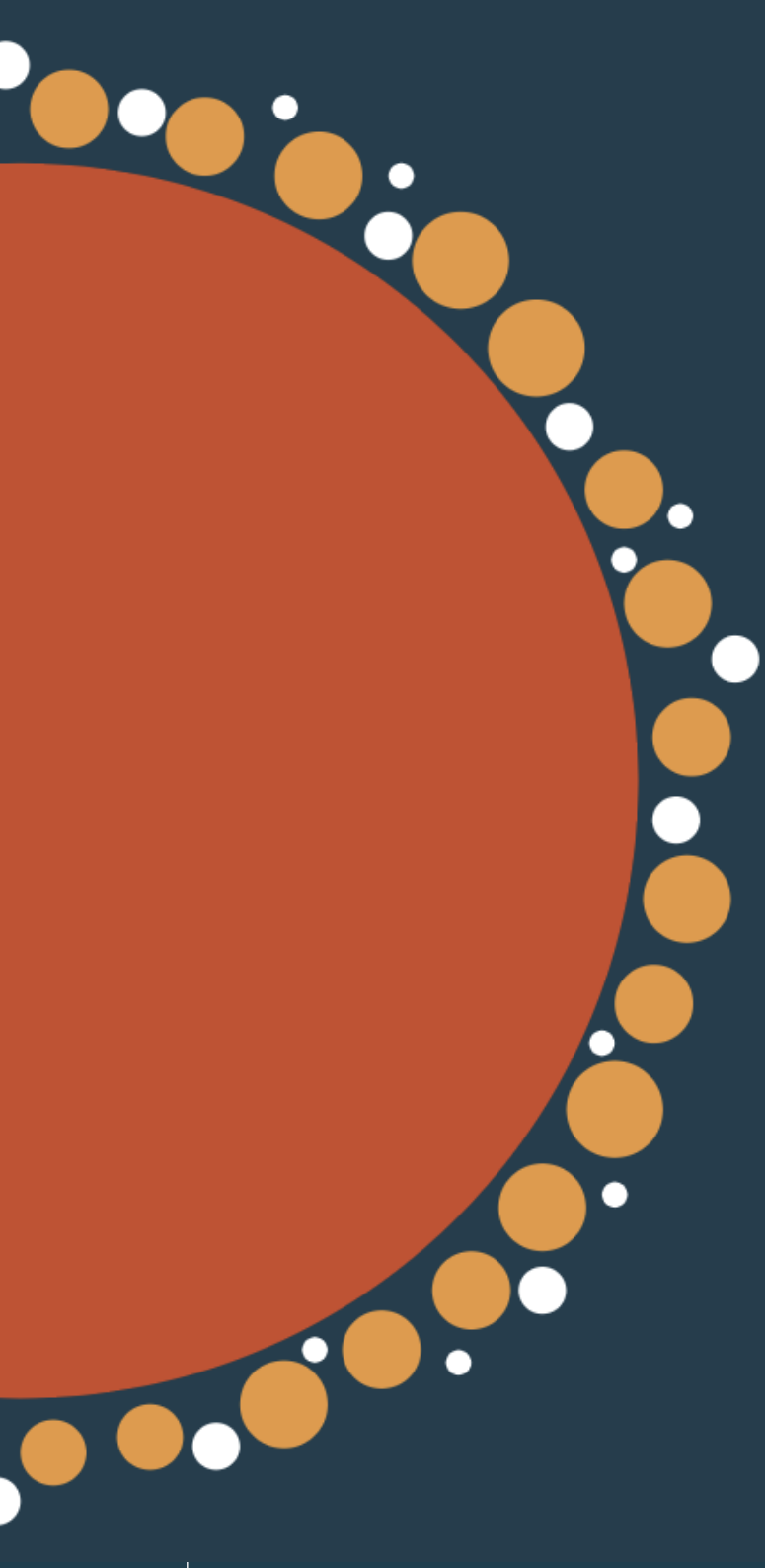**eID Implementation Presentation**

Livestock Traceability Co-Design initiative

We acknowledge and pay our respects to Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia, whose ancestral lands and waters we work and live on throughout Australia. We honour the wisdom of, and pay respect to, Elders past, present and future.

