

Report on Nadudana Association Australia – Members Survey March 2023

Introduction:

As NAA moves to expand its registry system it was decided to conduct a survey of members to determine their thoughts and priorities on a range of issues including the reasons for their interest in the breed and their thoughts on the current breed standard. The survey was sent out to all members by e-mail on Feb 27 and left open for two weeks.

A total of 13 members responded to the survey which is considered to be representative of the majority of members. The survey was conducted anonymously and had a total of 7 questions as described in the following summary of the results.

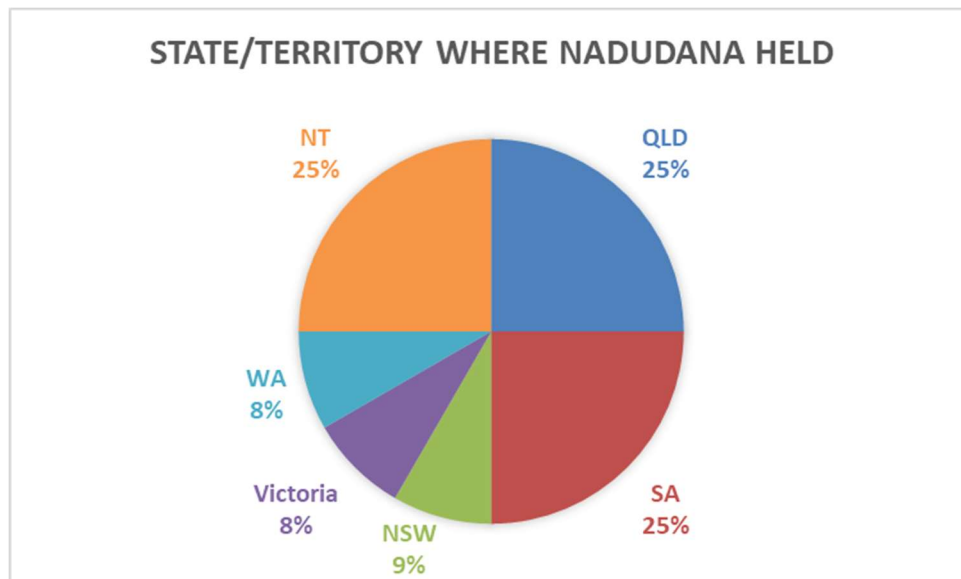
Results of the Survey

Question 1: Do you own Nadudana?

Result: 12 of the 13 respondents currently own Nadudana with one member intending to own the breed.

Question 2: In which state/territory are your (or will your) Nadudana be homed?

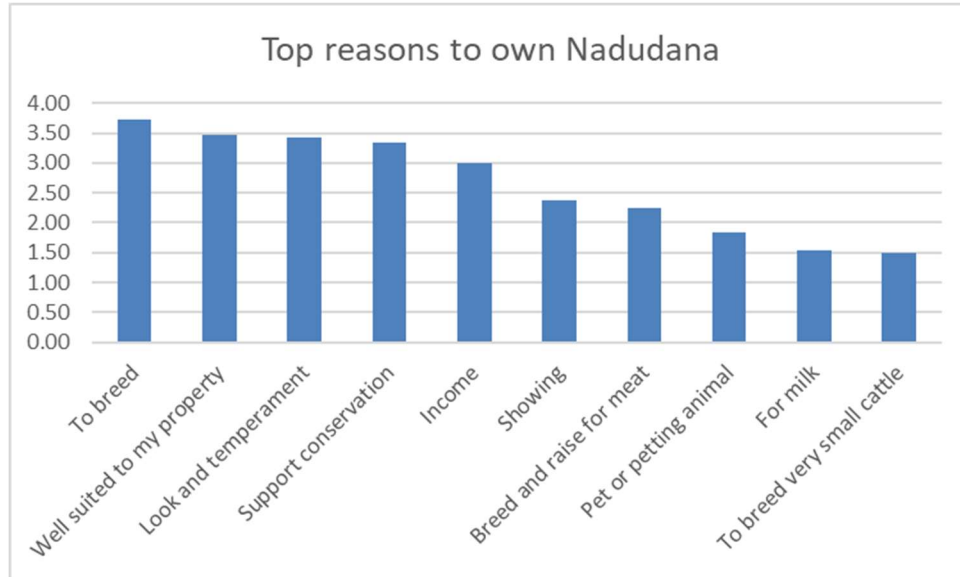
Results



As can be seen the majority of Nadudana are held in QLD, SA and NT. This result does not necessarily reflect the distribution of the national herd and some herds are owned by more than one member and herds vary greatly in size.

Question 3: What are your personal motivations to own Nadudana cattle? (a range of options were presented with respondents ranking each by their relative importance).

