



# CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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## Young Beef Industry Leaders Head to Canberra

Seven young beef industry 'Rising Champions' from across Australia will travel to Canberra, where they will compete for the national title of *2012 NAB Agribusiness Rising Beef Industry Champion*.

The Rising Champion, demonstrating greatest leadership potential as judged by Cattle Council Executive and NAB Agribusiness, will be announced at the 'Beef Industry Champions Gala Event' to be held at the National Press Club in Canberra, on Wednesday 28<sup>th</sup> November 2012.

This year's state finalists include:

- Frank Archer from Tasmania
- Steph Coombes from Western Australia
- Krissie Riley from Western Australia
- Sasha Lanyon from South Australia
- Geordie Elliott from Victoria
- Steve Pocock from Queensland
- John Atkinson from Queensland

"This is the third year of this initiative," says Cattle Council President Andrew Ogilvie, "and the program this year is looking at the art of influencing decision makers and the importance of advocacy for our industry."

This opportunity for has been made possible by *Cattle Council Rising Beef Industry Champions Initiative*, a program established to inspire, empower and support rising leaders in the Australian beef industry.

"The success of this initiative has given the Cattle Council great optimism about the future leaders that we have in our industry. Our job now is to retain interest and help them develop the skills and political know-how to influence policy and stand up for their rights as beef producers to assure a profitable future for the next generation," Mr Ogilvie said.

This initiative is made possible through Cattle Council's initiative partners including NAB Agribusiness and the State Farming Organisations\*.

\*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; Victoria Farmers Federation.

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