Preparing for mandatory sheep and goat eID

BUILDING THE PLAN

A new government-industry Sheep and Goat Traceability Taskforce (SGTTF) is focused on:

IMPLEMENTATION
Develop a national plan, including timeline to guide all jurisdictions working towards 1 January 2025.

HARMONISATION
Reviewing the NLIS Sheep and Goat Standards and amending legislation to support a nationally harmonised, fit-for-purpose system.
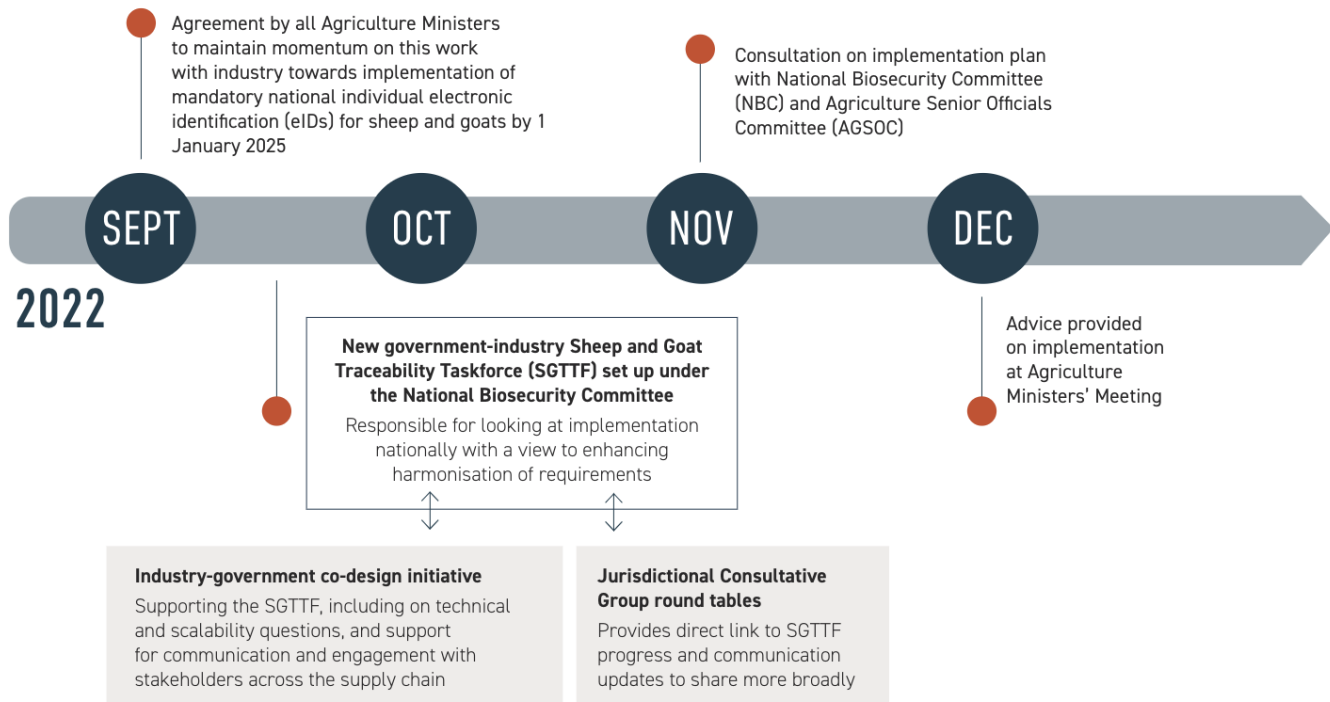
AFFORDABILITY
Clarify costs, investment and funding or other support to drive rapid and widespread adoption.