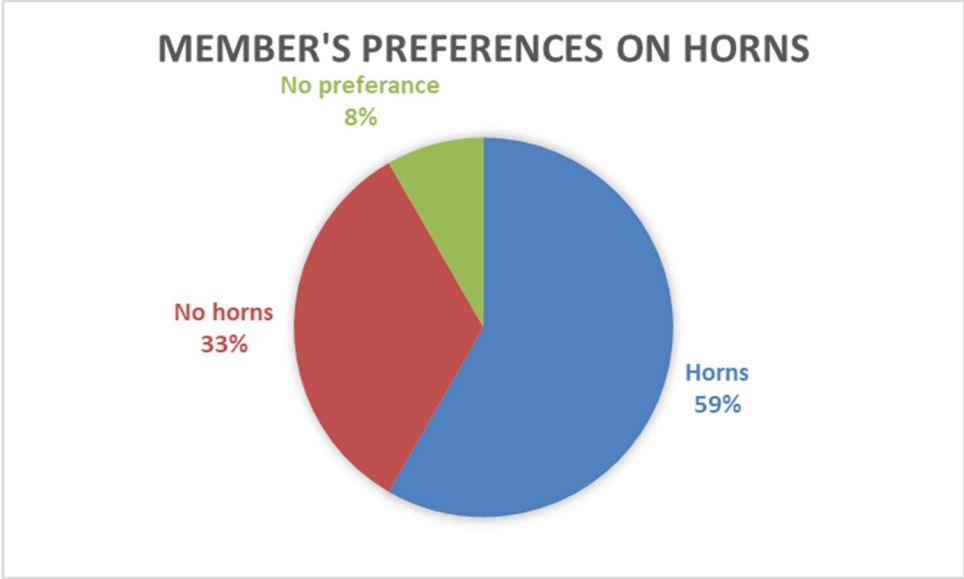
Results: The relative importance was allocated a score and scores were aggregated across all respondents with the higher scores reflecting greater importance of each motivation.



It can be seen that the most important motivations were the desire to breed Nadudana, the fact that the breed is well suited to the respondent's property and the breed's look and temperament. Least important were to have Nadudana as pets or a petting animal, for milk, or the desire to breed for very small cattle. These rationale should be considered in revising standards and developing grading systems for the Appendix Registry.

Question 4: Do you prefer Nadudana with or without horns, three options were provided as answers.

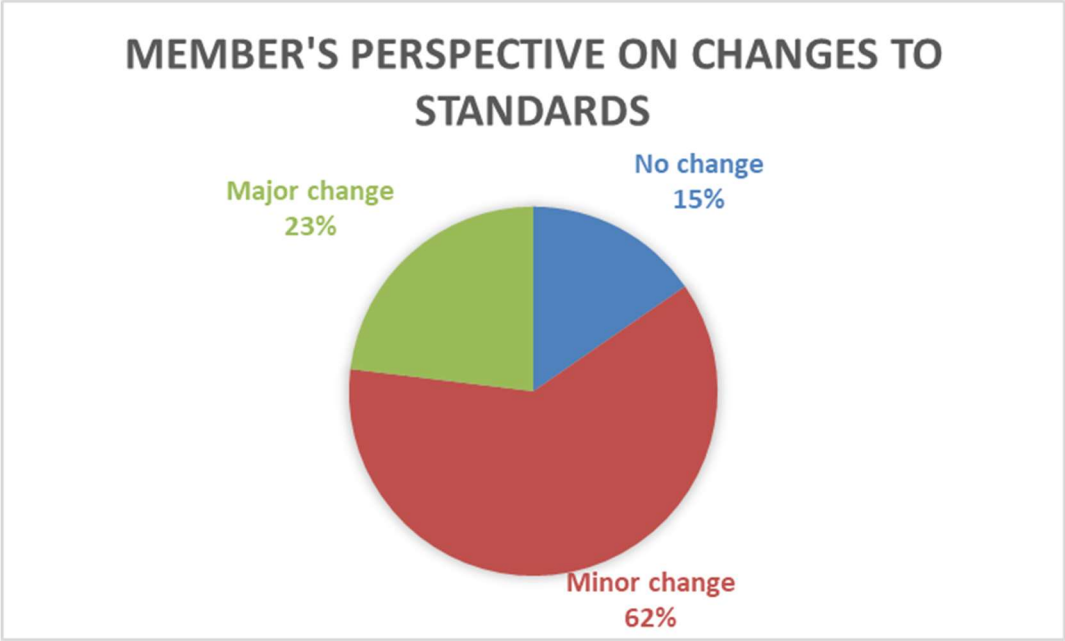
Results:



This result shows a clear preference with nearly 60% of members preferring Nadudana to be horned.

Question 5: What do you think about the current breed standard for Nadudana? Respondents were provided with three options as answers.

