



Evaluation Framework Report 2023







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Overview	4
Introduction.....	5
Increased consumption	6
Innovation	11
Effective engagement.....	16
Corporate and Governance	19

Overview

In the year 2022-2023
Australian Eggs invested:

\$5,266,077

in Marketing Activities

\$1,457,102

in Sustainable Growth Activities

\$2,219,019

in Engagement and Extension

\$1,443,617

in Innovation Projects

\$1,479,019

in Corporate and Governance Projects



4,020,353

OVERALL AUSTRALIAN EGGS
WEBSITE PAGE VIEWS

132.92%

Subscriber increase to consumer
newsletter (36,332 subscribers)

240,677

Page views of content about
egg farming and the egg industry
(up 27.01% on last year)

263

EGG CONSUMPTION per capita



2,333,326

WEBSITE RECIPE PAGE VIEWS

The **Consumer Marketing Program**
provides inspiring and enticing egg
recipes to increase the number of egg
dishes cooked and eaten at home

38

Egg farmer
ENGAGEMENT OPPORTUNITIES

12

WORKSHOPS

22

Australian Eggs RD&E PROJECTS
on foot during 2022-23

Introduction

Australian Eggs Limited (Australian Eggs) is an industry body that provides marketing and research & development services for the Australian egg industry.

The Funding Contract between the Commonwealth and Australian Eggs allows for the Commonwealth to make egg promotion payments, research and development payments, and Commonwealth matching payments to Australian Eggs to fund Australian Eggs' activities.

Australian Eggs' strategies and programs are set out in its Annual Operating Plan 2022-23 (AOP).

Australian Eggs programs and projects for the 2022 financial year stem from the strategies identified in the Strategic Plan 2021-2026.

They were prepared in consultation with the Australian egg industry, researchers, the Australian Government, industry representative bodies and other research and development bodies.

In the year 1 July 2022 to 30 June 2023 Australian Eggs invested \$5,266,077 in marketing activities, \$1,457,102 in sustainable growth activities, \$1,443,617 in innovation activities, \$2,219,019 in engagement activities and \$1,479,019 in corporate and governance activities.

To ensure there is transparency and accountability in relation to its work, Australian Eggs has in place an Evaluation Framework.

The Evaluation Framework is structured in a manner that reflects the work program of Australian Eggs, including:

- › Key performance indicators applied to each goal to test Australian Eggs' primary objectives; and
- › Performance measures for each Australian Eggs program.

This Evaluation Framework Report details Australian Eggs' performance against these measures. Importantly, the Report also describes the process and objectives of investments in our programs and highlights significant outcomes to demonstrate value to levy payers and the public.



Increased consumption

Celebrating the Joy of Eggs

Australian Eggs develops and implements marketing campaigns that encourage greater consumption of eggs, as well as educate and increase awareness of the nutritional benefits of eggs.

Consumer marketing activities by Australian Eggs represent all egg producers, brands, and farming systems. The key mission of the Marketing program is to keep consumer awareness of eggs top of mind, provide inspiration on how to cook and enjoy eggs, as well as communicate the key consumption driving benefits of eggs – high quality nutrition, versatility, affordability, convenience, and appetite appeal.

These consumer marketing activities are conducted via advertising placed on TV, out-of-home retail digital panels, online advertising via videos and search, integrated publicity, and social media.

Australian Eggs engages a Marketing Industry Consultative Committee (ICC) to collaborate with; by helping to understand and respond to the needs and market developments of the industry, and to maximise the effectiveness of the marketing program. Australian Eggs works with the Marketing ICC to plan and develop advertising campaigns that match the supply cycle of eggs.

In addition to consumer marketing, healthcare professionals are also key consumption influencers, including General Practitioners, Dietitians, Nutritionists & other specialists such as Midwives.

Australian Eggs undertakes to build credibility and trust by ensuring that accurate and contemporary nutritional research and evidence is made available to as many Australian practitioners as possible.

