



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Cattle Council Restructure Overwhelmingly Approved by Members

The Cattle Council of Australia's membership has overwhelmingly voted in support of the new model for national representation of grassfed beef producers today.

The new model allows for improved access to Cattle Council for all Australian beef producers which will ensure beef producers are more engaged with their peak body and have greater opportunity to provide input into the strategic direction of the industry and the expenditure of industry levies to deliver that strategy.

The new structure, which was built on the foundation of considerable consultation with thousands of cattle producers, will give every beef producer in Australia the chance to contribute to their peak council. Cattle Council has developed a board which combines State Farming Organisation (SFO) board representatives with up to four beef producers who are elected directly from a new voluntary direct membership.

Cattle Council President, Andrew Ogilvie, said "All Australian beef producers can now be directly involved and contribute to the activities Cattle Council manages on their behalf. We are encouraging all Australian beef producers to take the opportunity to become a direct member of Cattle Council and contribute to the cause."

"Cattle Council is providing an opportunity for beef producers to engage and in doing so create the change they want to see. Join up, contribute, be part of the solution and help Cattle Council fight for a more profitable grassfed beef sector" Mr Ogilvie said.

The new Constitution will not come into effect until the New Year; however, Cattle Council is welcoming expressions of interest from producers now. An 'expression of interest' form can be accessed on the [Cattle Council website](#).

Direct Membership rights will allow producers to:

- Stand for the Cattle Council Board;
- Vote on Board elections;
- Communicate directly to Cattle Council on national policy issues;
- Receive regular updates from Cattle Council;
- Nominate to participate on Cattle Council policy sub-committees; and
- Receive members-only access to the soon-to-be launched Cattle Council interactive website."

Membership will be free for those producers already contributing to national representation through an SFO. For non-SFO members it will cost \$100 + GST.

Ends

Contact: Mary Johnson, m. 0417 249 506

Cattle Council of Australia

NFF House, 14-16 Brisbane Ave, Barton ACT 2600, PO Box E10, Kingston ACT 2604
Ph: +61 2 62695600, Fax: +61 2 6273 2397, Email: cca@cattlecouncil.com.au
www.cattlecouncil.com.au

