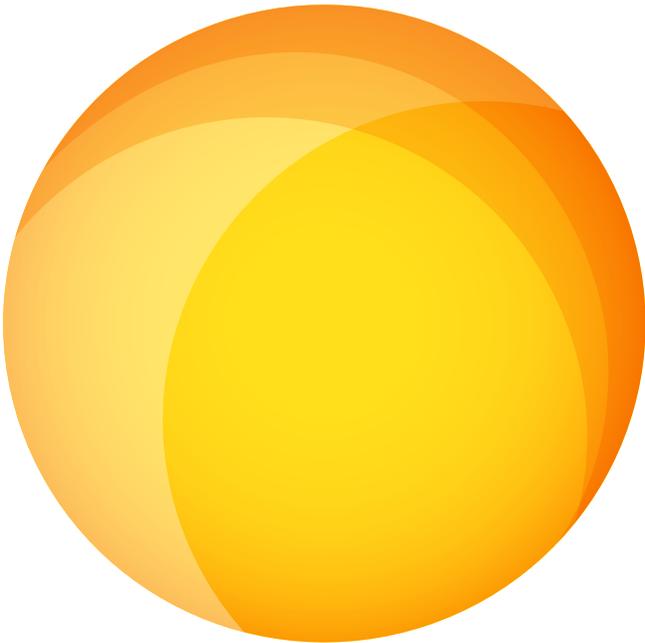


ANNUAL OPERATING PLAN 2019–20



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The AOP is intended to drive improvement in the services provided by Australian Eggs

ANNUAL OPERATING PLAN

PRIORITIES

The Australian Eggs Annual Operating Plan 2019-20 (**AOP**) is intended to drive improvement in the services provided by Australian Eggs to the egg industry and the public. In developing the AOP, Australian Eggs has sought to build on the improvements achieved to date and respond to changes in the egg industry operating environment.

The main objective of the AOP is to continue to evolve Australian Eggs marketing, R&D and public engagement program areas.

The marketing program will be improved by the further targeting key consumer groups with more relevant content. The Millennials, Families and Baby Boomers campaigns developed last year will continue as well as providing current nutrition information to healthcare professionals and consumers. New programs focusing on connecting families through the joy of cooking with eggs and stimulating appetite will also be implemented to further enhance the breadth of messaging.

The AOP will also continue the transition of Australian Eggs R&D activities to an integrated innovation and extension program. This includes improvements in the way industry problems are identified and potential solutions are considered with a focus on adoptable outcomes. Extension activities will be further expanded to increase the reach and impact of knowledge disseminated.

Australian Eggs public engagement activities will be expanded and directed towards feedback obtained through the community research program conducted as part of the Australian Egg Industry Sustainability Framework (**Sustainability Framework**). This process has delivered a strong sense of community attitudes towards the egg industry and by engaging on the issues of highest interest to the community the public engagement program will be more effective in driving understanding of the industry.



BALANCE OF FUNDING

MARKETING



RESEARCH, DEVELOPMENT & EXTENSION



STAKEHOLDER FOCUS

The AOP comprises 29 programs which flow from the Goals and Key Focus Areas of the Strategic Plan.

The AOP has been developed with reference to the Australian Eggs Strategic Plan 2017-21, feedback from stakeholders and guidance of the Department of Agriculture and Water Resources.

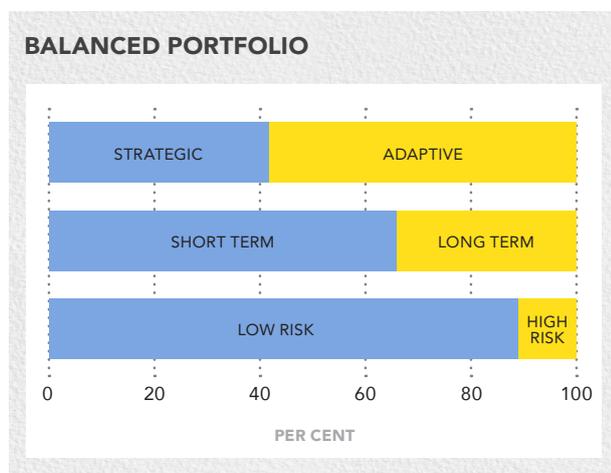
Industry feedback has been obtained through a combination of an industry survey on research priorities, Australian Eggs Industry Consultative Committees and direct engagement with egg farmers.

