



## MEDIA RELEASE

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### **Wanted: Beef Industry Champions**

Cattle Council of Australia is calling on young producers to have their say on national policy decisions being made in the beef industry through their participation in 'Cattle Council Rising Champions Initiative.'

People between the ages of 21 and 35 years have until 31 August 2011 to submit an application to be considered for the Initiative.

Successful candidates will travel to Longreach, Queensland to share their views on the 'real-life' challenges and opportunities in the Australian beef industry with Cattle Council of Australia.

Greg Brown, President of Cattle Council said that the Initiative is about providing young people involved in the beef industry with the opportunity to have input into those issues that will impact their future.

State Farming Organisation members of Cattle Council will support selected finalists to develop their own beef industry projects, which finalists will then present to Cattle Council for debate and discussion.

Finalists may choose from a myriad of topics that Cattle Council deals with on a daily basis, from trade and market access to environment and animal welfare. Each finalist will be supported by a mentor and guided by 2010 Rising Champion finalists, who form part of the inaugural 'Rising Champion Network.'

The person to demonstrate greatest leadership potential will win the title of '2012 NAB Agribusiness Beef Industry Rising Champion' (to be announced at the Gala Dinner, Stockman's Hall of Fame, Longreach on 15 November 2011). This title will include an all-expenses paid beef tour to Denver, Colorado, USA, aligned with the International Livestock Congress and National Western Stock, Rodeo and Horse Show.

Finalists will develop both personal and professional skills through attendance at Cattle Council policy debates, and tailored leadership and public speaking workshops. They will also have the opportunity to meet young people involved in the beef industry from around Australia and create networks among beef industry leaders.

"We're asking the finalists to think strategically about the beef industry, to offer their ideas and contribute to the top-level policy development that goes on in our industry; any recommendations arising from presentations have the opportunity to form Cattle Council policy," Mr Brown said.

"This year we're engaging a wide-range of stakeholders throughout the initiative from local producers, State and Federal Government representatives and indigenous groups," Mr Brown said.

This initiative is made possible through Cattle Council's initiative partner, NAB Agribusiness and is supported by Rural Press Limited and funding from the Australian Government Department of Agriculture, Fisheries and Forestry under Australia's Farming Future.

**To learn more or apply visit: [www.cattlecouncil.com.au/risingchampions](http://www.cattlecouncil.com.au/risingchampions)**

\*AgForce Queensland; Northern Territory Cattlemen's Association; Tasmanian Farmers and Graziers Association; NSW Farmers' Association; Pastoralists' & Graziers' Association of WA Western Australian Farmers' Federation; South Australian Farmers' Federation.

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For comment contact Cattle Council of Australia, 02 62733688.