



2019 AHCS Members Survey Results

2019 AHCS Members Survey

		No member number	member number	Total member reply			
Question Numbers	Number replied	27	32	59			
		Total Replies					
q1	State						
	QLD	9					
	NSW	20					
	VIC	14					
	SA	9					
	TAS	1					
	WA	6					
	Total	59					
q2	Current membership status						
	Life member	5					
	full member	47					
	associate member	7					
	commercial member	0					
	Total	59					
q2a	Past or non member	0					
q3	Age bracket						
	under 18						
	18 -25	1					
	25 -45	16					
	45 - 60	23					
	60 -75	16					
	over 75	3					
	Total	59					
q4	main Purpose of owning highland cattle						
	Commercial/beef production	15					
	Stud breeder/large	9					
	stud breeder/small	35					
	hobbyist - unregistered cattle	5					



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	holistic well being	4					
	tourism	8					
	paddock ornaments/pets	8					
	don't currently own any but would like to	3					
	other	1					
q5	How many registered highland cattle do you own						
	under 5	6					
	5 to 10	20					
	10 to 20	14					
	20 to 30	6					
	30 to 40	0					
	40 to 50	1					
	over 50	4					
	none	5					
q6	How many unregistered cattle do you own						
	under 5	20					
	5 to 10	11					
	10 to 20	6					
	20 to 30	3					
	30 to 40	0					
	40 to 50	0					
	over 50	0					
	none	17					
q6a	Reason for not registering						
	cross breed	3					
	steers/meat	20					
	buyers only want to pay sale yards prices	1					
	pets	2					
	calves	3					
	bought unregistered	7					
	not interested in registering	3					
	hoping to register via DNA	1					
q7	Are you looking at expanding your fold						
	Yes	34					
	No	25					



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q8	Hectare /acreage size of land						
	5 - 10 acres	2					
	10 - 20 acres	5					
	20 - 50 acres	4					
	50 - 80 acres	11					
	80 - 100	8					
	100 -150	9					
	150 -200	3					
	200-300	1					
	over 300	8					
	pasture lease	5					
	none	3					
	Total	59					
q8a	How do transport cattle						
	carrier	13					
	trailer/float	30					
	truck	16					
	don't	0					
	stock crate	3					
q9	Regenerative agriculture movement						
	Yes	18					
	no	26					
q10	Do you use management resources						
	Breed management system	10					
	Grazing Management System	16					
	Neither	28					
	Organic	6					
	Permaculture	1					
q11	Do you keep records on highland weights						
	Yes	15					
	No	34					
q11a	What weights are recorded						
	birth weight	8					
	weaning weight	4					
	12 mths	7					
	2 years	6					



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	not applicable	24					
	other	0					
	no longer collect as it was never used	1					
	slaughter weights	4					
	no weighing device	1					
q12	Completion of on-farm biosecurity						
	Yes	38					
	No	17					
	N/A	1					
q13	J-Bas score						
	4	2					
	6	18					
	7	4					
	8	1					
	not sure	17					
	not done	7					
	N/A	9					
q14	Cattle tick zone						
	Yes	12					
	No	39					
q15	Do you vaccinate yearly						
	Yes	36					
	No	21					
	N/A	2					
q16	Drench/pour on						
	quarterly	17					
	half yearly	18					
	yearly	15					
	never	6					
	other	3					
q17	to maintain cattle health do you do all the above or use natural alternatives						
	Pat Colby method	1					
	observation	18					
	mineral blocks	12					
	natural alternatives	11					



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	All the above	20					
	Rotational Grazing	3					
q17a	Do you own a crush and yards						
	Yes	53					
	No	1					
	pens	2					
	N/A	3					
q18	Cattle grass-fed / supplement feed						
	Yes	45					
	No	0					
	Supplement						
	Hay	29					
	Straw	2					
	Cow pellets	15					
	Molasses	3					
	Grain	8					
	N/A	2					
	Drought feeding	22					
	Chaff	2					
	Lupins	1					
q19	Are you interested in cross breeding						
	Yes	21					
	No	34					
q19a	If yes what are you doing it for?						
	Hybrid vigour	3					
	commercial viability	11					
	meat	4					
q20	Do you use a bull for natural servicing						
	Yes	46					
	No	8					
	N/A	1					
q20a	What method						
	Own bull	48					
	leased bull	9					