This year is the first time that Australian Eggs has had the benefit of structured community feedback through the Sustainability Framework. This process has assisted in identify priority issues of interest to the community which can be progressed under the AOP work program.

AOP GUIDELINES

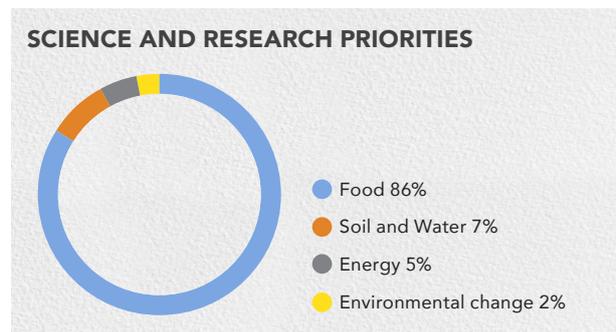
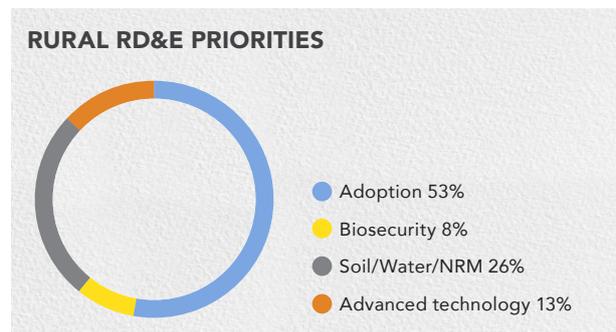
BALANCED PORTFOLIO

The AOP takes into account the requirements under the Australian Eggs Funding Contract 2017-21 with the Department of Agriculture (**Funding Contract**) as it relates to investing in a balanced portfolio of research projects. The balance of the research program is demonstrated by the charts below which display the proportion of research, development and extension projects under the AOP in the following research categories.



RESEARCH PRIORITIES

The AOP reflects guidance on sector-wide research priorities set to ensure cohesiveness and collaboration across the innovation system including the Science and Research Priorities and the Rural RD&E Priorities set by the Federal Government. The charts below set out the proportion of our research, development and extension projects that align with the research priorities.





Research priorities
set to ensure
cohesiveness
and collaboration
across the innovation
system

PROGRAM STRUCTURE

| GOAL Increased consumption  | KEY FOCUS AREA | PROGRAM |
|---|------------------------|----------------------------------|
| | Matching Market Cycles | Market Insights Program |
| | | Consumer Research Program |
| | Next Generation | Connecting Families Program |
| | Nutrition | Health Care Professional Program |
| | | Human Nutrition Research program |
| | Eating Eggs | Families Program |
| Millennials Program | | |
| Baby Boomers Program | | |
| Appetite Stimulation Program | | |

| GOAL Sustainable production  | KEY FOCUS AREA | PROGRAM |
|--|--------------------------|-----------------------------------|
| | Flock Health/Biosecurity | Biosecurity Program |
| | | Flock Health Program |
| | | Spotty Liver Control Program |
| | Food Safety | Food safety Program |
| | Hen Welfare | On-Farm Welfare Solutions Program |
| | | Welfare Improvement Program |
| Research Collaborations | Hen Nutrition Program | |
| | Environmental Program | |

| GOAL Effective engagement  | KEY FOCUS AREA | PROGRAM |
|--|--------------------------|--------------------------------|
| | Farmer Consultation | Farmer Engagement Program |
| | | Public Engagement Program |
| | Proactive Extension | Capacity Building Program |
| | | Extension and Adoption Program |
| | | Quality Assurance Program |
| | | Community Trust Program |
| Market Development | Market Analysis Program | |
| IRB consultation | IRB Consultation Program | |

| GOAL Value for Money  | KEY FOCUS AREA | PROGRAM |
|---|--------------------------------|--------------------------------|
| | Stakeholder Focus | Stakeholder Focus Program |
| | Efficient, Well-Resourced Team | Efficient, Well-Resourced Team |
| Clear Work Program | Clear Work Program | |

