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GOVERNANCE RENEWAL AND ELECTRONIC MEMBER INTERFACE CONCLUDE AWA CALENDAR YEAR 2020

Dear AWA Member,

It is my pleasure to address you on behalf of the AWA Board as we prepare for our 31st Annual General Meeting at the Armidale Bowling Club, Armidale NSW on the 4th of November 2020.

It has been an extraordinary year, and looks to end in an extraordinary fashion with a largely 'virtual' meeting, although live attendance will also be possible. The major achievements of the financial year are detailed in the 2019-20 Annual Report that you will receive in the next few days. However, the Board draws your attention to some important initiatives that have been completed since the close of books on 30 June 2020.

NEW WAGYU ONLINE PORTAL: Launched in late August, AWA's new Customer Relationship Management (CRM) portal is the most important enhancement incorporated in the new AWA website. This is a new electronic member/AWA business interface, enabling registrations, ownership transfers, access to transaction histories and powerful prefectural, EBV/Index and pedigree searches.

NEW WEBSITE: After more than a year in preparation, the new AWA website went 'live' in late August, to general acclaim. This is the first major AWA web makeover in about six years.

NEW AWA GOVERNANCE CHARTER: A major AWA Governance review has addressed significant legal flaws in our 2016-19 Governance documents. AWA now has a brand new, legally verified governance regime, including a Deed for AWA Directors, and a new Governance Charter. For the first time, these important documents are available to Members on the AWA website (<https://www.wagyu.org.au/about-us/corporate>).

NEW COMPLAINTS POLICY: A new Complaints Policy is an important complement to the new Charter and part of a new Corporate Policies and Procedures Manual. The Complaints Policy is the result of independent legal review and advice. It provides objective resolution processes which remove Governance protocol obstacles confronted during calendar 2020. Most of the events addressed during calendar 2020 occurred in 2018 and 2019. I am pleased to report that there are now no unresolved complaints against either staff or directors.

AWA looks forward to reporting a strong outcome at the 31st Annual General Meeting. For example:

- Membership has increased 8% to 762 members, of these, 633 are Full members and 127 are international members.
- Herdbook registrations have increased by 30%, supported by more than 28,000 50K genomic tests.

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Throughout 2020, the AWA has successfully maintained core operations despite COVID-19 impacts. We have developed new webinar streams to enhance communication with members during a period that has seen reduced face-to-face engagement opportunities.

We have continued to decrease costs of services to members, whilst increasing service efficiency year-on-year and maintained net profit and operating reserve ratio targets.

As we move into 2021, the AWA operations will continue to focus on delivering a range of services, events, and breed development programs. 2021 events will include the Annual Conference and the Wagyu Branded Beef Competition. 2021 will see the introduction of a series of widely targeted on-farm progeny test programs.

We look forward to meeting or seeing you in Armidale for the AWA 2020 Annual General Meeting on the 4th of November 2020.

Kind Regards,

MIKE BUCHANAN

AWA President and Board Chair

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