This ensures that dietary advice about eggs is based on the latest scientific evidence and provide professionals with the best possible information to encourage their increased recommendation of eggs.

KPIs

The Increased Consumption strategy is measured by egg consumption per capita.

This has been tracked on a long-term basis using hatchery information and production assumptions to determine the level of egg industry production, account for egg exports, and dividing by the Australian population.

Per capita consumption as at June 2023 was 263 eggs per person per year, an increase from 262.5 last year.



Increased consumption highlights

World Egg Day

Every year in October, World Egg Day is celebrated in more than 40 countries across the globe. In 2022, World Egg Day was used as an opportunity to highlight the affordability and versatility of eggs and demonstrate how, by having these two attributes, that eggs can be the solution to a lot of challenges currently facing everyday Australians.

In contrast to previous year's, this year's World Egg Day focused on increasing in-home consumption, to drive consumption of eggs. The result was over 88.13 million consumer and healthcare professional reach opportunities.

The campaign content was shared across multiple marketing channels, including leveraging publicity across print, digital and radio, and advertising across email, website, and social media. The marketing activity commenced four weeks prior to World Egg Day, building plenty of hype to the day itself.

To attract the attention of mainstream media, two distinct approaches were used. The latest consumption figures were released to radio news media and affordable recipes from influencers were shared with lifestyle & food media. This year, the radio coverage featuring consumption figures reached 11.6 million people and Rowan McMonnies conducted multiple live on-air interviews to talk about World Egg Day with radio hosts nationally.

To reach lifestyle and food media, Chef Darren Robertson and his partner, cookbook author Magdalena Roze created six recipes for release. Three of the recipes were new creations easily created at home for less than \$5 per serve; while the other three recipes were a spin on classics, using eggs to make them more affordable. These recipes included an egg schnitzel sandwich, scrambled egg tacos and tandoori fried eggs.

A creator-first approach was taken with respect to social media channels, including on Instagram and TikTok. Australian Eggs enlisted the help of 5 food influencers to create delicious recipes for 2 for under \$10, to help highlight the affordability of eggs for lunch and dinner. The influencers included Jane de Graaff, Hoda Hannaway, Hoda Alzubaidi, Daen Lia and Camellia Ling Aebischer. Daen Lia's egg salad recipe reached 42.6 million people on TikTok, becoming the most viewed view on her channel of all time.

Advertising

Get Cracking Australia! was established in September 2018 and has now reached millions of Australians. The campaign positions eggs as the most versatile food people can eat and inspires Aussies to enjoy eggs at any time of day and in new ways, to break from the same, everyday meals. The campaign is run across television, out of home advertising in shopping centres, and online.

The constant search for innovative ways to reach and remind consumers about eggs resulted in some brand-new campaign elements. TikTok and Instagram Reels were more strongly invested in across the year, creating greater depth and breadth to egg consumer reach. Leveraging influencers through these channels enabled the inclusion of younger Generation Z audiences (18–25-year-olds), and very creative ways to promote the simplicity and appetite appeal of quick to prepare egg dishes. Pinterest was maintained as a channel to reach 18–35-year-olds as well.

Powered by Eggs

Powered by Eggs aims to demonstrate to everyday Australians and healthcare professionals how holistic health outcomes are positively impacted by the inclusion of eggs as part of a balanced diet. The campaign showcases eggs as a superfood, highlighting the benefits of each of the 13 different vitamins and nutrients in a serving of eggs, in a meaningful way to consumers.

Community priorities throughout Australia as the post-COVID 19 lifestyle evolves, has resulted in a greater focus on health and wellbeing. Alongside the short-term concerns, is the medium to long term impact on health management related to mental health and exacerbated sedentary diseases, such as diabetes and heart disease. Eggs and the nutritional benefits they provide can play a key role in supporting short and long-term health management and outcomes.