PROGRAMS AND OUTCOMES

Increased consumption

Market Insights Program

Maximise the effectiveness of marketing activities to improve our responsiveness to market developments, consumer trends & target audiences

Consumer Research Program

Understand consumer behaviours & attitudes by collecting & analysing market information for tracking, or project specific purposes

Connecting Families Program

Improve dietary imbalance in the next generation by re-igniting the joy of families cooking & eating together

Health Care Professional Program

Ensure key opinion leaders, HCP gatekeepers & advisors have the latest nutritional information on the benefits of eggs

Human Nutrition Research Program

Develop local human nutrition research programs that provide information to support health benefits of eggs, remove barriers & encourage consumption

Families Program

Promote top-of-mind awareness, knowledge of nutritional value, & life-long enjoyment of eggs for Australian families

Baby Boomers Program

Educate Baby Boomers on the value & appropriateness of egg inclusion in their diets & promote top-of-mind awareness & the life-long enjoyment of eggs

Millennials Program

Educate Millennials on the versatility, affordability & ease of egg inclusion in their meals, & promote top-of-mind awareness & the life-long enjoyment of eggs

Appetite Stimulation

Utilise a wide variety of egg dishes, recipes & visual stimulus to encourage appetite for eggs



PROGRAMS AND OUTCOMES

Sustainable production

Biosecurity Program

Improve biosecurity adoption by egg farmers and address specific biosecurity issues

Flock Health Program

Develop tools to provide for improved management of health conditions

Spotty Liver Control Program

Develop strategies to further understand and manage the risks of Spotty Liver Disease

Food Safety Program

Develop risk management processes and explore the potential to reduce food safety risks in the egg supply chain

On-Farm Welfare Solutions Program

Support animal husbandry on-farm through providing solutions to common welfare concerns

Welfare Improvement Program

Support fundamental research to better understand hen welfare and enable future solutions to be developed

Hen Nutrition Program

Identify quality sources of Australian feed stuffs for laying hens to provide the best value

Environmental Program

Increased environmental sustainability and promotion of best practice management



PROGRAMS AND OUTCOMES

Effective engagement

Farmer Engagement Program

Engage in two-way communication with egg farmers and distribute relevant content about Australian Eggs' marketing and RD&E activities

Public Engagement Program

Provide information about the egg industry to the public

Capacity Building Program

Build capacity in the egg industry by providing a school program, workforce development, scholarships and research expertise

Extension and Adoption Program

Increase adoption of research outputs by farmers and regulators through focused extension

Quality Assurance Program

Enable the egg industry to demonstrate food safety, animal welfare and biosecurity outcomes to customers and the public

Community Trust Program

Understanding community attitudes & increasing community understanding of farming

Industry Analysis Program

Support the egg industry with industry analysis to assist long-term planning

IRB Consultation Program

Work cohesively with representative bodies and obtain input on the development and implementation of activities



PROGRAMS AND OUTCOMES

Value for money

Efficient, well-resourced team program

Ensure appropriate resources to deliver on the work program

Stakeholder Focus Program

Ensure a broad range of stakeholders are considered in undertaking activities

Clear Work Program

Provide robust decision making processes and evaluation of activities





Provide robust decision making processes and evaluation of activities

KEY PROJECTS

Increased consumption



Consumer Research Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|-------------------|---------------------------|------------------------|---|--|
| Usage & Attitudes | Consumer Research Program | Matching Market Cycles | Identify current barriers & enablers to egg consumption in Australia to develop & evolve marketing programs leveraging current insights | <ul style="list-style-type: none"> In-depth examination of attitudes & behaviours relating to eggs across nationally representative & quantitative sample |

Connecting Families Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------------------|---------------------|-----------------|---|---|
| Connecting Families Collateral | Connecting Families | Next generation | Leverage recipes & content outputs to drive fresh & stimulating ideas | <ul style="list-style-type: none"> Curated recipes, images & video content that are published on website & digital channels Marketing collateral for family use in the home (eg recipe books, website resources & incentives) |

