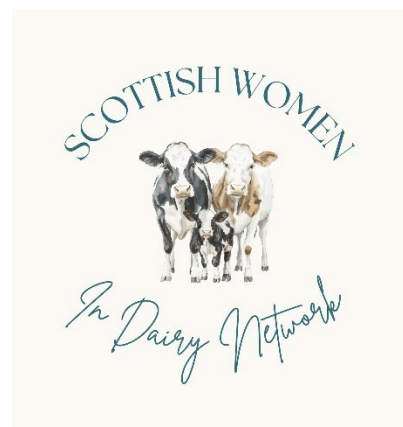




SCOTTISH WOMEN IN DAIRY NETWORK: AMBASSADOR ROLE PROFILE

SUMMARY

The work of the Scottish Women in Dairy Network initiative has created crucial new connections across the industry. Initially responding to the needs of women based in Dumfries and Galloway, the network has expanded across Scotland, increasing representation and strengthening the industry as a whole. The new Ambassador role model programme is designed to build on the work delivered to date.

Role models are one of the main themes within the Strategic Framework and Action Plan for Women's Enterprise in Scotland, co-founded by Women's Enterprise Scotland and the Scottish Government in 2014. Studies and anecdotal feedback from women-owned businesses continue to show that role models provide a crucial source of inspiration and insight. Recently, the [2025 study on Women in Enterprise in Scotland](#) found 81% of respondents said having a role model helped with inspiration and motivation, 30% said it helped with approaching challenges and 27% said it helped with resilience.

The Ambassador programme will provide visible and relatable role models from all across the dairy sector, strengthening the network and boosting representation of the dairy sector across Scotland. The programme will evidence the diversity in the sector and, importantly contribute towards unlocking the significant £17bn annual economic opportunity in Scotland¹ represented by women-led businesses.

¹ Study of Women in Enterprise, Women's Enterprise Scotland (2025)

In context, £17bn equals the entire annual contribution of the financial services sector in Scotland² and would repay two-thirds of Scotland's current public sector spending deficit³.

Increasing gender-equality is a critical driver of economic growth, as gender-equality is a key component in enabling greater innovation, investment and internationalisation⁴.

AMBASSADOR ROLE PROFILE

At the heart of the Ambassador role is the aim to support and encourage women in the dairy industry in Scotland. Ambassadors will represent the Scottish Women in Dairy Network through engaging directly with the dairy industry and the wider business ecosystem. Speaking about key themes for women in dairy and sharing their own business journey will be a key function of the Ambassador role.

Scottish Women in Dairy Network Ambassadors will be visible, relatable role models working to share their business experiences and inspire other women to start and/or grow their own business and careers in the industry. This is a high-profile role, which supports the aims of the Scottish Women in Dairy Network and the broader dairy sector. It is vital that all Ambassadors understand that women in dairy have distinct needs and creating an environment where women can make a full economic contribution brings local and national benefits. Applicants must be agreeable to undertaking the role on the basis of these aims and key functions outlined above.

In addition, it is helpful for Ambassadors themselves to have lived experience of some of the issues faced by women in dairy, or to have observed those issues impacting other women in the sector. Likewise, experience or understanding of the opportunities women have capitalised on, and the benefits they bring to the dairy industry, are also valuable and important.

All Ambassadors are required to commit to:

1. Undertaking four activities per year (see below for activity examples)
2. Providing details of the four activities proposed at the start of each year plus details of the activities undertaken at the end of each year
3. Joining the initial Ambassador training days to be delivered by live webinars on 20th January; 24th March and 12th May 2027.

² Election Manifesto, Scottish Financial Enterprise (2026)

³ GERS Reaction, Fraser of Allander Institute (2025)

⁴ Gender Diversity Within R&D Teams; its impact on radicalness of innovation, Journal of Innovation, Organisation & Management, Vol 15 2013

Ambassador activity examples include, but are not limited to representing the Scottish Women in Dairy Network by:

- Attending local dairy or business networking events
- Attending national dairy or business events
- Sharing, liking and commenting on Scottish Women in Dairy Network social media posts or campaigns
- Commenting on relevant social media posts to provide a women in dairy perspective
- Speaking or joining a panel at local dairy or business events
- Speaking or joining a panel at national dairy or business events
- Speaking on a business panel at a local or national event
- Joining a dairy board or committee and attending meetings
- Joining a business board or committee and attending meetings
- Speaking in print media/newspapers
- Speaking on the radio
- Speaking on television
- Chairing a local or national dairy event session or conference
- Chairing a local or national business event session or conference
- Attending a Cross-Party Group meeting in the Scottish Parliament in person or remotely
- Attending the annual Business in the Parliament event

AMBASSADOR TRAINING

Ambassadors will receive training on strategy and the current landscape for women in business in Scotland; speaking in the media and basic boardroom operation and governance. The training will be delivered by live webinar.