To kick off the financial year, Australian Eggs launched a Choline and First Foods program as a two-pronged approach to target a mix of Australian women of childbearing age, parents of young babies about to start on solid foods and healthcare professionals (HCPs). Australian Eggs achieved 109 pieces of earned coverage with a total reach of 8.7 million impressions. On social media, the content reached over 400,000 women, with more than 347,000 people engaging with the video content. This helped to raise awareness of the benefits of eggs for pregnancy and the nutrient dense nature of eggs, as well as their perfect texture as a first food, across a mix of channels, both owned and earned.

In targeting pregnant women, and their healthcare providers, Australian Eggs leveraged the latest human nutrition research on choline, funded by Australian Eggs, to create a news hook for mass media and provide research-based evidence to healthcare professionals. Through email marketing, Australian Eggs reached over 19,000 HCPs, and had an open rate of 49.64%, which is double the industry average.

In measuring the success of the campaign, tracking research undertaken by Australian Eggs, revealed that 96% of Dietitians and 54% of General Practitioners are now fully or partially aware that 'eggs have one of the largest components of choline in eaten foods'; an increase of 8% and 6% respectively from the previous year. Furthermore, the awareness of the importance of choline in brain development during foetal development, has increased to 92% in Dietitians and 72% in General Practitioners.

Amongst consumers, 66% agree with the statement that 'eggs are great to include in a healthy diet for pregnant women', while only 8% disagree. The remaining 27% of consumers respond with 'can't say'.

The next pillar in the campaign focused on heart health where consumer messaging was supported with contemporary nutritional research, as well as spokesperson Dr Joanna McMillan. Media impressions reached 2.1 million across the campaign, while social media content reached almost 300,000 people, with more than 390,000 engaging with the content, complemented by over 70,000 website pageviews of relevant content relating to heart health and eggs or heart healthy recipes.

LinkedIn video advertising was used, featuring Dr Joanna McMillan, to reach HCPs and succeeded in reaching over 98,000 people. The tracking research undertaken revealed that nearly 1 in 2 GPs now recommend daily or unlimited consumption of eggs. This is an increase from 2 in 5 GPs at the same time last year.

In January, the campaign moved into focusing on the importance of protein in eggs, with a focus on older Australians, athletes and people who follow a vegetarian diet. Australian Eggs achieved 5 pieces of earned coverage with a total reach of 3.9 million impressions, and on social media the content reached 1.1 million consumers.

The final *Powered by Eggs* campaign for the year focused on continuing to raise awareness of the vitamin D content in eggs. To reach consumers this included radio interviews with health experts Dr Joanna McMillan and Sharon Natoli, reaching 3.4 million, and social media activity. For healthcare professionals an updated fact sheet was distributed via healthcare partners and email marketing, and Dr Joanna McMillan participated in a podcast through Dietitian Connection on the subject, reaching over 2,000 healthcare professionals. The campaign is still underway.

Eggs and the nutritional benefits they provide can play a key role in supporting short and long-term health management and outcomes.



A background image of an egg processing facility. In the foreground, there are several grey and yellow egg trays filled with brown eggs. In the background, a worker in a blue shirt and a hat is visible near a metal cage. To the right, there is a blue robotic arm or conveyor system.

263

eggs consumed per capita

22%

key campaign message recall

Australian Eggs' **Market Insights Program** maximises the effectiveness of marketing activities to improve responsiveness to market developments and target audiences.

47%

HCPs believe you can eat eggs daily

The **Health Care Professionals Program** seeks to ensure key opinion leaders have awareness and contemporary research on the nutritional benefits of eggs. It is measured by the percentage of General Practitioners who recommend eggs at least daily for their patients.

1.0%

growth for 2022-23

The **Consumer Research Program** aims to increase the level of retail grocery and non-retail volume growth. This is achieved through the identification of growth opportunities, combined with a better understanding of consumer behaviours and attitudes. Information is systematically collected and analysed providing market information and insights.

92.8%

positive coverage

The **Nutrition Research Program** aims to provide contemporary nutritional research to support health benefits of eggs and remove barriers to consumption. It is measured by the percentage of news media coverage related to egg nutrition that is 'positive'.

