eggs) was established in 2002 as an industry services body for the Australian egg industry.

The Funding Contract between the Commonwealth and Australian Eggs allows for the Commonwealth to make promotion payments, research and development payments, and Commonwealth matching payments to Australian Eggs to fund Australian Eggs' activities.

Australian Eggs' priority goals, key focus areas and programs are set out in its Annual Operating Plan 2020-21 (AOP).

Australian Eggs programs and projects for the 2021 financial year stem from these goals and key focus areas. They were prepared in consultation with the Australian egg industry, researchers, the Australian Government, industry representative bodies and other research and development bodies.

The preparation of the AOP also coincided with stakeholder consultation on the development of a new strategic plan from 2021 onwards. This ensured that the AOP reflected stakeholder input on the future direction of Australian Eggs activities.

In the year 1 July 2020 to 30 June 2021 Australian Eggs invested \$4,961,552 in marketing activities, \$2,253,818 in research and development, \$2,070,183 in engagement and extension and \$1,386,587 in value for money projects.

So as to ensure there is transparency and accountability in relation to its work, Australian Eggs has in place an Evaluation Framework.

The Evaluation Framework is structured in a manner that reflects the work program of Australian Eggs, including:

- Key performance indicators applied to each goal to test Australian Eggs' primary objectives; and
- Performance measures for each Australian Eggs program.

This Evaluation Framework Report details Australian Eggs' performance against these measures. Importantly, the Report also describes the process and objectives of investments in our programs and highlights significant outcomes to demonstrate value to levy payers and the public.



Increased consumption

Celebrating the Joy of Eggs



Australian Eggs develops and implements marketing campaigns that encourage greater consumption of eggs, as well as educate and increase awareness of the nutritional benefits of eggs.

Consumer marketing activities represent all egg producers, brands and farming systems under the Australian Eggs brand. The key mission of these programs is to keep consumer awareness of eggs top of mind, provide inspiration on how to cook and enjoy eggs, as well as communicate the key health and lifestyle benefits of eggs – high quality nutrition, versatility, affordability, convenience, and appetite appeal. These consumer marketing activities are conducted via advertising placed on TV, out-of-home retail and transit bus shelters, online advertising, integrated publicity, and social media engagement.

Australian Eggs engages a Marketing Industry Consultative Committee (ICC) to collaborate on understanding and responding to the needs and market developments of the industry, and to maximise the effectiveness of the marketing program. Australian Eggs works with the Marketing ICC to plan and develop market supporting campaigns that match the supply cycle of eggs.

In addition to consumer marketing, other key consumption influencers are healthcare professionals such as GPs, dietitians, nutritionists & specialists. Australian Eggs also undertakes to build credibility and trust with dedicated healthcare professional communications, by ensuring that accurate and contemporary nutritional research and evidence is made available to as many Australian practitioners as possible. This ensures that dietary advice about eggs is based on the latest scientific evidence.

Goal KPIs

The goal of Increased Consumption is measured by egg consumption per capita. This is calculated by using hatchery information and production assumptions to determine the level of egg industry production, accounting for egg exports, and dividing by the Australian population.

Increased Consumption highlights

World Egg Day

Every year in October, World Egg Day is celebrated in more than 40 countries across the globe. World Egg Day is a great opportunity for Australians to be reminded about the nutritious, delicious, affordable, and sustainable staple that is the humble egg.

Each year, as part of World Egg Day, the Eggsellence Awards are held to celebrate the diversity and quality of the egg dishes in Australia's food scene.

Eggs have inspired savoury and sweet dishes right across the globe, so the celebration of the joy of eggs sourced from around the world, enabled the demonstration of the many creative ways eggs can be worked into every meal.

In 2020, cook, writer and television presenter Adam Liaw was engaged to work closely with Australian Eggs to bring the World Egg Day 2020 celebrations to life.

Adam created one dozen World Egg Day recipes from around the globe to take Aussies on a culinary journey and help discover what Australia's most loved egg dish is.

Australians were eating at home more than ever before in 2020, so Adam's collection of egg recipes from around the world were designed to inspire ways to cook more eggs at home. A commemorative electronic recipe book featuring the collection is still being downloaded 8 months after World Egg Day.

Social media content was shared with healthcare professionals to amplify reach to their patients.

