



# CATTLE COUNCIL OF AUSTRALIA

## MEDIA RELEASE

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### Cattle Council issues a discussion prompter

A draft funding and structural model, aimed at securing the long-term sustainability of national representation for Australian grassfed beef producers, has been released to stakeholders for consultation.

The discussion prompter released by the Cattle Council of Australia, is calling for comment on proposed changes to the funding, representation and structure of the organisation.

"The Cattle Council has been working for some time to improve its operational structure, governance, funding and membership," says Cattle Council President, Mr Andrew Ogilvie, "and this consultation paper provides a starting point for discussion with our relevant stakeholders."

"There has been increasing pressure placed on our resources" continues Mr Ogilvie, "we need to address this if we are to more-effectively represent the sector into the future."

Currently, the funding for Cattle Council is derived from membership income from State Farming Organisations, the Red Meat Advisory Council fund, sponsorship and government funding agreements. Based on Cattle Council's current workload and increasing expectations from the beef production sector, it is becoming evident that current funding levels are inadequate.

"The preparation of this discussion paper for stakeholder consideration provides a starting point for industry consultation," believes Mr Ogilvie, "The ability to access a percentage of the cattle transaction levy as well as the direct election of a number of positions on the Cattle Council Board are two elements to our discussion paper."

It is Cattle Council's intention to conduct widespread consultation in tandem with the development of a Beef Industry Strategic Plan.

"We are not sure exactly sure where the 'landing point' is in this reform process. However, what we are clear on is that this is a necessary discussion for Cattle Council to have with its members as well as the wider industry." Mr Ogilvie concluded.

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Formed in 1979, the Cattle Council of Australia represents and progresses the interests of Australian beef cattle producers. Through the Council's president, 18 Councillors and staff, the Council is represented on over 60 industry committees, covering all areas of the beef industry including trade, consumer marketing research and development, animal health and welfare, economics, planning and corporate affairs.

\*\*\* The discussion paper, "National Representation of the Australian Grassfed Beef Industry" can be downloaded from [www.cattlecouncil.com.au/nationalrepresentation](http://www.cattlecouncil.com.au/nationalrepresentation)