263,216

engagements with school students on farming practices

Australian Eggs aims to engage and educate school children on the nutritional benefits of eggs as well as egg farming via the **All About Eggs Program**.

Innovation

Investing in industry-led RD&E

The innovation program at Australian Eggs aims to conduct, fund and promote research, development and extension which addresses industry priorities.

To keep abreast of current industry priorities, the processes of the Innovation program are closely linked to Australian Eggs farmer engagement activities. The Innovation Industry Consultative Committee play a key role in selecting and refining projects which provide the most value for industry.

The research portfolio is balanced so that all Australian egg farms will benefit from the latest research, regardless of production system and location.

Australian Eggs develops tools, resources and workshop content to disseminate research outcomes and promote their adoption on farm.

KPIs

Australian Research and Development Corporations (RDCs) apply Benefit Cost Analysis (BCA) to all completed research projects. The BCA is based on the Council of Rural Research Development Corporations (CRRDC) Impact Assessment Guidelines and averaging the outcomes and is intended to guide RDC's in developing RD&E programs which provide high value for industry.

In the 2022-23 financial year, 11 innovation research projects were completed.

\$81,500

Income from
Commonwealth grant

7%

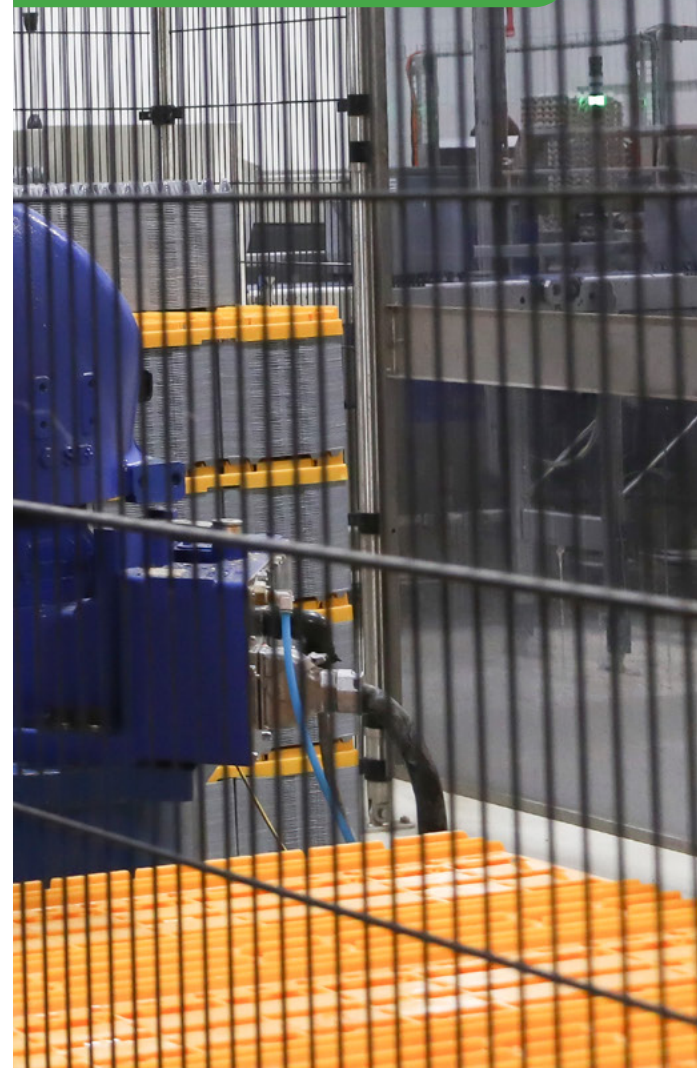
Co-invested

In 2022-2023 \$340,000 was
committed to collaborative
projects and initiatives

2.49

Average BCA

The Benefit Cost Assessments
conducted on finalised innovation
projects demonstrated a average ration
of 2.49, meaning that for every dollar
spent, a return of \$2.49 was realised.