Many media outlets amplified the World Egg Day story across the two weeks of the campaign, resulting in unprecedented publicity and social reach of 90 million media impressions for eggs.

Advertising

Get Cracking Australia! was established in September 2018 and has now reached millions of Australians. The campaign originally positioned eggs as the most versatile food people can eat and inspires Aussies to enjoy eggs at their best or in new ways, to break from the same, everyday meals.

In 2020, responding to market dynamics, Australian Eggs innovated the advertising campaign, by incorporating nutritional messages into an adapted series of campaign advertisements, promoting the comprehensive 13 vitamins and nutrients found naturally in eggs, eating eggs every day is okay, and supporting immunity through 82% of critical vitamin D through just one serve of eggs. The versatility and convenience of quick healthy meals for the family was also included in a dedicated commercial to remind consumers of how easy and nutritious home-made fast food can be.

Constant search for innovative ways to reach and remind consumers about eggs resulted in some brand new campaign elements. New social channels such as Tik Tok and Instagram Reels, as well as untested Pinterest, created greater depth and breadth to egg consumer reach across the year. Leveraging influencers through these channels enabled the inclusion of younger Generation Z audiences (18-25 year olds), and very creative ways to promote the simplicity and appetite appeal of quick to prepare egg dishes. Audience expansion exceeded by 13.9m impressions through these new channels.

Increased Consumption highlights cont.



Meal to Remember

A brand new strategic marketing platform was launched in May 2020, called Meal to Remember.

The Meal to Remember campaign is based on the universal truth that cooking together makes the food taste better and the memories stronger. If you cooked with your family as a child, you know how valuable those memories are. Whether it was with your parents, your grandparents, an uncle, an aunt, or even a family friend, the meals you made influenced you and your food journey.

As the world began to emerge to a new normal, coming together and staying connected with families and friends became more important than ever. It is a positive result of self-isolation

and Australian Eggs wanted to encourage it to continue. Cooking a dish together with family and friends is an opportunity to share stories of our histories or create new ones, together.

A full 14 month cycle of this campaign has now been achieved, with the creative involvement of 9 renowned Australian chefs and their cooking partners. These include prestigious chef Peter Gilmore from Sydney Harbour restaurants Quay and Bennelong, to Masterchef alumni Adam Liaw, through to high performing social influencer cooks such as Julia Busuttil Nishimura.

Australian Eggs has and continues to encourage consumers to find time, whether it's once a week or more regularly, to come together with family and friends in the kitchen and make those connections by preparing and sharing a meal together, all with the humble egg as everyone's helping hand.

105m Meal to Remember media impressions, plus over 6m social engagements across the country have been delivered to consumers via the Australian Eggs website and social channels, as well as over 500,000 through the ambassador chef social channels.

Increased Consumption highlights cont.



Powered By Eggs

Community priorities throughout Australia as the post-COVID 19 lifestyle evolves, has resulted in a very big focus on health and wellbeing, particularly anchored in COVID vaccination priorities to restore safety and normality. Along with this immediate need, is the medium to long term impact on health management related to mental health and exacerbated sedentary diseases, such as diabetes and heart disease. Eggs and the nutritional benefits they provide can play a key role in supporting short and long-term health management and outcomes.

From head to toe, Australian Eggs have launched Powered By Eggs to take Australians on a journey to demonstrate how to live their best life #PoweredByEggs. Leveraging research and expert knowledge, the campaign demonstrates how holistic health outcomes are positively impacted by the inclusion of eggs in Aussie diets.

From providing vitamin D for immunity and bone health, to having a post-workout meal that fuels muscle recovery - Australians will now know that eating eggs is an important part of living a happy and healthy lifestyle.

The first health pillar launched was Vitamin D and Immunity, which dovetailed the federal government COVID vaccination program rollout. Consumer messaging was supported with contemporary nutritional research, as well as

spokesperson dietitian, Dr Joanna McMillan. Media impressions reached 44.25m across the campaign, as well as 1.2m impressions across Australian Eggs website and social channels, and Dr McMillan's channels.

The second health pillar launched was a social media dedicated campaign focused on the management of Mental Health 1.44m impressions have been achieved to date, which more activity yet to come.

Upcoming health pillars include Fitness and Recovery, Heart Health and Choline in Foetal and Maternal Health during Pregnancy.