CONTINUOUS IMPROVEMENT
Provide advice on actions to support improved traceability systems and benefits for other livestock species.

KEY PRINCIPLES

01 Build on the significant industry and jurisdictional progress made in livestock traceability over the past decade.

02 Bring in real-time feedback as national eID system options are discussed, including from those who will need to make changes on the ground.

03 Learn from Victoria's eID rollout for sheep and goats, including insights from Victorian producers, agents, saleyards, processors and transporters.

IMMEDIATE STEPS AND MILESTONES

Agreement by all Agriculture Ministers to maintain momentum on this work with industry towards implementation of mandatory national individual electronic identification (eIDs) for sheep and goats by 1 January 2025

Consultation on implementation plan with National Biosecurity Committee (NBC) and Agriculture Senior Officials Committee (AGSOC)

SEPT — **OCT** — **NOV** — **DEC**

2022

New government-industry Sheep and Goat Traceability Taskforce (SGTTF) set up under the National Biosecurity Committee
Responsible for looking at implementation nationally with a view to enhancing harmonisation of requirements

Advice provided on implementation at Agriculture Ministers' Meeting

Industry-government co-design initiative
Supporting the SGTTF, including on technical and scalability questions, and support for communication and engagement with stakeholders across the supply chain

Jurisdictional Consultative Group round tables
Provides direct link to SGTTF progress and communication updates to share more broadly

The co-design process

Research and gap analysis

- Detailed examination of over 50 literature sources
- 2 extended industry and jurisdictional workshops
- 2 full-day site visits to farms and selling facilities

Journey mapping

- Mapping 40 supply chain activities
- Validation received from over 30 stakeholders over 2 workshops with industry and government

Action plans

- 3 full days of hybrid in person and virtual co-design
- 5 targeted co-working sessions daily to inform the action plans

Final package

- 42 targeted sessions with industry associations, governments and representative supply chain participants to validate and build implementation focus areas into a final package

Key stakeholders involved in the co-design process

AllFlex	Agriculture Victoria	GICA	Sheep Producers Australia
ABARES	Frew Foods International (Stawell)	ITP	AMIC
South Eastern Livestock Exchange	Meat & Livestock Australia	TAS DNRE	SAFEMEAT
Integrity Systems Company	Charles Sturt University	ALMA	
WoolProducers Australia	PIRSA	Agrinous	
CVLX Ballarat Saleyard	Shearwell	WA DPIRD	
RDC Groups	QLD DAF	ALPA	
Cattle Council of Australia	NSW DPI	Agricultural Shows Australia	

What was developed and what we'll cover today

01
Tech and infrastructure
Identify the infrastructure, tech and data initiatives required to support the transition to eID

02
Policy and Regulatory change
Identify the policy and regulatory changes required to support eID implementation

03
Engagement and communications
Explore how to strengthen engagement with a diverse range of supply chain participants

04
Understanding costs
Discover the fundamentals shaping the development of the national cost model for eID implementation

05
Broader reforms for the future
Evaluate the activities and work programs that may be required to strengthen our biosecurity system beyond an initial eID implementation, along with the level of resourcing needed

Planning for eID rollout

Infrastructure implementation key outcomes

Objectives and outcomes

To understand the key transition activities, effort and timeframes required to support the move from visual mob-based tags to eID through implementation of appropriate tech infrastructure and data management requirements.

Hardware
Tags, Readers etc.