Alternative, protein rich feeds

As the agricultural sector faces increasing pressure to reduce the carbon footprint, there is rising demand to find ways to mitigate greenhouse gas production and subsequent impacts of animal production. Feed is the primary source of carbon in the poultry industry, typically comprising of grains and protein meals such as wheat and soybean meal. In order to enhance resilience and sustainability in Australian livestock industries, it is crucial to pinpoint feasible substitutes for soybean meal. This would enable these industries to decrease their dependence on these commodities, as well as mitigate the associated production costs and environmental consequences. Australian Eggs in partnership with Australian Pork Ltd. commissioned the University of Queensland to identify alternative high-protein feed sources for layer and pig diets. This study provides the pork and egg industries with a comprehensive understanding of the options available to reduce reliance on grains and imported soy products for commercial feed rations.

Eggs: protein that's good for the planet and your body

Australian Eggs, in partnership with Deakin University, sought to showcase how incorporating eggs into the consumer's diet can offer both nutritional and environmental advantages as a viable substitute for meat. This study highlighted the potential to drive up demand for eggs and potentially generate an additional \$120 million annually, based on a conservative 1% penetration rate into the meat market. A survey was undertaken on 1058 people to capture their perception on eggs, the results of this showed that 246 eggs were consumed per year by Australians. According to the survey respondents, the most compelling reason to consume more eggs was the affordability of the egg.

The promising outcome of the survey demonstrated that many respondents thought that consuming 1-4 eggs a day would be sufficient to replace meat and meet their protein needs. This outcome would suggest that this increase in consumption of eggs in Australia will be more in line with other countries such as Mexico who eat an average of 347 eggs per person per year. The survey also showed a lack of information around the environmental impact of plant-based proteins.

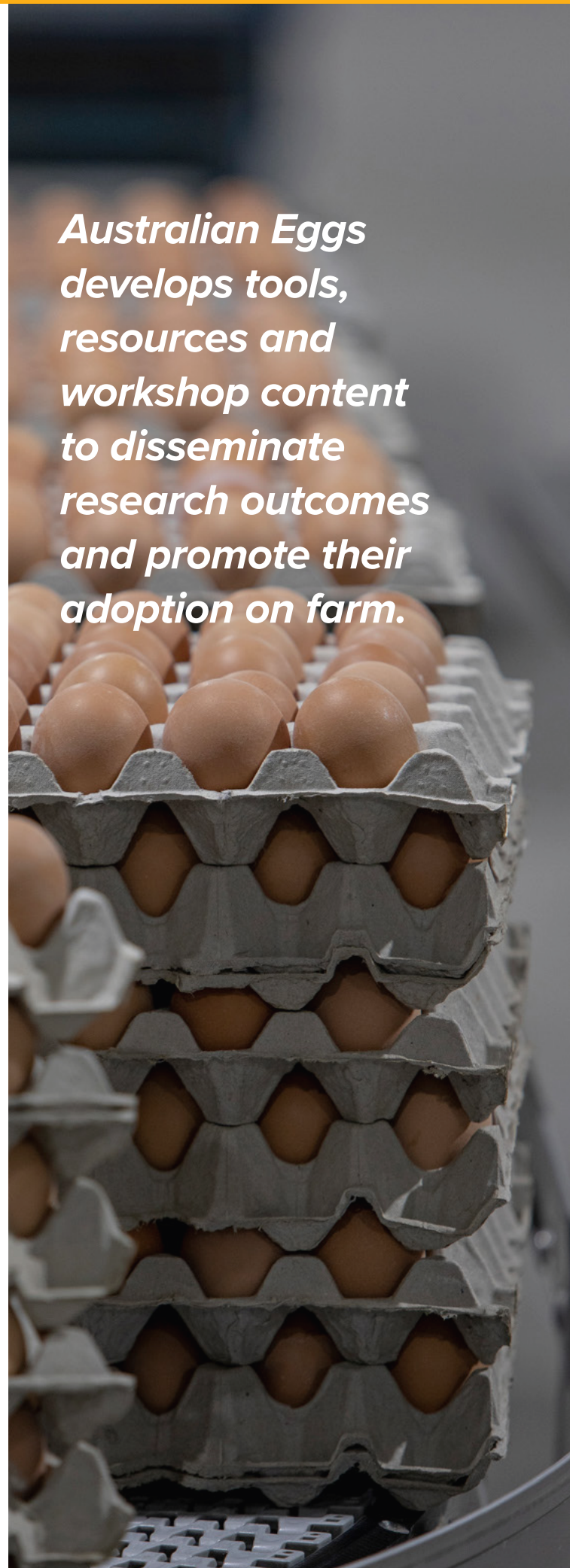
Risk factors for SLD in aviary and partially slatted sheds