249.2

eggs consumed per capita

3.5%

growth for 2020-21

35%

key campaign message recall

Australian Eggs' **Market Insights Program** maximises the effectiveness of marketing activities to improve responsiveness to market developments and target audiences.

The **Consumer Research Program** aims to increase the level of retail grocery and non-retail volume growth. This is achieved through the identification of growth opportunities, combined with a better understanding of consumer behaviours and attitudes. Information is systematically collected and analysed providing market information and insights.

19% families

15% baby boomers

25% millennials

The **Families, Baby Boomers & Millennials Programs** aim to promote the life-long enjoyment of eggs across each of these specific market segments. It is measured by the percentage of Families, Baby Boomers and Millennials aware of the campaign.

64,474

engagements with school students on farming practices

Australian Eggs aims to engage and educate school children on the nutritional benefits of eggs as well as egg farming via the **All About Eggs Program**.

56%

HCPs believe you can eat eggs daily

The **Health Care Professionals Program** seeks to ensure key opinion leaders have awareness and contemporary research on the nutritional benefits of eggs. It is measured by the level of Health Care Professional awareness that eggs can be eaten every day.

81%

positive coverage

The **Nutrition Research Program** aims to provide contemporary nutritional research to support health benefits of eggs and remove barriers to consumption. It is measured by the percentage of news media coverage related to egg nutrition that is 'positive'.

Innovation

Investing in industry led RD&E



The research, development and extension (RD&E) work program at Australian Eggs focuses on the identified needs and priorities of the industry.

Egg farmers are consulted to determine industry investment priorities and vets and consultants are utilised to develop practical research project concepts. This ensures the needs of the industry remain the highest priority when research investment decisions are made. Consultation with these key stakeholders is maintained throughout the timeline of all projects.

Steering committees also provide objective advice to researchers, ensuring each project remains on track and relevant. Each research project funded by Australian Eggs is generally delivered in a 1-5 year timeframe with resources and tools developed throughout are shared with farmers and other stakeholders to encourage industry adoption.

Goal KPIs

The goal of Sustainable Production is measured by applying a Benefit Cost Analysis (BCA) to completed projects. The BCA is based on the Council of Rural Research Development Corporations (CRRDC) Impact Assessment Guidelines and averaging the outcomes.

In the 2020-21 financial year, Australian Eggs concluded 11 projects.

8%

Co-invested

Co-investment in joint projects was \$223,665 of \$288,462,221 total program expenditure.

\$325,000

Commonwealth grant funding secured

2.89

Average BCA

The Benefit Cost Assessments conducted on finalized innovation projects demonstrated an average ratio of 2.89, meaning that for every dollar spent, a return of \$2.89 was realised



Innovation program highlights



Flock Life - Late life layer research

Poor egg shell quality, poor persistency in lay and poor health later in life often prevent flocks from being retained until late lay, beyond 85 weeks. Australian Eggs is investing in research to find strategies producers can employ during rearing to extend the productive life of the layer.

Two projects have been conducted, together their aim is to observe the lifelong effect of different feeding and lighting regimes during pullet rearing.

Nutritional strategies for managing pullets and improving late lay egg quality

Finishing in September, this project measured the health and productivity of 120 lighter ISA Brown layers and 120 breed standard weight ISA Brown layers, from 18 weeks to 90 weeks of age. 60 of each group were fed a higher nutrient density diet and 60 were fed a lower nutrient diet, to 36 weeks of age.

At 50 weeks of age the research showed that the layers that were heavier to begin with stayed heavier than their lighter counterparts, regardless of the diet fed from 18-32 weeks. The heavier layers produced more and heavier eggs but the lighter layers who received the high nutrient density diet had better feed conversion, less liver haemorrhages and thicker egg shells.

At the end of the project, the research will indicate whether keeping pullets lighter than breed standard and altering the nutrient density of diet to peak lay, results in better long term outcomes for the layer.

Managing pullets for extended layer life, improved productivity and shell quality

Newly commencing this project will split 900 day old Hy-line chicks into 6 treatment groups up until 16 weeks of age. Half of the birds will receive a standard lighting regime and half will receive rapid step down lighting, 150 of each group will be fed ad lib, fed to breed recommendation and fed to 88% of breed recommendation.

From week 16 hens will be fed ad lib as per the breed standard, until 100 weeks their health and performance will be observed to understand how these approaches to pullet rearing effect layer health through to late lay.



