This presentation gives an overview of the key principals and core components associated with a genetic improvement programme. It discusses how genetics adds value behind the farm gate (the use of breeding goals and objectives), the importance of being able to implement simply on-farm (the use of well-designed selection criteria and technologies for efficient data capture and storage) and the key factors and drivers associated with a good breeding programme (selection intensity, genetic standard deviation, accuracy of selection and generation interval). The presentation also gives an overview of industry breeding scheme designs, including examples of progeny testing, genomic selection and cross-breeding, and the challenges facing sheep milk genetic improvement moving forward.