Spotty Liver Disease (SLD) is an ongoing concern in cage-free and free-range systems of the Australian egg industry resulting in significant drop in egg production and increased mortality. A recent project undertaken by Australian Eggs and Sydney University identified 'scratch area' in sheds as a major risk factor for occurrence of SLD. In laying sheds that have scratch areas, i.e. aviary or partially slatted sheds, birds are more likely to be in contact with contaminated faecal matter. However, the severity of disease differs within partially slatted farms. While some farms exhibit severe symptoms, others show only subclinical symptoms or even no symptoms at all. This project will lead to identification of "key determinants" of severe incidence of SLD in partially slatted /aviary farms resulting in reduced severity/amelioration of disease and thus reduced need for antibiotic use. A survey of sheds with a scratch area (free range or aviary style sheds) is nearing completion, and preliminary analyses have confirmed the benefit of better ventilation in reducing the incidence and severity of SLD. Lower nest stocking density has also been identified as a factor. Further analysis is underway but results so far indicate that better control of SLD can be achieved by improved temperature control and by reducing nest stocking density in free-range and aviary sheds.

Managing pullets for extended layer life

With the move towards holding hens in production until 100 weeks of age while maintaining quality egg production, Australian Eggs have partnered with researchers from University of Sydney to identify practical management techniques that can be used to successfully extend flock life and drive economic and sustainability improvements across the industry. The study is also evaluating the opportunities for growers to manage pullet rearing, through photo-stimulation and feeding for production requirements, both singularly or together, to improve flock uniformity, egg production and persistency of production, egg size and egg quality, from point of lay to very late lay. The outcomes of the study will identify management tools that can be used by growers during rearing to generate flocks capable of persistent egg production and eggshell quality, with optimal bird health, until very late lay. Additionally, the minimum bird weight beyond which bird performance is compromised is likely to be established. The management of rearing conditions and in particular the lighting and feeding program (i.e. controlling feeding to match production requirements) are tools that could be used to program birds for persistency of lay of good quality eggs and eggshell, for extended lifetime, while sustaining hen health and bone integrity.

Australian Eggs develops tools, resources and workshop content to disseminate research outcomes and promote their adoption on farm.



