



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Beef producers, take control!

The Cattle Council of Australia today opens registration for direct membership, allowing for more Australian beef producers to have direct input into the direction of the Australian beef industry.

The development of the Cattle Council's direct membership structure means that for the first time, Australian beef producers will have the opportunity to become direct members of the Cattle Council of Australia and set the direction of the beef industry's national representative body.

"Australia has a proud history of beef production," says Cattle Council of Australia President, Andrew Ogilvie. "Australia produces some of the best, most highly regarded product in the world and it is an industry to be proud of."

"The Australian beef industry needs strong representation from those who know it best, beef producers.

"In joining as a direct member to the Cattle Council, Australian producers can take control of the industry, evoke change and ensure the best outcomes for the Australian beef industry.

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 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

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Cattle Council of Australia

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