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	N/A	2					
q21	Do you use AI						
	Yes	22					
	No	32					
	N/A	2					
q21a	If yes, what type						
	Licenced Collection	18					
	Privately collected semen	6					
	N/A	1					
q22	Do you use ET						
	Yes	5					
	No	46					
	N/A	2					
q23	Do you breed to the AHCS standard						
	Yes	47					
	No	10					
	N/A	2					
q24	Do you cull your cattle						
	Yes	37					
	No	18					
	N/A	4					
q24a	If no why						
	N/A	7					
	young fold	1					
	rather sell cattle than cull	2					
	cows aren't registered	3					
	Don't own cattle	1					
	steer/beef	10					
	pets	2					
q25	Do you refer to the Herd Book Rules						
	Yes	43					
	No	16					
q25a	If no, why						
	N/A	6					



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	People have varied notion on standards	1					
	don't have a hard copy of the rules	3					
	cows aren't registered	2					
	don't own cattle	1					
	follow breed standards/not book	1					
	didn't know there were rules	1					
q25a	Do you feel responsible for maintaining the breed						
	Yes	48					
	No	7					
	No - Breed for beef	1					
	N/A	3					
q26	Do you keep any other breeds other than highlands						
	Yes	32					
	No	24					
q26a	If yes, what are they						
	Red angus	1					
	lincoln red	1					
	belted galloway	7					
	brahman	2					
	simmental	1					
	cross breeds	1					
	angus	13					
	murray grey	3					
	charolais	2					
	dexters	4					
	limousin	2					
	hereford	7					
	jersey	3					
	other	10					
q26b	Are they cross bred with highlands						
	Yes	17					
	No	16					
	Recips for ET program	1					
	meat	7					



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q27	Are you a member of any other society						
	N/A	50					
	Other breed societies	6					
	Royal Ag Society	2					
	Show Societies	8					
	Other Societies	2					
q28	Produce beef / for what purpose						
	home butcher - personal	29					
	abattoirs - personal	13					
	abattoirs -direct selling	19					
	abattoirs - farmers markets	4					
	restaurants	4					
	sale yards	2					
	N/A	9					
q29	Other professional/business use of cattle						
	N/A	9					
	cow cuddles and brushing	7					
	tourisms - farm visits	10					
	bed and breakfast	5					
	weddings	2					
	breeding	1					
	photography	3					
	display days/shows	3					
	pets	1					
q30	Do you show your cattle						
	Yes	23					
	No	34					
	N/A	2					
q30a	If no, why						
	Unfriendly RBG - rude and judgemental	1					
	Waste of time and money	2					
	Not ready	3					
	No time	9					
	Not registered	3					
	No interest/too much hassle	7					
	retired	1					



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q31	Do attend field days						
	Yes	39					
	No	19					
q31a	If no, why						
	RBG poor communication on events	1					
	Waste of time and money	2					
	no time	10					
	new	1					
	distance	1					
q32	Do you belong to a fb group						
	AHCS official page	35					
	Highland breeders' group	29					
	QLD	17					
	NSW	17					
	VIC	21					
	SA	18					
	WA	15					
	other	6					
q32a	Are there too many fb pages						
	Yes	28					
	No	31					
q33	how often do you visit the webpage						
	daily	4					
	monthly	12					
	quarterly	32					
	yearly	8					
	never	2					
q34	How often do you visit the following areas on AHCS webpage	daily	weekly	monthly	quarterly	yearly	never
	Member breeder search	1	2	15	14	15	7
	animal search	1	5	15	9	12	7
	constitution	1	1	4	6	10	25
	herd book rules	1	1	5	10	14	16
	on-line merchandise	1	0	13	8	9	20
	breed information	1	0	9	13	10	7
	forms	1	1	9	12	6	13



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	classifieds	1	3	20	13	7	9
	advertising	1	3	15	8	10	18
	current news	1	4	13	12	8	10
	contact the AHCS	1	0	6	14	16	13
q35	Overall satisfaction with the webpage	very unsatisfied	unsatisfied	neither	satisfied	very satisfied	
	ease of navigation	3	5	10	34	5	
	information provided	2	4	10	34	6	
	layout	1	11	11	34	11	
	on-line merchandise	4	6	17	24	1	
	advertising	2	6	22	27	0	
	classifieds	1	9	19	26	2	
q37	voted in person or via proxy in an AGM in the past 5 yrs						
	Yes	41					
	No	13					
	associate member/no	5					
q37a	if no, why						
	Don't know the people involved	10					
	wasn't a member	2					
	no reason	1					
q38	Have you attended a national show in the past 5 years						
	Yes	34					
	No	24					
q38a	If no, why						
	Not interested in showing	9					
	I don't know how to show	5					
	I don't want to travel	6					
	I don't have the ability to move stock	5					
	I don't think I have show quality cattle	4					
	I think the Show is insular and closed to new people	3					
	I don't have show equipment	3					



