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MID NORTH COAST

Media release

Norfolk Island Cattle Industry Secures a Sustainable Future

May 2025

Regional Development Australia Mid North Coast (RDAMNC) is pleased to announce the successful conclusion of the first [Assisted Reproductive Program \(ARP\)](#) for Norfolk Island's cattle industry. After several years of dedicated effort and collaboration we are excited to report that the program has achieved its primary objectives and laid the foundation for the long-term sustainability of Norfolk Island's cattle industry.

This program has made significant strides in rebuilding the island's cattle herd, and we are proud to confirm that the work completed by all involved has ensured the future viability of Norfolk Island's cattle industry. With over 21 new calves born, the program has delivered valuable results. These efforts, combined with continued support from Norfolk Island's community and various stakeholders, have set the stage for a promising future.

Dr. Madeleine Lawler discussed RDRAMC's journey with Norfolk Island and the ARP:

"I first started visiting Norfolk Island in 2023. By then, the Islanders had faced every roadblock imaginable and the consequences for cattle health were visible around the Island. The community was in a position of seriously low trust that anyone would be able to make inroads given 10 years of advocacy and effort coming to nothing. The cattle association took a big leap of faith and put enormous amounts of effort into the project.

We started working with the industry experts in Australia, University of New England on importing and exporting safely, our local breeding experts in the Mid North Coast area with the Laurie family and Jack from Breeder Genetics and the departments in Canberra about what we could possibly do to help. From that point onward, the industry in Australia rose to the challenge and we were able to gain the support of government to help get outcomes happening for Norfolk Island."

Looking ahead, RDRAMNC remains committed to supporting Norfolk Island's agricultural sector and is excited about the prospects for the island's [sheep industry](#). This project has been a pivotal step in ensuring that Norfolk Island can eventually reintegrate cattle breeding and artificial insemination techniques and, in due course, relaunch the program, continuing the cycle of improvement, sustainability and genetic diversity.

RDAMNC extends its gratitude to all the stakeholders, including [Breeder Genetics](#), [Holbrook Breeders Australia](#), the [Norfolk Island Cattle Association](#), the Department of Infrastructure, Information, Transport, Regional Development, Communications and The Arts and the [Norfolk Island Regional Council](#), whose expertise, dedication, and collaboration

made this program possible. The community of Norfolk Island has also been instrumental in the success of the program, and RDAMNC is deeply appreciative of their hard work and commitment throughout the entire process.



RDAMNC's CEO Madeleine Lawler and COO Dianne Wall meeting the first calves born on Norfolk Island via the Assisted Reproductive Program.

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