Health Care Professional Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------|----------------------------------|----------------|---|---|
| Nutrition Analysis | Health Care Professional Program | Nutrition | Ensure marketing campaigns have correct nutritional information | <ul style="list-style-type: none"> Nutritional analysis, global & local research curation & advice Advise on marketing communications, campaigns & industry communication Consult on regulatory & labelling requirements |

Human Nutrition Research Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|---------|----------------------------------|----------------|---|---|
| Satiety | Human Nutrition Research Program | Nutrition | Ensure marketing campaigns have correct nutritional information | <ul style="list-style-type: none"> Demonstrate satiety effects of a breakfast of two eggs compared to cereal Investigate the impact of consuming two eggs for breakfast five days a week over six months on body weight |

Baby Boomers Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------------|----------------------|----------------|--|--|
| Baby Boomers Advertising | Baby Boomers Program | Eating Eggs | Improve Baby Boomers knowledge of the benefits of eggs | <ul style="list-style-type: none"> Media planning and buying in line with campaign strategy across Baby Boomer channels & aligned with market cycles Develop new creative material & collateral as required to execute & support campaigns |

Appetite Stimulation

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------|----------------------|----------------|--|---|
| Recipe Development | Appetite Stimulation | Eating Eggs | Enable consumers to introduce more ways of eating eggs into their weekly repertoire of meals | <ul style="list-style-type: none"> Develop & publish comprehensive suite of new recipes targeting market segments, nutritional needs & behavioural preferences |

Leverage recipes & content outputs to drive fresh & stimulating ideas



KEY PROJECTS

Sustainable production



Biosecurity Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|---|-------------|---------------------------|--|--|
| Decontamination project for the Australian poultry industry | Biosecurity | Flock Health/ Biosecurity | Robust guidelines and procedures for effective decontamination of poultry operations | <ul style="list-style-type: none"> Decision making framework for effective decontamination depending on farm type, species and disease status Guidelines for producers on the development of on-farm preparedness List of appropriate chemicals and suppliers for decontamination |

Flock Health Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--|--------------|---------------------------|--|--|
| Study of gut microbiota of laying hens from different production systems | Flock Health | Flock Health/ Biosecurity | Develop understanding of gut health and improve hen welfare, health and productivity | <ul style="list-style-type: none"> Understanding of the role of gut microbiota in colonization of enteric pathogens Establishment of baseline of gut microbiota in hens for optimising/manipulating dietary requirements for optimal performance |

Spotty Liver Control Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------------------------|------------------------------|---------------------------|---|--|
| Epidemiology of spotty liver disease | Spotty Liver Control Program | Flock Health/ Biosecurity | Understanding of the epidemiology of spotty liver disease to identify factors that impact the risk of an outbreak | <ul style="list-style-type: none"> Determination of a 'sufficient cause' for spotty liver to inform disease challenge models Identification of risk factors for the occurrence of spotty liver disease |

Food Safety Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|---|---------------------|----------------|---|--|
| Probiotics for the control of <i>Salmonella</i> | Food Safety Program | Food Safety | Assess efficacy of probiotics to manage <i>Salmonella</i> risks | <ul style="list-style-type: none"> Improved knowledge on cost effective use of probiotics to minimise the risk of <i>Salmonella</i> Ranked list of probiotics and recommended levels of inclusion in diets for <i>Salmonella</i> control |

On-Farm Welfare Solutions Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|------------------------------|-----------------------------------|----------------|---|--|
| Causes of smothering on-farm | On-Farm Welfare Solutions Program | Hen Welfare | Identify causes of smothering and propose practical solutions | <ul style="list-style-type: none"> Behavioural observation study to identify triggers for smothering Test mitigation strategies on farm Provide practical solutions to industry |

Welfare Improvement Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|-----------------------|-----------------------------|----------------|---|--|
| Values in Welfare 2.0 | Welfare Improvement Program | Hen Welfare | Exploration of values that people use to make decisions in relation to laying hen welfare | <ul style="list-style-type: none"> Deeper understanding of the role of values in laying hen welfare Consideration of how values shape community and consumer perceptions of the egg industry |