Flock Health- Spotty Liver Disease research

With the bacterial cause of Spotty Liver Disease being identified in 2015 there is still a lot of unknowns about the disease. Australian Eggs has invested in two research projects which together aim to provide the industry with a greater understanding of how Spotty Liver Disease (SLD) infects layer hens and preventative measures producers can take.

Identification of virulence factors that cause liver damage in Spotty Liver Disease

It is suspected that *Campylobacter Hepaticus* produces a toxin which causes the typical liver damage associated with SLD. Through laboratory experiments this project will identify the compound responsible for liver damage, this information will assist in the development of vaccines and other SLD treatments.

Analytical epidemiology of Spotty Liver Disease

Through extensive producer surveys and data analysis this project will identify risk or preventative factors in the development of SLD on-farm. This information will lead to a better understanding of controlling SLD through flock management.

To date, the research has found that in the flocks surveyed, SLD was more likely to occur in sheds with a scratch area. Potentially this is because fully slatted sheds reduce faecal-oral transfer. Many other factors seemed linked to SLD infection, in phase 2 of the project the researchers will further investigate these.



Welfare – Improvement research

Australian Eggs welfare program is focused on improving welfare outcomes on-farm through building knowledge of hen health and behaviour. The program also seeks to meet one of the challenges of improving animal welfare in that there are very few scientifically robust measures of animal welfare.

Hen ranging behaviour in relation to light and ultraviolet intensity,

The free range environment enables layers to express a range of behaviours unavailable to them in the caged and barn environment, but it also exposes them to the elements which is not always pleasant. Australian Eggs is investing in this project to provide an understanding of the types and intensities of light that layers prefer, both inside and in the range environment. This will enable producers to make more informed decisions when selecting lights

and shelter types. To date, the results suggest that UVA/B light (sunlight) may have positive effects for hen range use, but during peak sun intensities hens may need additional measures (e.g. shelter) to protect themselves. This project will be completed in September 2021.

Sustainable worm control with improved understanding, methods and information availability

As a greater proportion of the national layer flock moves into the free range environment, it's important to understand the impact of worms in the industry and bolster the capacity of the industry to control worms. This project evaluated the current worm burden in industry, evaluated the level of anthelmintic resistance to drugs available for worm control in layers, developed improved diagnosis tools for producers, developed a collection of worms for scientists to refer to in the future and developed challenge protocols for future research and experimentation.

Development of practical measures of hen welfare.

In this project researchers have refined and tested a method of gauging a layer's medium to long- term level of stress or enjoyment from blood and egg samples. This method utilises the detection of microRNA's, which are present in blood and eggs. Using this method, laboratories will now be able to provide information to egg producers on the welfare status of their hens, based on an analysis of egg samples.

Projects completed in the 2020-2021 Financial Year

| Project | Purpose | BCA |
|---|--|------|
| Determining manure deposition in free range sheds and free range areas | Determine manure nutrient excretion in a free range shed via mass balance and predict manure nutrient excretion in the range area. | 3.23 |
| Study of gut microbiota of laying hens from different production systems | Establish foundational knowledge about the microbiota of layer hens. Study the development of gut microbiota in pullets reared on dirt floors and cage production systems. Study the development of gut microbiota in hens housed in free range, barn, and cage production systems Compare the microbiota composition of pullets and hens from different environments. | 5.33 |
| Eggs for breakfast: long-term impact on body weight | Investigate the impact of consuming two eggs for breakfast on five days per week over a six-month period on body weight, body composition, glucose, lipids, and Vitamin D status. | 1.11 |
| Animal welfare and values | Identify values used to assess animal welfare. Enhance engagement in hen welfare issues. | 2.62 |
| Assessment of the efficacy of an autogenous vaccine in Spotty Liver Disease control | Evaluate the potential for autogenous vaccines to assist in the control of SLD and assess whether a single vaccine (an 'off the shelf' vaccine) could be effective against multiple C. hepaticus strains. | 2.27 |
| Stage 2- Evaluation of the duration of immunity induced by a vaccination program against SE 7A. Stage 2 | Evaluate the duration of immunity of an autogenous vaccine developed using a specific strain of Salmonella Enteritidis (SE 7A) originating from a foodborne outbreak in Australia and Salmonella Typhimurium (Vaxsafe ST) in Salmonella Enteritidis control. | 3.45 |
| The economics of layer diet amino acid levels throughout lay | Demonstrate the benefit of consideration profit maximisation when constructing layer diets, in addition to least cost principles. Model different amounts of protein and amino acids in the layer diet and their effect on production and profitability. | 2.33 |
| Values in Welfare 2.0, The Application of Community Values to Key Welfare Issues | This project used social science methods to provide insights on how values issues are applied by a representative cross-section of the Australian community. | 2.31 |
| Development of practical measures of hen welfare | Using the emerging field of microRNA to identify potential biomarkers of affective states in hens. This project will identify positive and negative markers that can be tested in pooled egg samples. | 5.2 |
| Sustainable worm control with improved understanding, methods and information availability | Determine the prevalence and significance of worm infection in free range layer flocks in Australia and developing better methods for diagnosing infection in the flock. | 1.7 |
| Identification of virulence factors that cause liver damage in SLD | Find patterns in Spotty Liver Disease infection to improve our understanding of how management factors affect or prevent flock infection of Spotty Liver Disease. | 2.3 |