- 9-12 months of lead time to scale production of hardware, as well as optimize the IT Support model based on the expected user base
- Resellers plan to keep adequate buffer stock to support peak season requirements considering the current shipping timeframes
- Dependency on supply of microchips, steel and import shipping delays

Hardware
Infrastructure Installation

- 4-6 weeks of installation period with any initial on-site support if required
- Plan in place to optimise the number of skilled staff required to install, configure and provide initial on site support, if required

Software

- 6-9 months of lead time to scale operations to support new users
- Higher lead time for software providers that offer on premises infrastructure such as server etc, compared to cloud based solutions as they need to procure all hardware
- During this period they will optimise IT config. & support and Customer Service team

NLIS Database

- 18 months lead time to plan and scale the NLIS database to support national level transactions
- Nationally aligned structure which means no customisation is required
- Cloud based infrastructure to accelerate scaling (No Auto Scaling)
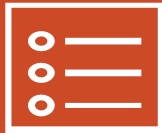- Lead time will also include updates to User guides, Website content, webinars or field events & training sessions

To identify regulatory or policy actions required, and the relevant level of effort and time required, to transition from visual mob-based tag to eID.
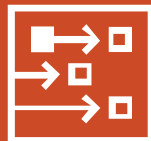
Legislative Changes	
Updating Business Rules	
Phase in of Tagging Requirements	
Tag Free Movement Arrangements for Emergencies	

NB. Changes required vary depending on the State or Territory and what their current arrangements are

Engagement approach

Understanding the top concerns for participants

Through the co-design process and existing research, we have developed supply chain participant profiles to understand their current perceptions, concerns and motivations.

Concerns around eID outweigh the positives and actively engaging on why eID is needed is critical to effectively managing this change.

TOP 5 COMMON CONCERNS:

01 Cost and funding

02 Technology availability (eID tags and tag readers) and implementation within the timeframe

03 The NLIS database and its ability to handle the volume of transactions and increased users

04 Additional work for participants

05 The need for new skills to be able to use the technology

"Change frightens the crap out of people – we need to sell changes through success stories." *Producer*

"You need to highlight the positives and bring the silent majority along." *Producer*

"If you want to make this mandatory, how are you going to help us to do it?" *Goat depot operator*

"We're concerned about the speed and whether readers will be available in time." *Saleyard operator*

"There are constant changes and forever a new process to get producers across." *Agent*

"There were challenges in configuring new readers to operate in the harsh environment of an abattoir." *Victorian abattoir*

Strategic insights

In preparing for the transition to eID, there are 8 insights that underpin our change and planning approach.

01
Identifying a compelling case for change

02
Defining the rationale for a national approach

03
Scope – eID for sheep and goats

04
Whole of supply chain impacts

05
Clear on costs and resources

06
Practical, targeted education and on ground technical expertise

07
Timing and approach

08
Sustained, multi-faceted communication approach

Engagement and change approach

Build awareness and understanding of the transition to national mandatory eID implementation for sheep and goats

Key activities
- Webinar series
- Starter kit including 5 Whys, tracing the life of a sheep infographic, co-design placemat
- Top of mind topics - central repository
- What it means series

Educate and equip supply chain participants and government with the support and skills to **comply** with eID

Key activities
- Core training modules – related to system, policy and compliance, technology requirements – for inclusion in existing training, meetings etc

Working towards implementation of sheep and goat eID by January 2025

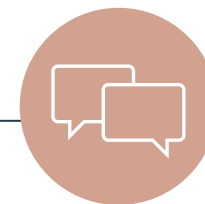**Gain commitment and active involvement** from key government and industry stakeholders

