



February (Summer) 2013, 1 page

DEER R&D PROGRAM REPORT TO THE DIAA AGM 2013

Rural Industries Research and Development Corporation

Overview

- A total research budget of \$71,301 was proposed for the 2012-13 financial year. \$50,500 is proposed for the 2013-14 research budget.

- Total program reserves reduced from \$430,000 in 2011 to \$378,000 in 2012.

- The RIRDC Corporate Plan 2012-2017 was released in July 2012. This Corporate Plan outlines the vision, goals and strategies, which will guide RIRDC investment for the next five years. The Corporate Plan can be downloaded from the RIRDC website, www.rirdc.gov.au.

- A new five year R&D plan for the RIRDC Deer Program will be developed in 2013, and will outline the R&D objectives and strategies to be pursued by the program.

Project updates

PRJ-004052 DIAA Website Maintenance and Information for the Australian Deer Industry:

The project will maintain industry support for the RIRDC Deer R&D Program through the effective use of the DIAA website. To achieve this, the website will be regularly updated, making the latest RIRDC Deer R&D newsletter, as well as news and information, available to all parties interested in the deer industry.

This project was contracted in November 2009, and has been extended until April 2014.

PRJ-005266 Communication for the Deer Industry in Australia:

The objective of this project is to achieve widespread dissemination and use of R&D information by the deer industry and to ensure that the industry is kept up to date by:

- Making the Australian Deer Farming (ADF) Magazine, a 24 page publication, available to all deer farmers currently on the RIRDC and DIAA lists

- Using the ADF magazine as the vehicle by which all RIRDC news and information is disseminated.

This project was contracted in August 2010, and is due to be complete in May 2013.

Articles are currently being drafted for the Summer and Autumn 2013 editions of the ADF Magazine.