Effective engagement

Farmer Engagement



As a farmer-owned company, Australian Eggs works very hard to generate content that is timely and relevant to the egg industry.

This includes the latest findings and resources out of the research, development and extension program, updates on the marketing and public relations campaigns that aim to increase egg consumption, as well as education and training programs.

Australian Eggs uses a wide range of communications channels to reach egg industry and government stakeholders, including a quarterly magazine, monthly e-newsletter, a farmer login area on the website, a mobile app for farmers and hardcopy mailouts. Typical face-to-face events such as forums,

workshops, and farm visits were almost non-existent during 2020, due to the limitations of COVID-19. However, in keeping with the rest of the population, virtual events were adopted to forge as meaningful personal engagements as possible.

A key focus of the farmer engagement program is facilitating two-way conversations, and structures are in place to allow farmers to easily share their priorities, needs and concerns. Farmer consultation during planning and strategic development phases is incorporated into workflows, including Industry Consultative Committees for Marketing, Research & Development and Sustainability Framework initiatives. This feedback is then incorporated into Australian Eggs' programs and shared through the communications channels above.

Public Engagement



As the national industry services body for eggs, Australian Eggs provides information about the egg industry to the public with a view to increasing community education and understanding.

First and foremost, this includes information about the different egg farming systems used in Australia. It also includes industry statistics, information about hen welfare science and warnings about handling and preparing eggs in a food safe manner.

The newest strategic platform that has been amplified through this service is the Eggs for a Better Life engagement strategy. This communication platform focuses on how

the egg industry implements Environmental Sustainability and Nutrition outcomes for the betterment of the industry, egg outputs and the quality of life of Australian consumers.

Through website content, media releases, corporate reports and social media videos on these topics, Australian Eggs seeks to demonstrate that Australian egg farmers produce some of the cleanest, greenest and safest eggs in the world.

Australian Eggs also fields a large volume of media enquiries about developments in the egg industry. Questions are always answered in an accurate and timely fashion and Australian Eggs looks to promote positive stories from across the industry wherever possible.

Engagement Highlights



Website visits

A major focus of the public engagement program in 2020-21 has been optimising online content so people searching for egg industry related information are more likely to see Australian Eggs' webpages. Work has included content creation, search engine optimisation, Google advertising and a website redesign and relaunch. In the last 12 months, pageviews to farm related content have increased 60.39 percent and time spent on the website has increased 32.71 percent. Over the 2020-2021 financial year, pages with content about egg farming and the egg industry were viewed a total of 157,478 times.



Virtual Farm Tour

The 360 degree virtual farm tour was promoted to visitors proactively on the website to engage the public on many aspects of egg farming. 11,270 people viewed the farm tour this past year.

Egg Industry Forum



Determined to ensure the egg industry could connect after a challenging year, the Australian Eggs Industry Forum went ahead in 2020 as a virtual event. Across the two days, the Australian Eggs management team presented a series of concise sessions on topics such as industry performance, research and innovation, marketing and communications as well as updates on the Australian Eggs' programs. On day one of the forum over 72 farmers from across the country tuned in to view the sessions, followed by 48 attendees on day two.