Key activities
- SGTTF updates, forums, consultation, Jurisdictional round tables and SGTTF central repository and website
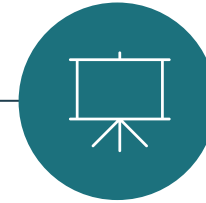
Drive engagement, interest and advocacy within supply chain participants and government in relation to their role in traceability
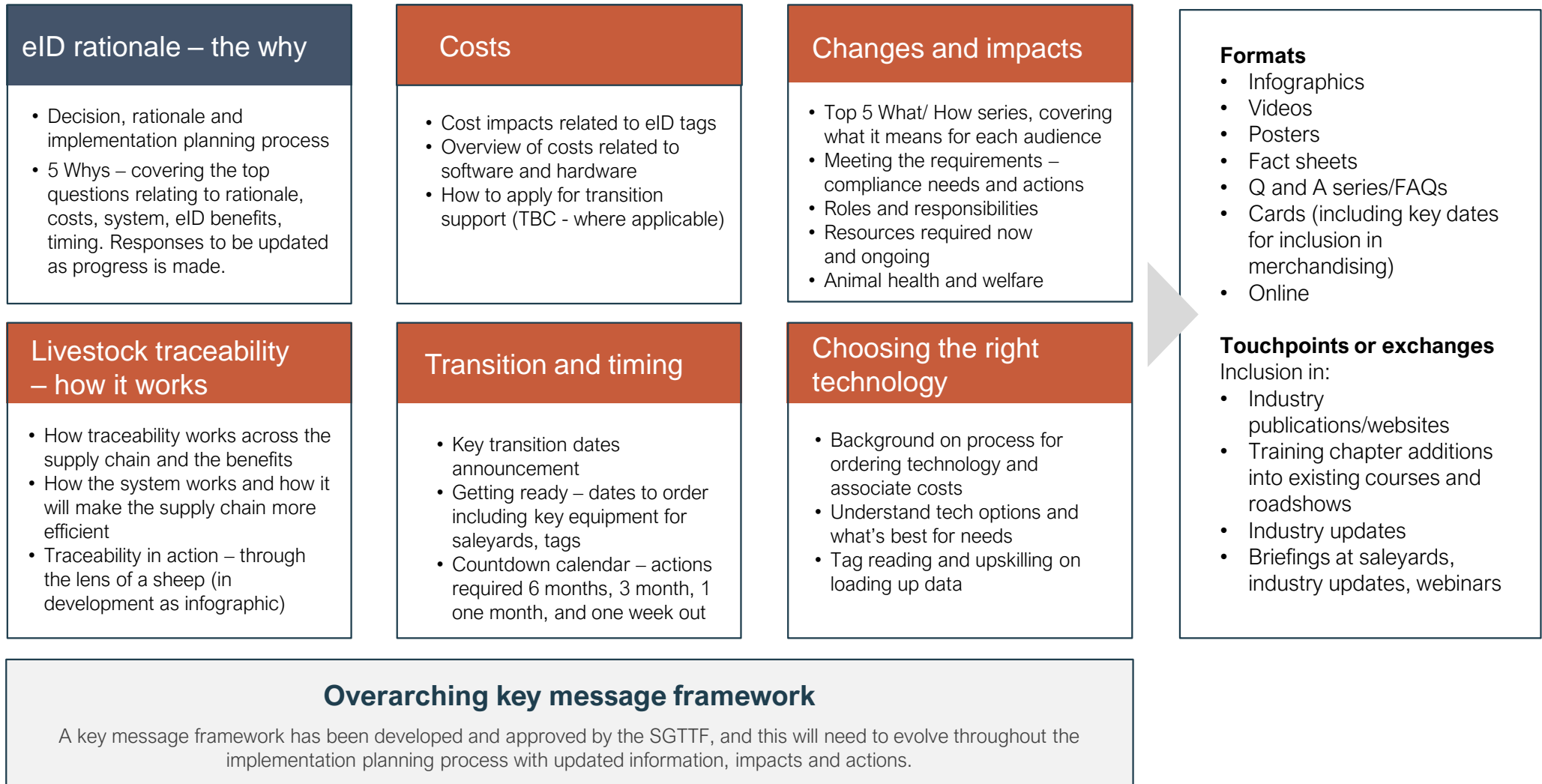
Key activities
- Success stories/testimonials repository
- External/media plan
- Influencer/change ambassador network
- Listening, feedback and measurement approach

Developing consistent, repeatable content in multiple ways

Creating a central repository of 'top of mind' topics and information resources will support stakeholders in tailoring content for multiple formats, touchpoints or exchanges.

eID rationale – the why

- Decision, rationale and implementation planning process
- 5 Whys – covering the top questions relating to rationale, costs, system, eID benefits, timing. Responses to be updated as progress is made.

