



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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CCA adopts a Direct approach to Membership

At its meeting in Melbourne on Friday, the Cattle Council of Australia unanimously agreed to a new model for the national representation of grassfed beef producers in Australia.

After a considerable consultation period spanning two years and engaging thousands of cattle producers, Cattle Council believes that they have designed a structure which will deliver the key outcomes beef producers have been looking for from their peak body.

The new structure will combine State Farming Organisation (SFO) board representatives with up to four beef producers who are elected directly from a voluntary membership.

Andrew Ogilvie, CCA President said "For the first time Australia beef producers will have the opportunity to become a direct member of Cattle Council. 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.

"This membership fee represents outstanding value for the level of access and services that producers will receive.

Producers have told us they want direct access to CCA and now they will have it. We look forward to being able to communicate directly with the people we represent, to ensure we are meeting their needs," Mr Ogilvie said.

CCA has committed to review the success of the structure after two years. The new model will be voted on at the Cattle Council of Australia AGM in October by current members.

Ends

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Cattle Council of Australia

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