



Strategic Steering Group for WA Sheep Industry Transition Terms of Reference

Purpose

The purpose of the Strategic Steering Group is to enable connection between implementation and strategy by supporting the development of a Western Australian sheep industry strategy and implementation plan that has a clear focus on both the sheepmeat and wool sectors. This will include ensuring the best use of the programs coming out of the co-design process.

The group will be focused on overall system gain to support a continued profitable and productive sheep supply chain in Western Australia, rather than individual or representational gain.

It will work quickly and with intent to ensure all funding enables change for the best possible benefit across the whole system.

Role Scope and authority

The role of the Strategic Steering Group is to:

- Provide strategic guidance on the development of a medium-long term industry strategy and priority action plan for, and supported by, the WA sheep and wool sector
- Identify issues and any required analysis or work needed to inform and support the industry strategy and priority action plan
- Facilitate connections between organisations and groups to amplify and connect networks, resources and opportunities
- Inform the best use of the transition programs being funded by the Australian Government
- Provide system advice (through the Transition Advocate) to the Minister for Agriculture, Fisheries and Forestry
- Work within the scope of the Transition Advocate's terms of reference.

Membership

The Strategic Steering Group are appointed by the Transition Advocate. The group comprises individuals who are respected industry leaders with deep understanding of the Western Australia sheepmeat and wool supply chain, business, and the regions. Members will serve in the group in their individual capacity and will not be acting as representatives for their respective organisations.

Dr Chris Rodwell, Transition Advocate, Chair

Ms Bindi Murray, Sheep and wool producer

Ms Erin Gorter, Rural industry consultant

Mr Ashley Herbert, Agribusiness Consultant

Other experts or leaders will be brought in on an as needed basis.

A Department of Agriculture, Fisheries and Forestry official will attend meetings of the group as an observer.

Term

The group will be established from July 2025 for an initial term of 12 months, with an option to extend the term.

Remuneration

Group members will be compensated for their time and any travel expenses.

Secretariat

The Strategic Steering Group will be supported by a secretariat from the Department of Agriculture, Fisheries and Forestry.