Projects completed in the 2022-2023 Financial Year

Project	Purpose	BCA
Alternative protein-rich ingredients for Australian pigs and laying hens	Identify ingredients that provide both high nutritional content and reduce reliance on high-emitting grains.	3.4
Eggs: protein that's good for the planet and your body	Measuring the potential health benefits whilst identifying potential growth in market if the consumption of eggs were to become more frequent in Australians' diet.	1.4
Antimicrobial Use Survey for the Egg Industry	Develops an internal benchmark on antimicrobial use, and industry information that ensures important antimicrobials remain in use for as long as possible.	1.9
Carbon impacts of poultry production	Investigate and label sources of carbon, and develop mitigation options within the supply chain for carbon neutral eggs.	4.2
Genetic protection against Avian Influenza	Establish the most effective method to prevent the evolution of a highly pathogenic avian influenza virus in Australia's chicken flock.	2.14
Alternatives to antibiotics in the layer industry	Provide industry with potential alternatives to antibiotics for the reduction of bacterial diseases in layers and pullets.	1.4
Analytical Epidemiology of Spotty Liver Disease	Structured examination of the epidemiology of spotty liver disease (SLD), with a new finding of scratch areas being a major risk factor for SLD occurrence.	1.15
Managing pullets for extended layer life, improved productivity and shell quality	Provide farmers with opportunities to manage pullet rearing, improve flock uniformity, egg production quality and size, from point of lay to end of life.	4.6
Cost effective and practical ways to regenerate layer hen ranges	Examining methods to regenerate areas of land surrounding sheds to become suitable for free range operations whilst considering inputs and pasture choices.	1.9
Floor Eggs Survey	Identification of factors that increase floor egg occurrence alongside verified management strategies to reduce floor egg laying.	2.3
Risk factors for Spotty Liver Disease (SLD) in partially slatted floor aviary farms	Assist in identifying key risk factors and determinants of severe incidences of SLD. The study identifies management strategies that may be altered to prevent severe occurrence of SLD.	2.1

Australian Eggs engages with the community to ensure that information about egg farming is available to the public with a view to increasing community education and understanding about egg farming in Australia.



Effective engagement

Farmer Engagement

Australian Eggs has been working hard to drive better and closer engagement with farmers and develop content that reflect the priorities of egg farmers across the country.

Through a mix of in-person and online activities, Australian Eggs has improved its capacity to explore and respond to emerging issues and deliver valuable outputs through research, collaboration with industry peers on an individual and group basis.

The promotion of industry research, resources, education and training programs remains a key focus of the farmer engagement program. The program also aims to provide updates and support on marketing and public relations campaigns that aim to increase egg consumption.

Australian Eggs uses a wide range of communications channels to reach egg industry and government stakeholders, including a quarterly magazine, monthly e-newsletter, a farmer-only information and resource portal on the website, hardcopy mailouts, industry consultation meetings, workshops and farm visits. Farm visits allow egg farms to learn and discuss a range of topics including food safety, hen nutrition, biosecurity or sustainability specific to their business and production system.

Facilitating engagement opportunities to allow farmers to easily share their priorities, needs and concerns is important for the success of the farmer engagement program. Farmer consultation during planning and strategic development phases is incorporated into Australian Eggs' programs through the communication channels, Industry Snapshot Survey and Industry Consultative Committees for Marketing, Innovation and Sustainability.

Public Engagement

Australian Eggs engages with the community to ensure that information about egg farming is available to the public with a view to increasing community education and understanding about the different egg farming systems used in Australia, hen welfare, food safety and environmental sustainability of the industry.

Through website content, media releases, corporate reports and social media, Australian Eggs provide information about the different egg farming systems used in Australia, industry statistics, research and information about hen welfare and guidelines about handling and preparing eggs in a food safe manner. Public engagement activities also aim to demonstrate what Australian egg farmers are doing to ensure the safe and continuous supply of affordable, nutritious, sustainably produced eggs.

Australian Eggs regularly responds to community and media enquiries about developments in the egg industry.



Engagement Highlights

Website visits

Updating and optimising online content about egg farming remained a focus for Australian Eggs so people searching for egg industry related information are more likely to see factual and evidence-based information. This included search engine optimisation, content development and Google advertising. Over the 2022-2023 financial year, pages with content about egg farming and the egg industry were viewed a total of 240,677 times.

In-person Farmer Engagement

In November, Australian Eggs was pleased to reintroduce the annual Australian Egg Industry Forum as an in-person event. The event brought together over 100 egg farmers, associate members and industry experts to connect and discuss important issues impacting egg farming businesses.

With an end to lockdown and travel restrictions, the Australian Eggs team was able to resume travel for farm visits and in-person workshops to discuss industry research and innovation activities across the states.



