



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Be involved - Beef Industry Rising Champions

Cattle Council of Australia is encouraging young people involved in the Australian beef industry to have their say in national policy issues via participation in the 'Cattle Council Rising Champions Initiative.'

The aim of this initiative is to inspire, empower and support young people, who are passionate about the Australian beef industry and to provide them with an opportunity to be directly involved.

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

One finalist will be selected from each state and territory in Australia and the 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 an opportunity for young people in the beef industry to have input into the issues that will impact their industry now and into 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 at Longreach in November this year.

Finalists will select a project topic that they feel passionate about from a range of Cattle Council policy areas such as trade and market access, the environment, research and development 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.

"Cattle Council is dedicated to providing support and encouraging young people in our industry. The decisions made today will impact on the industry tomorrow and beyond and that's why Cattle Council values the contribution made by the Rising Champions. Any recommendations arising from the presentations or from the Rising Champion Network have the opportunity to form Cattle Council policy," Mr Brown said.

This initiative is made possible through Cattle Council's initiative partner, NAB Agribusiness and is supported by Rural Press Limited. This project is also supported by 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

*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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