E-newsletter campaigns

Australian Eggs uses e-newsletter campaigns to reach egg farmers with important information and in 2020-21, the open rate was 45.6 percent. This is much higher than the industry average benchmark of 38.8 percent. As well as the monthly Eggspress correspondence, extra campaigns were sent regarding the Avian Influenza outbreak to share resources and up-to-date information with farmers.



Education Activations

After a year's hiatus due to COVID-19, the Sydney Royal Easter Show returned in 2021 with more than 800,000 visitors in attendance. The event became one of the world's largest events since the outbreak of COVID-19 in 2020. Australian Eggs was there to be part of the action and participated with the Get Cracking, Get Cooking kids cooking sessions and Journey of an Egg interactive display which engaged directly with over 12,200 children and teens over the twelve days.

In 2020, the All About Eggs virtual hatchery experience was developed in response to COVID-19 restrictions that prevented students from attending traditional school excursions that visit egg farms. Through a series of short videos that capture how chicks are born, grow and change within their first few days in a hatchery, each segment has been designed to teach students about life cycles and see first-hand, where eggs come from. A live and interactive virtual hatchery session was also held which gave over 1,100 primary and secondary students the opportunity to tune in from their classrooms and meet an egg farmer to learn and ask questions.

Program performance indicators

70% industry satisfaction

The aim of the **Farmer Engagement Program** is to engage in two-way communication with egg farmers and distribute relevant content about Australian Eggs' marketing and RD&E activities. It is measured through a survey of industry engagement and satisfaction.

46 publications

6.4/10 engagement satisfaction

47.8m people reached

The **Public Engagement Program** is designed to create and distribute information about the egg industry to the public. It is measured by the number of publications, engagement and reach.



Industry participation in engagement activities

- 46% Workshops
- 31% Forum and AGM
- 34% webinars
- 26% Training modules

143 training course participants

participants in training courses developed by Australian Eggs in 2020-21

Australian Eggs' **Capacity Building Program** seeks to build capacity in the egg industry by providing a school program, workforce development, scholarships and research expertise.

94% favourable media coverage

Overall of the Australian egg industry (64% positive and 30% neutral).

6.7/10

industry satisfaction

Over the past year, Australian farmers have faced several significant developments that have and continue to impact businesses. The **Response to Incident Support** provides communications, information and resources to assist farmers in managing the impacts of these significant developments.

50

IRB engagements

The objective of the **Industry Analysis Program** is to support the egg industry with industry analysis to assist long-term planning. It is measured by the number of farmer engagements with industry analysis outputs.

78%

 covered
by ESA

Laying hens covered by ESA compared to total layers.

The objective of the **Quality Assurance Program** is to enable the egg industry to demonstrate food safety, animal welfare and biosecurity outcomes to customers and the public. It is measured by the proportion of egg production covered by ESA.

64.2%

 community
trust

Percentage of community who trust in the egg industry

The **Australian Eggs Community Trust Program** focuses on increasing community understanding of farming. It is measured by the level of community trust in the egg industry.

Value for money



Australian Eggs is a small team managing external research and marketing resources to deliver its priority goals, key focus areas and programs.

In order to ensure that every dollar counts, Australian Eggs invests in corporate and governance programs within the Value for Money program that focus on:

- aligning our work with stakeholder priorities;
- providing for the assessment and transparent reporting of activities; and
- ensuring staff continue to have the capacity, resources and support to deliver strong outcomes for stakeholders.

Australian Eggs is driven by its stakeholders including egg farmers, the Government and the public. Through an increase in engagement activities, Australian Eggs ensures that egg farmers and other stakeholders can clearly identify their objectives in the work programs Australian Eggs undertakes.

The Value for Money goal within Australian Eggs is measured by the ratio of administration services to program expenses. The ratio of total corporate and program administration costs over total program area expenses is the methodology for the calculation. For 2020/21 this figure is 10%.

44

engagements with non-farmer stakeholders

The Australian Eggs **Stakeholder Focus Program** seeks to ensure consideration of the broad range of stakeholders is considered in undertaking activities.

12.93%

ratio of non-staff corporate expenses to program costs

Australian Eggs works to ensure it has an efficient, well-resourced team with appropriate resources to deliver on the work program.

100%

level of compliance with applicable ASX Corporate Governance principles

The Australian Eggs **Clear Work Program** seeks to provide robust evaluation of activities.





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