



**Minutes of AAA Board Videoconference
2 February 2021`**

10:00

Via zoom

1. CONVENING OF MEETING

1.1. **WELCOME** President Brett Fallon opened the meeting at 9.08

PRESENT: Brett Fallon, Sarah Wheeler; Carolyn Austin; Julie Wilkinson; Mick Williams; Lee Sadler; Prue Walduck.

IN ATTENDANCE: Amanda Olthof

2. APOLOGIES, DECLARATION OF INTEREST AND WHS

2.1. APOLOGIES: nil

2.2. REGISTER OF DECLARATION OF INTEREST - It was noted by the Chair that the Register was to be used by directors for any listed agenda items or anomalies that arise during the meeting where an interest needs to be declared. Noted that Mick Williams will leave meeting when AYE chair position discussed due to family relationship.

2.3. WORK HEALTH AND SAFETY WHS No issues identified.

3. CONFIRMATION OF PREVIOUS MINUTES

Minutes of the AAA Board videoconference dated 16 December 2020 as circulated were considered and ratified.

B21M01 The Board **RESOLVED** to confirm the Minutes of the AAA Board video conference held 16 December 2020 as a true and correct record.

4. GOVERNANCE

4.1. AICD Principles

Each meeting the Board will consider and discuss the AICD's Not-for-Profit Governance Principles (Principles) as part of commitment to ensure good governance within the organisation. The Board discussed Principle 1 - purpose and strategy which covers the organisation having a clear purpose and a strategy which aligns its activities to its purpose. The Board discussed the critical questions for the organisation. The vision and mission of the AAA were reiterated. Communications with members was identified as needing improvement to remove a perception of "secret" business. Proactive communication from the Board was discussed. Consultation needs improvement to ensure that members are taken on the journey of decision making. Council meetings bi-monthly will assist in this process.

The board agreed that to assist alignment between strategy and decision making, the Board paper templates will explain the linkages between recommendations and the strategic plan.

4.2. Review of Board Strategy Discussion

Lee Sadler gave an overview of the Strategy discussion held by the Board in December where the Board agreed the current Strategic Plan was reflective of where we wanted the AAA to be. The vision of the company "a successful and sustainable alpaca industry in Australia" was reiterated and will be the focus of the work of the AAA going forward. The Board has agreed on several areas of focus, including:

- Cultural shift



- Optimize shows and events
- Training and education of members
- Marketing (internal and external)
- Research and development focus on sustainability and green credentials

It was also agreed that the focus should be on the end product, rather than the animal, in everything that the AAA does. It is pivotal to bring the vision of the AAA into everything that the company does. Narrow the focus to fibre where visible and measurable gains can be made for the benefit of all members.

Discussion on the focus on exports explored that export of animals provides reinvestment into the domestic industry. It was noted that it isn't the responsibility of the AAA to build an individual's business success.

Sarah left the meeting at 9.40

The Board discussed the lack of industry data to assist in advocating and telling the industry story. Suggestion discussed about surveying members at renewal on breeding goals and animal numbers. Future data collection in ealpaca including fleece results, micron and weight, as well as options for a shearing app were discussed. The Sustainability Framework will be reliant on good quality data.

The work that the Board is doing on the export strategy, R&D strategy, training and education plan as well as sustainability Framework all show that AAA is working towards the vision and mission and will feed into a cultural shift for the industry.

4.3. Board Skills matrix

Board members completed a self assessment of their skills and Lee presented the Board skills matrix which was completed to identify the skills, knowledge, experience and capabilities desired of the Board to enable it to meet both current and future challenges.

Overall, the Board has strong skills in alpaca husbandry and other farming, marketing, education agronomy, finance and writing. Skills in legal, veterinary medicine and media may complement the current Board's skills and if required in the future may be filled through a skilled Board vacancy position.

5. BUSINESS ARISING

AO to reinstate the Board action register

6. EXECUTIVE REPORTS

6.1. TREASURER'S REPORT

Carolyn Austin presented the P&L and reported on the current situation. AAA continues to receive Jobkeeper, ATO stimulus package and rebate on rental property, as a result of COVID.

It was noted that the income received from registrations of "over 24 month" animals between October and December is to be transferred to industry development funds. Fee structure was outlined and the progressive discounts that only apply for registration of animals under 12 months. Scenarios to be developed.

Action – zoom webinar fees to be reallocated to education, cost of webinar presenters reallocated to education

Sarah re-joined the meeting at 10.20



A Draft budget was presented for discussion and Board members agreed to review this again in three months before it is finalised. There was a general consensus that the budget is not acceptable as a deficit for 2022 FY and will be undergoing constant adjustment to be reviewed at each Board meeting.

The Board agreed that there is no allowance in the budget at this stage for regional capitations, however, to promote education, the Board is open to 50/50 cost sharing arrangements with the regions for Regional webinars using the office infrastructure.

Member benefit information and value proposition to be revisited. Action – AO to complete paper on value proposition, and what other associations provide both domestically in other industries and internationally.

7. BOARD ACTIONS

7.1. Shows and Events

It was reiterated that budgets are required for all shows and events. Shows should break even, or have costs underwritten by the regions.

It was noted that there are no judges in WA, Tasmania and Queensland. These three states will receive financial assistance for judge's travel. The Board discussed judges remaining after a show to provide additional education opportunities for members in the regions.

B21M02 The Board RESOLVED to keep the show levy at the current level of \$4 halter and \$2 fleece. For the 20/21 FY, the levy will be returned to the region. For 2021/22FY, the levy will be used to contribute to judge's travel costs.

7.2. COVID show plan documents

Mick presented a COVID Plan for shows following consultation with SJC, Regional Presidents and judges. Amendments were made to allow the best balance of all recommendations made to date.

B21M03 The Board RESOLVED that the revised COVID-protocols be circulated to regional presidents, convenors, judges and membership as a living document.

Action – Brett to communicate with members via video and/or zoom meetings state by state as an interactive opportunity to discuss the protocols.

The Board acknowledged the amount of work contributed by Mick Williams in drafting the COVID plan and Guidelines.

7.3. Sustainability Framework

Discussion deferred to next meeting.

7.4. RD&E and Biosecurity

Discussion deferred to next meeting.

Mick Williams left the meeting at 12.18 for the discussion regarding the AYE Chair

7.5. Alpaca Youth

The Board discussed the expressions of interest received for the position of Chair, Alpaca Youth and Education.

B21M04 The Board RESOLVED to appoint Louise Holbrook and Rubey Williams as co-chairs of AYE

The two chairs have complementary skills and experience. Significant change is required and the youth area needs refreshing. The co-chairs will be tasked with considering the future of

youth programs to align with the Association's strategic plan moving forward. The co-chairs will report through Brett directly on youth issues but are able to approach any Board Director with queries about intersection between youth and any other area.

8.0 Other Business

None reported.

Next meeting– 16 February 10am AEDST

Meeting closed 12.29pm

Minutes Ratified 16 February 2021