Costs

- Cost impacts related to eID tags
- Overview of costs related to software and hardware
- How to apply for transition support (TBC - where applicable)

Changes and impacts

- Top 5 What/ How series, covering what it means for each audience
- Meeting the requirements – compliance needs and actions
- Roles and responsibilities
- Resources required now and ongoing
- Animal health and welfare

Livestock traceability – how it works

- How traceability works across the supply chain and the benefits
- How the system works and how it will make the supply chain more efficient
- Traceability in action – through the lens of a sheep (in development as infographic)

Transition and timing

- Key transition dates announcement
- Getting ready – dates to order including key equipment for saleyards, tags
- Countdown calendar – actions required 6 months, 3 month, 1 one month, and one week out

Choosing the right technology

- Background on process for ordering technology and associate costs
- Understand tech options and what's best for needs
- Tag reading and upskilling on loading up data

Formats
- Infographics
- Videos
- Posters
- Fact sheets
- Q and A series/FAQs
- Cards (including key dates for inclusion in merchandising)
- Online

Touchpoints or exchanges
Inclusion in:
- Industry publications/websites
- Training chapter additions into existing courses and roadshows
- Industry updates
- Briefings at saleyards, industry updates, webinars

Overarching key message framework

A key message framework has been developed and approved by the SGTTF, and this will need to evolve throughout the implementation planning process with updated information, impacts and actions.

Communications starter pack

One page overview

A one pager that outlines the co-design approach currently underway for audiences who keen to understand the decision making process in preparing the implementation plan.

Digital

A collection of digital assets (email banner and social titles) to help promote upcoming engagement activities


Infographics

The 5 Whys address the top questions on people's minds right now in relation to why the transition, the benefits, the system, the costs and the timing.

These infographics can be designed as question cards, turned into posters or designed as digital assets. Throughout the implementation, the same concept can be applied for example – the 5 Whats outlining more specific changes for supply chain participants, and the 5 Hows detailing the actions participants need to take to get ready.

User journey

The journey of Woolly the sheep is an infographic and animation that highlights the additional time and effort required to trace a sheep exposed to a disease in the current mob-based system, and the benefits of using eID.
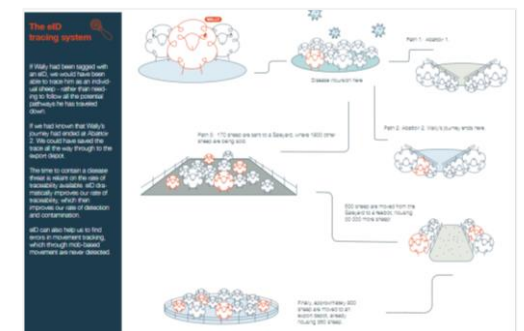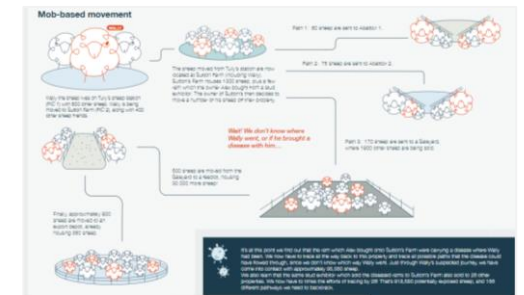
Costing

Cost model
Objectives and outcomes

Develop a cost model to support decisions about the national implementation.

The data from state and territory governments, industry and other relevant stakeholders was aggregated into appropriate cost buckets and then tested and validated with stakeholders.

The final cost model has been provided to the SGTTF and jurisdictions, to support government costing and investment decisions for implementation.