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	don't have the time or money	4					
	N/A	3					
q39	Additional Activities at the Show						
	Educational content	35					
	Guest speaker	22					
	Highland Ball	14					
	field excursions	17					
	more stalls	2					
	other						
	no	7					
q40	Do you participate in RBG's						
	Yes	31					
	No	26					
	N/A	2					
q40a	Do you believe RBG's are necessary for the promotion and growth of highland cattle						
	Yes	43					
	No	12					
q40b	If yes, how do you benefit						
	friendship/networking	8					
	information/handling	17					
	local showing/exposure	7					
	care for animals for newbies	3					
	support	9					
	don't know	5					
	local point of contact	3					
	didn't know one existed	1					
q41	Name of State rep and have you heard from them in the past 12 months						
	Yes	33					
	No	15					
	Carolyn Keans	9					
	John Cummings	7					
	Glen Hastie	3					
	Craig McSwain	1					



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	Scott Carter	3					
	Nathan Perry	3					
q42	Council Members						
	Susan Elder	13					
	Carolyn Keans	25					
	John Cummings	19					
	Brad Crompton	14					
	Jeanette Rawlings	13					
	Scott Carter	16					
	Nathan Perry	13					
	Trevor Perry	18					
	Yes	4					
	No	13					
	No relevance	3					
	Glen Hastie	4					
q43	are you willing to participate						
	yes	28					
	no	30					
q43a	what skillset do you have						
	Events management	11					
	fund raising and sponsorship/marketing	8					
	corporate governance and risk management	5					
	legal/policy writing	5					
	financial management	7					
	evaluation and Breed Development	5					
	editorial/journalist/graphic design	4					
	Social Media and Webpage Management	4					
	Regenerative Management	6					
	grant and fund writing skills	3					
	research and development	6					
	other						
q44	3 things you would like promoted						
	Encourage young children	7					



2019 AHCS Members Survey Results

	New Comers educational days - in each state	1					
	Calendar of shows/ agenda and times	1					
	Promotion of breed and highland as beef	26					
	less in-house fighting	2					
	support state groups	2					
	research into genetics and to show benefits to other cattle breeders	6					
	improve breed integrity and standard conformation	6					
	Media/Public Relations/Marketing	22					
	Advertising and sponsorship	5					
	Professional liaison with MLA,MSA and like	6					
	direct support to breeders who promote	2					
	clearer classifications	2					
	operate a professional National Show	3					
	professional website	2					
q45	Why are you a member						
	animal registration	31					
	breed development	11					
	access to other breeders	10					
	showing cattle	3					
	commercial opportunities	7					
	support the breed	14					
	information	11					
	maintain gene pool	4					
q46	where would you like to be in 5 yrs, 10 years						
	Showing	3					
	Highland to become a valued beef breed	7					
	serious breeder/larger fold	13					
	ethical and sustainable farming	1					
	total retirement	5					



2019 AHCS Members Survey Results

	breeding sort after bloodlines	5					
	establish commercial/speciality beef market	16					
	breed quality climate appropriate cattle	1					
q47	Other comments						
	Older breeders to be more accepting of new breeders and their ideas	1					
	The drought will affect breed numbers and registrations	10					
	Revamp marketing material	4					
	better culling information	3					
	information blog on website	1					
	tattooing is better than NLIS tags	1					
	more information available to new breeders	1					
q48	1st time engaged with the AHCS						
	Yes	10					
	No	44					
q49	How often would like the AHCS to communicate in the future and via what medium						
	Monthly	15					
	Quarterly	26					
	via email	32					
	Highland fling	27					
	Phone call or text msg	8					
q50	Overall satisfaction	very unsatisfied	unsatisfied	neither	satisfied	very satisfied	
	relevancy of questions	1	2	11	34	9	
	length of survey	1	6	15	27	8	
	opportunity to have your say	1	2	10	25	13	