

## **Janelle Jago**

As President of the Australian Alpaca Association's Tasmania region, and with 20 years' experience working with alpacas and 15 years as a financial member of the AAA, I have spent recent years working to strengthen how our industry connects with the public, with new owners, and with each other — and I would welcome the chance to bring that experience to the national Board.

At Toffeemont Alpacas, I run a full "paddock to yarn" operation — breeding, fibre production, hand-dyeing and garment manufacture — alongside a busy farm tourism and education program. We host school groups from Tasmania and interstate, international tour groups, artisan craft groups, veterinary student placements, and aged care visits, and I provide husbandry and shearing support to over 250 alpaca-owning clients across the state. This combination of production, retail, tourism and community engagement has given me a broad, practical view of where the alpaca industry creates value — and where it needs support to grow.

I believe the areas where I can contribute most to the AAA Board are: growing customer-facing markets (tourism, education and fibre/retail channels); strengthening engagement between the national body and its regions; and supporting members who, like me, are building diversified, multi-stream alpaca businesses.

What motivates me to stand for the Board is a genuine belief that the AAA's strategic priorities —

customer-driven markets, a strong and well-governed peak body, and engaged membership — are best delivered when regional experience feeds directly into national decision-making. I want to help make sure the AAA's strategy reflects what's actually working on the ground for breeders and fibre producers.

I hope to bring two decades of practical, hands-on industry experience and a track record of delivering real programs — from farm tourism to a growing events calendar — to Board discussions. In return, I hope to learn more about the governance, financial and strategic dimensions of leading a national peak body, and to help ensure the Board's decisions translate into tangible benefit for members across every region.

Anyone who has tried to halter-train a stubborn weanling knows the value of persistence, a calm voice and a pocket full of patience. I'm ready to bring all three to the National Board!