Snapshot of model dashboard
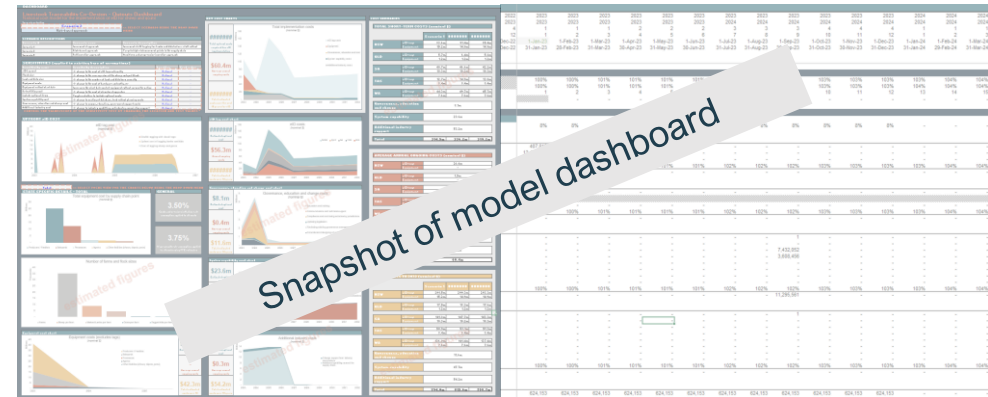
Key features that can be tested in the cost model

Sensitivities		Description
$	eID tag cost	The ability to test a +/- 5%, 10% or 15% change in eID tag costs on a national or state-by-state basis.
	Equipment rollout start date	The ability to test a 3, 6, 9 or 12-month delay in the start date of equipment rollout. This can be tested on a national or state-by-state basis.
	Average flock size	The ability to test a +/- 5%, 10% or 15% change in the average annual flock size of sheep and goat per producer / feedlot. This can be tested on a national or state-by-state basis.
	Average lambing / kidding season	The ability to test a +/- 5%, 10% or 15% change in the size of the average annual lambing and kidding cycle. This can be tested on a national or state-by-state basis.
	Equipment costs	The ability to test a +/- 5%, 10% or 15% change in equipment costs. This can be tested on a national basis.

Long-term considerations

Long-term considerations

Areas for further improvement to sheep and goat traceability beyond the initial eID implementation have also been considered. These potential solutions and associated effort / impact matrix supports prioritisation and action to address implementation and improvement issues.

Impact (vertical axis) / *Effort* (horizontal axis)
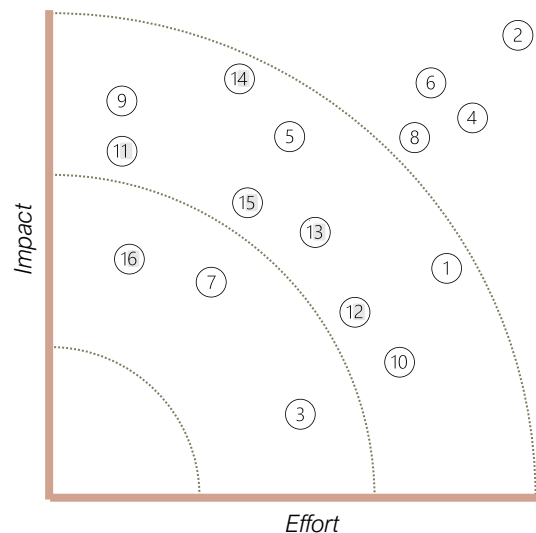
Ref	Considerations
1	NLIS reporting for all jurisdictions
2	Analytics capability to enable a proactive approach to compliance and biosecurity risks
3	An overarching data governance model to drive consistency across jurisdictions
4	MAX integration for outbreak responsiveness
5	Future proofing
6	PIC harmonisation program
7	Cross-Jurisdictional Traceability and Biosecurity Compliance Coordination Procedures

Ref	Considerations
8	Approved arrangement scheme
9	NLIS eID device accreditation criteria
10	Approved variations
11	Long-term Market Access
12	National Governance System Arrangements
13	Industry Assistance Mechanisms
14	Compliance and effectiveness measures
15	Stakeholder commitment
16	Engagement, interest and advocacy