Environmental Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|---|-----------------------|-------------------------|---|---|
| Carbon farming for drought resilience in a profitable Australian agriculture sector | Environmental Program | Research Collaborations | Develop carbon neutral products from the livestock and poultry sector for market premiums and increased market access | <ul style="list-style-type: none"> Develop market knowledge to allow for carbon neutral products to be developed Provide updated carbon footprint data for the egg industry to support a carbon neutral analysis Develop auditable tools and/or methods to determine cost-benefit of selling carbon neutral products |

KEY PROJECTS

Effective engagement



Farmer Engagement Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|---------------------|---------------------------|---------------------|---|--|
| Industry engagement | Farmer Engagement Program | Farmer Consultation | Share content about our marketing and RD&E activities | <ul style="list-style-type: none"> Communicate the work of Australian Eggs to the egg industry through publications and digital channels Translate complex information into engaging fact sheets, infographics, animations and videos Implement updates to the website and mobile app for farmers Manage and promote the My AusEggs platform to get farmer input on activities |

Public Engagement Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|-------------------------|---------------------------|---------------------|--|---|
| Learn about egg farming | Public Engagement Program | Proactive Extension | Position Australian Eggs as the leading source of information about the egg industry | <ul style="list-style-type: none"> Increase traffic to the Australian Eggs website by developing new content that responds to popularly searched terms Improve paid search, organic search and paid social to reach more people with information about the egg industry Improve content and user experience navigation of the Australian Eggs website Data and analytics to improve digital reach |

Capacity Building Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|------------------------------|---------------------------|---------------------|---|---|
| Integrated Schools Education | Capacity Building Program | Proactive Extension | Provide information to support awareness of the egg industry, egg industry and career opportunities | <ul style="list-style-type: none"> PIEFA Expansion of primary school hatcheries program and curriculum resources Expansion of secondary schools curriculum resource and activity offering Marketing of program to schools |

Extension and Adoption Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------------------|--------------------------------|---------------------|---|---|
| Extension of research outcomes | Extension and Adoption Program | Proactive Extension | Provision of quality research outcomes to farmers through a variety of channels | <ul style="list-style-type: none"> Peer reviews and report summaries Workshops and farm visits R&D collateral: posters, manuals, fact sheets, infographics, videos Industry Snapshot 2019 |

Community Trust Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------------|-------------------------|---------------------|--|---|
| Sustainability Framework | Community Trust Program | Proactive Extension | Enhance the quality of engagement between the industry and its stakeholders and demonstrate accountability | <ul style="list-style-type: none"> Identify and prioritise issues of interest to the public across people, animal welfare, environment and economic viability Engage with the public to correct misconceptions and acknowledge residual concerns by addressing issues Facilitation of more productive engagement with all stakeholders |

Industry Analysis Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|-------------------|---------------------------|----------------------|---|--|
| Industry analysis | Industry Analysis Program | Industry Development | Support the egg industry with industry analysis to assist in long term planning | <ul style="list-style-type: none"> Develop an Industry overview and risk analysis report Extension of findings to egg farmers and other stakeholders |

KEY PROJECTS

Value for money



Efficient, Well-Resourced Team Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|----------------------|--|--------------------------------|--|--|
| Corporate Management | Efficient, Well-Resourced Team Program | Efficient, Well-Resourced Team | Ensure Australian Eggs management have resources to work efficiently | <ul style="list-style-type: none"> Provision of office premises, organisational IT and equipment and resources Financial/management accounting information meeting statutory reporting requirement |

Stakeholder Focus Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|------------------------|---------------------------|-------------------|--|--|
| Stakeholder engagement | Stakeholder Focus Program | Stakeholder Focus | Ensure the perspectives of a broad range of stakeholders is considered in undertaking activities | <ul style="list-style-type: none"> Cross-sector memberships and engagement Reporting on compliance to the Federal Minister/DA Engaging on RDC governance framework Government briefings on activities and attendance at Senate Estimates as required Contribute to CRRDC meetings and processes |

