



17 May 2013

Dear Members:

It is with mixed emotions that I write to you to announce that our CEO, Matt Shaffer, will be leaving Holstein Australia after seven and a half years. I say mixed because although we will miss his contribution at Holstein, he is moving to a position within Dairy Australia which will see him continue to have a positive influence on our farmer members' businesses.

Dairy Australia has recognised Matt's skills and vision and approached him to become the Program Manager – Genetics and Data Management. This position will manage DA's involvement in ADHIS, the Dairy Future CRC and the centralisation of data, three areas that HA has been active in for some years. A key part of his role will be to bring to fruition the long anticipated data centralisation; something that will benefit all Australian dairy farmers, including Holstein Australia members. This is a unique opportunity for the wider Australian dairy industry to realise the potential of what centralised data can deliver.

When Matt finishes with HA on 26 July, David Jupp will step in as Acting CEO. David has been instrumental in the transformation of HA into an organisation that provides relevant, value-for-money services to its members and has the complete confidence of the Board.

The Board has decided that given the current state of the dairy industry, the Association will not appoint a permanent replacement but will continue to monitor the situation in the coming months. Once the economic environment has stabilised, the Board will appoint a permanent CEO.

With Matt's departure, the Directors felt that his skills and knowledge would be missed at Board level and so have therefore asked him to join the Board as a Non-Executive Director. This arrangement will allow for a smooth transition and will benefit HA members by retaining Matt's strong visionary and financial skills on the Board. The arrangement will be evaluated annually to ensure it meets the needs of HA members.

Matt will also continue in his role in the World Holstein Friesian Federation, maintaining his position as President with the support of the World Council.

Personally I am sad to see Matt leave the HA family. In addition to the enormous contribution Matt has made to Holstein Australia, he has been an immense support to me in my role as president, and to the board in general. I will miss his leadership, commitment and friendship. On behalf of the Board, I wish Matt well in his new venture and look forward to his continued role in the Australian dairy industry and his continued involvement with HA members.

Regards,

Ron Chittick
President

THE HOLSTEIN-FRIESIAN ASSOCIATION OF AUSTRALIA INC.

24-36 Camberwell Road, Hawthorn East, Victoria 3122 Australia Postal: PO Box 489, Hawthorn BC, Victoria 3122
Telephone: (03) 9835 7600 Facsimile: (03) 9835 7699 Email: info@holstein.com.au
Website: <http://www.holstein.com.au> ABN 87 455 118 302 REG NO. A14883U