



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

26 June 2013

Cattle Council calls rising beef producers

The Cattle Council of Australia is calling on young beef producers to have their say regarding the future of the Australian beef industry through participation in the 'NAB Agribusiness Rising Champions Initiative'.

People between the ages of 21 and 35 years are eligible to apply to be involved in the 'NAB Agribusiness Rising Champions Initiative' and have until 2 August 2013 to submit an application via the Cattle Council website.

Successful candidates from each state and territory will travel to Canberra in October 2013 to share their views on opportunities and challenges facing the Australian beef industry.

Cattle Council President, Andrew Ogilvie, says "the Initiative is about providing young people with a passion for the Australian beef industry the opportunity to have their say on issues that will impact their future."

"Cattle Council sees the NAB Agribusiness Rising Champions Initiative as being an investment for the future. Finalists will be given the opportunity to develop both personal and professional skills, as well as to attend tailored leadership and public speaking workshops. Finalists are asked 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.

"Finalists will also have the chance to meet likeminded young people involved in the beef industry from around Australia and create networks with beef industry leaders," said Mr Ogilvie.

The person to demonstrate the greatest leadership potential will win the title of '2014 NAB Agribusiness Beef Industry Rising Champion' (to be announced at the Gala Event on 30 October 2013). This title will include an all-expenses paid tour to the United States of America to attend the Five Nations Beef Alliance conference in 2014.

Cattle Council would like to thank gold sponsor NAB Agribusiness for their continued support of the fourth NAB Agribusiness Rising Champions Initiative. Cattle Council is also excited welcome silver sponsor McDonalds Australia to the 2013 Initiative.

To learn more or apply visit: www.cattlecouncil.com.au/risingchampions

ENDS

Media Contact: Mary Johnson, mjohnson@cattlecouncil.com.au, 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