Clear Work Program

| Project | Program | Key Focus Area | Purpose | Outcome/Activities |
|--------------------|--------------------|--------------------|--|---|
| Project Evaluation | Clear Work Program | Clear Work Program | Perform evaluation on key Australian Eggs programs | <ul style="list-style-type: none"> Assessment of performance against Evaluation Framework BCA analysis on specific research projects Reporting to stakeholders |



EVALUATION FRAMEWORK

OVERVIEW

The Funding Contract requires Australian Eggs to develop an evaluation framework which:

- ensures that key performance related information is routinely collected and monitored;
- includes a structured plan for the systematic evaluation of the efficiency, effectiveness and impact of Australian Eggs’ key investments; and
- includes a means of publishing and disseminating relevant Research and Development outcomes and the outcomes of evaluations.

Australian Eggs’ Evaluation Framework was released in 2017 and will a report on activities under the 2017-18 Annual Operating Plan will be made available in July 2018. Australian Eggs has maintained the structure of its Evaluation Framework for this AOP to reflect our work program and provide a practical basis for stakeholders to scrutinise our activities, including:

- key performance indicators applied to each Goal to test Australian Eggs primary objectives; and
- program performance indicators for each Australian Eggs Program.

KEY PERFORMANCE INDICATORS

| GOAL | KPI | CALCULATION |
|-------------------------------|--|---|
| Increased consumption | 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 |
| Sustainable production | Average benefit cost ratios achieved for selected R&D projects | This is calculated by applying Benefit Cost Analysis to completed projects based on the Council of Rural Research Development Corporations Impact Assessment Guidelines and averaging outcomes |
| Effective engagement | Number of effective engagements with stakeholders | This is calculated by tracking the number of engagements with the egg industry from which positive feedback has been collected |
| Value for money | Ratio of administration services to Program expenses | This is calculated based on the ratio of total corporate and program administration costs over total program area expenses |



Ensure key opinion leaders, HCP gatekeepers and advisors have awareness and latest information on the benefits of eggs

PROGRAM PERFORMANCE INDICATORS

Increased consumption

| PROGRAM | OUTCOME | PERFORMANCE INDICATOR |
|---|---|--|
| Market Insights Program | Maximise the effectiveness of marketing activities to improve our responsiveness to market developments, consumer trends & target audiences | Percentage consumer recall and attitudes for key campaign messages |
| Consumer Research Program | Understand consumer behaviours & attitudes by systematically collecting & analysing market information for tracking, or project specific purposes | Grocery retail egg volume growth |
| Connecting Families Program | Improve dietary imbalance in the next generation by re-igniting the joy of families cooking & eating together | Family engagements with program outputs |
| Health Care Professional Program | Ensure key opinion leaders, HCP gatekeepers & advisors have the latest nutritional information on the benefits of eggs | Level of HCP awareness that eggs can be eaten everyday |
| Human Nutrition Research Program | Develop local human nutrition research programs that provide information to support health benefits of eggs, remove barriers & encourage consumption | Average benefit cost ratios achieved for R&D projects |
| Families Program | Promote top-of-mind awareness, knowledge of nutritional value, & life-long enjoyment of eggs for Australian families | Percentage of families aware of campaign |
| Baby Boomers Program | Educate Baby Boomers on the value & appropriateness of egg inclusion in their diets & promote top-of-mind awareness & the life-long enjoyment of eggs | Percentage of Baby Boomers aware of campaign |
| Millennials Program | Educate Millennials on the versatility, affordability & ease of egg inclusion in their meals, & promote top-of-mind awareness & the life-long enjoyment of eggs | Percentage of Millennials aware of campaign |
| Appetite Stimulation | Utilise a wide variety of egg dishes, recipes & visual stimulus to encourage appetite for eggs | Number of website recipe engagements |

