

# NEIL DONALDSON



FROM LATE 1997 until early 2019, Neil served the Society as the National Operations Manager/CEO which included a period as Company Secretary at the same time. During those two decades, Neil dedicated his time to raising the profile of the breed to such an extent that his name became synonymous with Droughtmaster. Neil Donaldson was well-respected within the livestock industry, other breed societies, key industry players and other organisations including the media.

During Neil Donaldson's tenure as CEO, Droughtmasters worked alongside the Australian Association of Cattle Veterinarians to lead the way in developing soundness evaluation guidelines in the seedstock industry. Accepted as an integral part of bull sales these days, Droughtmaster were the first to introduce Bull Breeding Soundness Examination standards at Society Sponsored Sales.

Neil played an important role as a member of the Executive

Committee of ARCBA for 11 years, including 3 as Vice President. His broad industry knowledge and deep understanding of the seedstock industry made a valuable contribution to ARCBA's work as the peak industry body for the seed stock sector.

Neil Donaldson dedicated his working life to Droughtmaster and the beef cattle industry. His influence upon the breed and its members will be long remembered.

Neil passed away in April 2022.