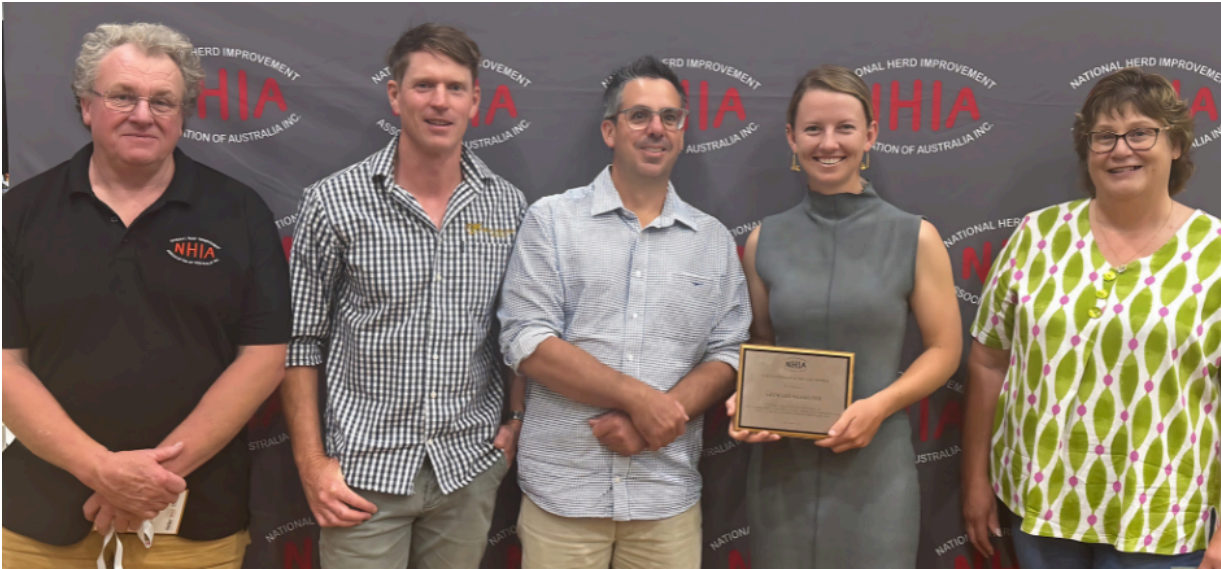


GEORGIA MCMASTER NHIA 2025 YOUNG ACHIEVER



The National Herd Improvement Association of Australia (NHIA) is proud to announce Georgia McMaster as the recipient of the 2025 NHIA Young Achiever Award.

This marks a significant milestone as Georgia becomes the first awardee working beyond the dairy and beef sectors, showcasing NHIA's focus in the ruminant space through its support to the Ruminant Genetics Trade Advisory Group (RGTAG).

Georgia was nominated by her employer, Greg McCann of Central West Genetics (CWG), based in Dubbo. CWG is a member of NHIA through RGTAG, exemplifying NHIA's diverse and national representation. Georgia's work spans sheep and cattle reproduction, taking her across Australia's eastern and central regions, as well as internationally to Mongolia, Indonesia, and South America—all in just two short years since embarking on her career.

At only 25 years old, Georgia has already achieved an impressive academic foundation, holding a Bachelor of Veterinary Biology and a Bachelor of Veterinary Science from Charles Sturt University in Wagga Wagga. She is currently pursuing a Double Diploma in Business, further exemplifying her dedication to professional development.

NHIA CEO Sara Merckel praised Georgia's passion and drive, stating, "Georgia embodies the qualities our industry needs to thrive in the future. Many of us can remember those we looked up to early in our careers, and I have no doubt that Georgia will inspire many in the years to come."

In her own words, Georgia expressed her enthusiasm for the industry, saying "it's contagious to be around the energetic discussions in the cattle yards and shearing sheds. The constant push for improvement, change, and accuracy in this field keeps me motivated."

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"Reproduction has evolved immensely in the last 30 years, and I'm excited to contribute to its future advancements. Working with top animals, producing superior offspring in rural Australia, and being part of an ever-evolving industry is incredibly rewarding."

Looking ahead, Georgia's aspirations include establishing a specialist centre in Central NSW to provide ovine and bovine reproductive services such as flushing, embryo transfer, artificial insemination, and semen collection. Building on CWG's current services for sheep producers and international export markets, Georgia aims to expand into bovine reproduction techniques and eventually offer these services both domestically and internationally.

Georgia says, "I am very grateful and honoured to have won the NHIA Young Achiever Award so early in my career. Attending International Dairy Week 2025 has been an eye-opening experience, and I see tremendous potential for the beef and sheep industries to learn from the integration of genetics and genomics in dairy. Thank you, NHIA."

She extended heartfelt thanks to Greg McCann for her nomination, Ced Wise at the Wise Repro team, and her partner, Will, for their ongoing mentorship, support, and encouragement.



In recognition of NHIA's recent young achievers, the NHIA Board has coupled this award with a sponsored position in the Marcus Oldham Leadership Program, allowing Georgia to further advance her skills to excel as a leader in the herd improvement industry.

NHIA congratulates Georgia on this well-deserved award and looks forward to watching her career and contributions to the industry flourish.