Sustainable production

| PROGRAM | OUTCOME | PERFORMANCE INDICATOR |
|--|---|---|
| Biosecurity Program | Improve biosecurity adoption by egg farmers and address specific biosecurity issues | Average benefit cost ratios achieved for R&D projects |
| Flock Health Program | Develop tools to provide for improved management of health conditions | Average benefit cost ratios achieved for R&D projects |
| Spotty Liver Control Program | Develop strategies to further understand and manage the risks of Spotty Liver Disease | Average benefit cost ratios achieved for R&D projects |
| Food Safety Program | Develop risk management processes and explore the potential to reduce food safety risks in the egg supply chain | Average benefit cost ratios achieved for R&D projects |
| On-Farm Welfare Solutions Program | Support animal husbandry on-farm through providing solutions to common welfare concerns | Average benefit cost ratios achieved for R&D projects |
| Welfare Improvement Program | Support fundamental research to better understand hen welfare and enable future solutions to be developed | Proportion of R&D projects attracting co-investment |
| Hen Nutrition Program | Identify quality sources of Australian feed stuffs for laying hens to provide the best value | Average benefit cost ratios achieved for R&D projects |
| Environmental Program | Increased environmental sustainability and promotion of best practice management | Average benefit cost ratios achieved for R&D projects |

PROGRAM PERFORMANCE INDICATORS

Effective engagement

| PROGRAM | OUTCOME | PERFORMANCE INDICATOR |
|---------------------------------------|---|--|
| Farmer Engagement Program | Engage in two-way communication with egg farmers and distribute relevant content about Australian Eggs' marketing and RD&E activities | Survey of industry engagement and satisfaction |
| Public Engagement Program | Provide information about the egg industry to the public | Number of publications, engagement & reach |
| Capacity Building Program | Build capacity in the egg industry by providing a school program, workforce development, scholarships and research expertise | Number of participants in Australian Eggs developed training courses |
| Extension and Adoption Program | Increase adoption of research outputs by farmers and regulators through focused extension | Prominence and awareness of extension materials |
| Quality Assurance Program | Enable the egg industry to demonstrate food safety, animal welfare and biosecurity outcomes to customers and the public | Proportion of egg production covered by ESA |
| Community Trust Program | Increasing community understanding of farming | Level of community trust in the egg industry |
| Industry Analysis Program | Support the egg industry with industry analysis to assist long-term planning | Number of farmer engagements with industry analysis outputs |
| IRB Consultation Program | Work cohesively with representative bodies and obtain input on the development and implementation of activities | Number of engagements with IRBs |

Value for money

| PROGRAM | OUTCOME | PERFORMANCE INDICATOR |
|---|---|---|
| Efficient, Well-Resourced Team Program | Ensure appropriate resources to deliver on the work program | Number of engagements with non-farmer stakeholders |
| Stakeholder Focus Program | Ensure a broad range of stakeholders are considered in undertaking activities | Ratio of non-staff corporate expenses to Program costs |
| Clear Work Program | Provide robust decision making processes and evaluation of activities | Level of compliance with applicable ASX Corporate Governance principles |

Create and distribute engaging content about the egg industry to the public

INCOME AND EXPENDITURE

| FINANCIAL YEAR | 2019/20 |
|--------------------------------------|---------------------|
| Cash Reserves Opening Balance | \$4,693,676 |
| OPERATING INCOME | |
| Egg Promotion Levy | \$6,170,764 |
| Layer Chick Levy | \$2,563,240 |
| Commonwealth Contribution | \$3,848,524 |
| Assoc. Membership Subscriptions | \$82,440 |
| Interest Income | \$137,131 |
| Grant income | \$25,000 |
| Royalties | \$41,000 |
| Training income | \$12,800 |
| Other Income | \$144,800 |
| sub-total | \$13,025,699 |
| less levy collection costs | \$24,107 |
| | \$13,001,593 |
| OPERATING EXPENDITURE | |
| Value for Money | \$1,873,957 |
| Increased Consumption | \$6,362,344 |
| Sustainable Egg Production | \$2,400,061 |
| Effective Engagement | \$2,816,040 |
| Egg Farmers of Australia | \$80,000 |
| | \$13,532,402 |
| Operating surplus/ Deficit | -\$530,809 |
| Capital Purchases | \$85,000 |
| Cash reserves Closing Balance | \$4,077,866 |



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