Online Engagement

Australian Eggs undertook work on the For Farmers section of the website to improve the functionality of the site and make it easier for farmers to find the information and resources that they're looking for.

The For Farmers portal is the most comprehensive source of information that Australian Eggs provides for egg farmers.

Australian Eggs also continued to hold virtual workshops and webinars throughout the year to provide accessibility to engagement for farms that were unable to travel for events.

Australian Eggs uses monthly e-newsletter campaigns to reach egg farmers with research and resource updates, invitations to events, workshops and training opportunities and biosecurity and egg industry news. In 2022-23, the average open rate was 33 percent.

Agricultural Activations

Australian Eggs continued its support of the Royal Agriculture Society through sponsorship of Sydney Royal Easter Show in 2023. More than 900,000 visitors were in attendance and our participation at the Show supports the Royal Agriculture Society to carry out its mission to promote sustainable agriculture and help forge the future of the agricultural industry and its communities in Australia.

The interactive egg farm experience was again brought to life in the Poultry Pavilion through the Journey of an Egg which welcomed over 10,000 students and families over twelve days.

Australian Eggs also sponsored Brisbane's EKKA which welcomed 1,200 kids of all ages to create egg dishes to eat as part of the Get Cracking, Get Cooking hands-on cooking demonstrations.

7.1/10

industry satisfaction

Over the past year, Australian farmers have faced several significant developments that have and continue to impact businesses. The **Response to Incident Support** provides communications, information and resources to assist farmers in managing the impacts of these significant developments.

38
publications

92%
favourable media coverage

Overall of the Australian egg industry (10% positive and 82% neutral).

23 million
people reached

The **Public Engagement Program** is designed to create and distribute information about the egg industry to the public. It is measured by the number of publications, engagement and reach.

55
training course participants

Australian Eggs' **Capacity Building Program** seeks to build capacity in the egg industry by providing a school program, workforce development, scholarships and research expertise.

64%
community trust

The Australian Eggs Community Trust Program focuses on increasing community understanding of farming. It is measured by the level of community trust in the egg industry.

9.1/10
importance

Over the past year, there was a strong endorsement of the concept of an industry services body for the Australian egg industry.

75%
covered by ESA
(Laying hens covered by ESA compared to total layers)

The objective of the **Quality Assurance Program** is to enable the egg industry to demonstrate food safety, animal welfare and biosecurity outcomes to customers and the public. It is measured by the proportion of egg production covered by ESA.

55
IRB engagements

The objective of the **Stakeholder Engagement Program** is to ensure connectivity to industry and alignment with industry priorities.

Corporate and Governance

Australian Eggs is a small team managing external research and marketing resources to deliver on its strategies and programs.

Australian Eggs invests in corporate and governance programs within the Value for Money program that focus on:

- › aligning our work with stakeholder priorities;
- › providing for the assessment and transparent reporting of activities; and
- › ensuring staff continue to have the capacity, resources and support to deliver strong outcomes for stakeholders.

Australian Eggs is driven by its stakeholders including egg farmers, the Government and the public. Through an increase in engagement activities, Australian Eggs ensures that egg farmers and other stakeholders can clearly identify their objectives in the work programs Australian Eggs undertakes.

The Value for Money goal within Australian Eggs is measured by the ratio of administration services to program expenses. The ratio of total corporate and program administration costs over total program area expenses is the methodology for the calculation. For 2021/22 this figure is 10%.

44

engagements with non-farmer stakeholders

The objective of the **Stakeholder Engagement Program** is to ensure the perspectives of a broad range of stakeholders is considered in undertaking activities.

13.6%

ratio of non-staff corporate expenses to program costs

Australian Eggs works to ensure it has an efficient, well-resourced team with appropriate resources to deliver on the work program.

100%

level of compliance with applicable ASX Corporate Governance principles

The Australian Eggs **Clear Work Program** seeks to provide robust evaluation of activities.



Evaluation Framework Report 2023

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