

Bruce Hancock



The Edge

At the local, state, national, industry and international level Bruce:

- Coordinates, plans and delivers collaborative projects with high impact, practice change and measurable outcomes
- Builds effective teams by ensuring there is a plan, everyone is aware of their role, and share the same end goal
- Ensures stakeholders are engaged via an alignment of value propositions
- Develops processes to communicate internal / externally
- Facilitates strategic and action planning sessions, ensuring a pathway to success
- Develops and leads group training programs and industry forums
- Has presented conference papers and developed numerous publications
- Reviews technical reports, published papers and publications
- Offers mentoring and training to colleagues
- Is a member of Australian Society of Animal Production, Agricultural Institute Australia, Grasslands Society of Southern Australia, Agricultural Bureau of South Australia
- Diploma in Applied Science (Agriculture), 1979; AUS-MEAT Certificate of Proficiency in Carcase Fat Measurement 1998; Certificate IV in Assessment and Workplace Training 2002, Diploma in Project Management, 2012

Consulting Experience

Bruce is a Rural Solutions SA senior livestock consultant and one of our livestock subject matter experts. With over 35 years of experience in agricultural development, industry empowerment and capacity building he has worked with

businesses right along the meatsheep supply chain from Research Development Corporations Managers, researchers and adoption agents, ram breeders who supply the genetics, sheep producers, marketers and processors and retailers and exporters. The essential ingredient has been the development of a shared vision of a consumer focus with clear market specifications, feedback and benchmarking on their performance to initiate review and continuous improvement.

Major Projects

National Lamb Supply Chain Coordinator

On behalf of the Sheep Cooperative Research Centre and Meat & Livestock Australia, Bruce coordinates a national group of 25 RD&A specialists. He facilitates innovative product adoption by managing collaborative staff and embedding R&D measurement and feedback technologies within major lamb supply chains to improve lean meat yield and meat quality to ensure ongoing consumer satisfaction.

South Australian Sheep Industry Blueprint

The Blueprint takes its strategic lead from national Meat Industry (MISP) and Sheepmeat Industry (SISP) and Wool strategic plans.

Bruce was an active member of LambEx'14 (a foundation event leading to the Blueprint) and was invited to facilitate the scoping workshop for the whole value chain, supported the founding Steering Committee via development of Terms of Reference for 'Working Group + Chair', and Position Description for 'Blueprint Manager'. Assisted in the attraction and alignment of core partners, and ensured the Blueprint was embedded within the major SA Advocacy group – Livestock SA.

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