



## **ANNUAL GENERAL MEETING – 2024**

### **PRESIDENT'S REPORT**

#### **Australian Alpaca Association (AAA) - Annual Report Summary**

This year, the Australian Alpaca Association (AAA) made great progress in supporting our members, growing the alpaca industry, and building a strong future for everyone involved. Our dedicated team of volunteers, members, and Directors have played a big role in these achievements, and we're excited to share some key highlights from the past year.

#### **Major Accomplishments**

1. **Collaboration with All AAA Leaders:** Held our first face to face meeting in Melbourne with the AAA Council in several years. A great opportunity to do a very detailed SWOT analysis, per region, and to set clear strategic goals. It was an important investment and has significantly improved collaboration between the Regions and the National AAA leaders. Outcomes included projects such as the AAA website refresh, Fleece sales system, 2024 National Alpaca Week, >24 month registration discount.
2. **National Alpaca Week Reinvigorated:** We focused on amplifying this important week, with the aim of engaging local and National Media, across all channels, and their public to increase the general awareness of the alpaca Industry. We successfully had 80 pieces off coverage (including 5 on TV, 8 in print and 46 on the radio) which reached millions of people.
3. **Australian Alpaca Research Network (AARN):** Launched the AARN with exciting engagement from leading researchers around the country. The concept was designed to encourage investment and time spent on the development of the alpaca industry.
4. **Securing Traceability Grant:** The AAA are the successful applicant for a \$200,000 grant commencing in 2025 to extend the implementation and understanding of the importance of traceability in the alpaca industry. The Assistant Minister for Agriculture, Fisheries and Forestry, Hon Anthony Chisholm, complimented the strength of our application and the work the AAA have been doing to date.
5. **Supporting Future Vets:** Through the Richard Dixon Scholarship, we've invested in future veterinarians who will help care for alpacas in years to come.
6. **Biosecurity Program - Alpaca CheQA:** We have updated Alpaca CheQA, increasing its relevance to our membership and helping practice on-farm safety to protect the health of their alpacas.
7. **Animal Health and Biosecurity:** Progressed towards inclusion in the Emergency Animal Disease Response Agreement. The binding agreement between the government, livestock industries, and Animal Health Australia.
8. **Electronic Identification System (NLIS):** Continued to support the engagement of the National Livestock Identification System (NLIS) for alpacas a pivotal piece for national agricultural biosecurity and future export opportunities.
9. **New Export Pathways:** We continued working on opening new export options for alpaca bloodstock, with great progress made in 2024 towards a direct market with the United Kingdom.
10. **National Show 2024:** Perhaps our best National Show yet, the AAA showcased the different aspects of the alpaca industry including bloodstock, fibre production and use, with the craft and arts sections engaging with an increased audience. The AAA strategically engaged a Public Relations company to ensure the awareness of the show and the industry at large had National coverage, including 56 pieces of media coverage, across TV print, radio and online.
11. **Discounted Fees:** We have maintained financial viability, invested heavily in the industry's future, but have also been able to reduce AAA transfer fees reducing expense for members.
12. **Member Upskilling and Online Training:** Course outline completed for Alpaca Fleece Classing E-learn. It is the start of a huge project of for member training. With the next phase being researched for development of an independent "single-desk" platform for private businesses to develop and trade in alpaca fibre sales.

#### **Appreciation for Key Contributors**

- At this year's Annual General Meeting (AGM), we want to especially thank **Sue Harris**, a retiring board member on her second stint with the AAA, for her years of invaluable service. Her dedication to the success of the AAA and the alpaca industry in general could never be doubted, and Sue will be sorely

missed from the Board including her work across several key areas for the AAA including eAlpaca upgrades, policy reviews and overall governance.

- We are very lucky to welcome back **Lee Sadler** as Director to our Board: Lee is renewing her term that started in 2021 and will have the opportunity to continue her progressive work with Animal Health Australia and EADRA.

### **Closing Remarks**

As President, I want to thank everyone—our Directors, volunteers, and office staff—for their hard work and dedication over the past year. Your efforts make a difference, and we're looking forward to more growth and success together in the future.

**Brett Fallon**  
**AAA President**