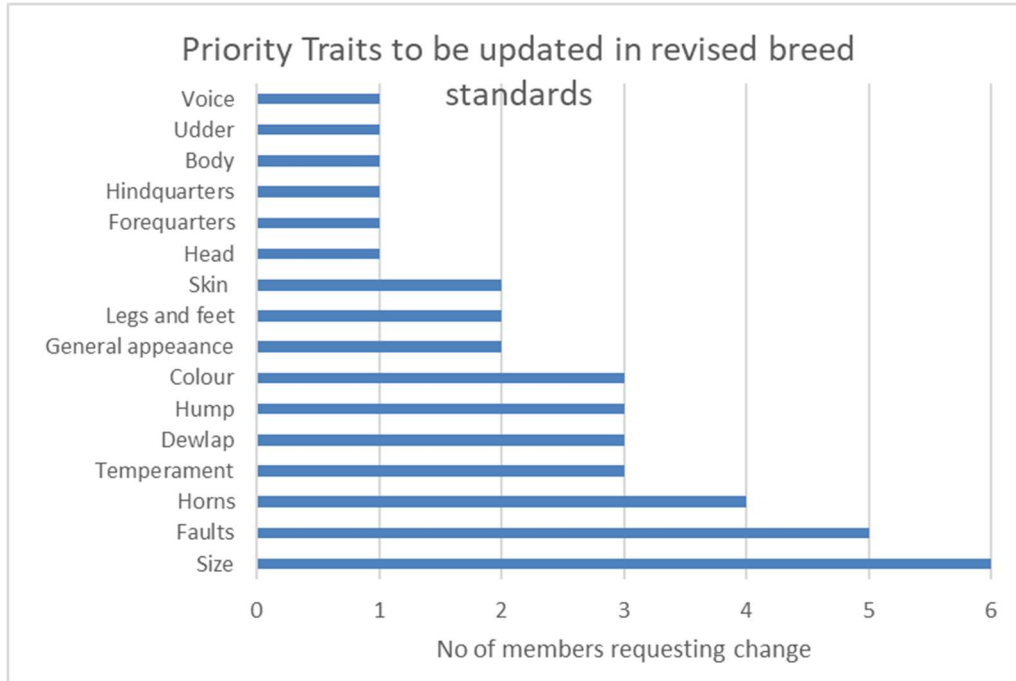
Results:



This result indicated the majority of members in favour of some minor revisions to the standards.

Question 6: Of the traits in the Nadudana standard, which traits (with a max of 8) would you like to see changed.

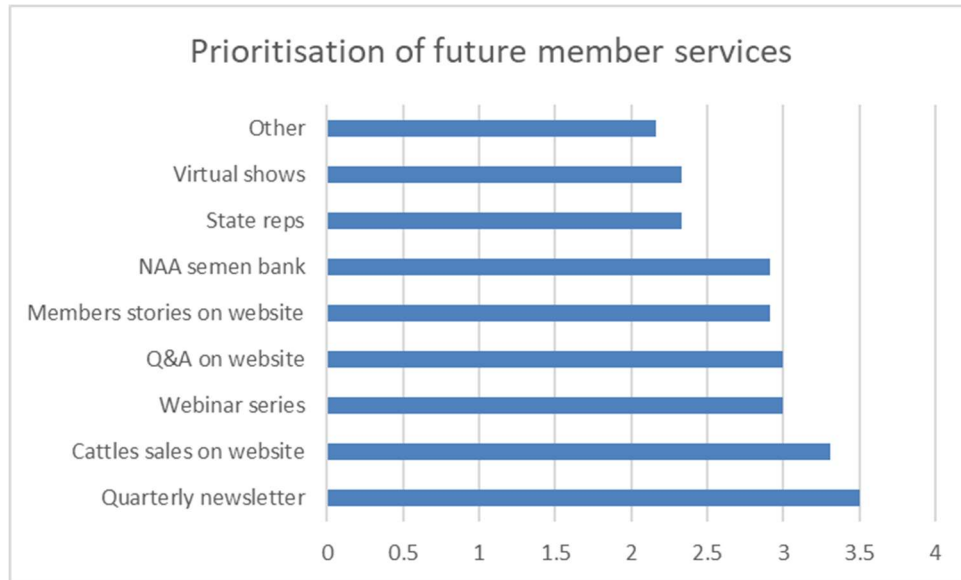
Results: The following graphs shows the number of times individual traits were selected by respondents.



The highest priority traits that members would like to see revised are Size, Fault and Horns. Note that some traits (e.g. tail) were not selected by any members. This illustrates the traits where members were looking for improvements to the standards but does not of course indicate what the members would actually like to be changed.

Question 7: As the NAA expands it membership, what services would you like to see the NAA introduce in addition to its core functions? Respondents were asked to rate 7 suggestions according to their relevance to them.

Results: Scores were allocated to the importance listed by each member for each proposed service with the higher score reflecting the more valued services.



The results indicated that a quarterly newsletter, a cattle sales page on the website and an expert webinar series and a Q&A section on the website were the most valued of the proposed services with virtual shows and state representatives being the least valued.

Conclusion:

The survey was a useful exercise and the results present some useful perspectives that the committee and the ad hoc sub-committee on grading can use to inform the next steps in building the Association.