



Cattle Australia | Newsletter #4

Welcome to Cattle Australia's newsletter. The Restructure Steering Committee will be sending these updates out regularly to keep you informed of the latest Cattle Australia news as its development progresses. You can also find out more about Cattle Australia [here](#).

Message from the Chair

Environmental sustainability, biosecurity and costs of production. These are just some of the areas that grass-fed cattle producers want Cattle Australia to focus on when it launches in July 2022, according to feedback received from the recent consultation period on Cattle Australia's work priorities.

The consultation process resulted in a strong level of interest in Cattle Australia from producers and stakeholders, with broad producer reach achieved - notably through the Meat & Livestock Australia (MLA) databases, which allowed information to reach over 200,000 subscribers. The Restructure Steering Committee conducted numerous engagement activities, such as webinars, a nationwide advertising campaign in print and digital media, regular stakeholder briefing sessions, attendance at industry events and regular newsletters to support industry participation and engagement. These activities resulted in 200+ submissions and correspondence being submitted to Cattle Australia for consideration and close to 500 levy payers registering their interest in receiving regular updates on the new entity.



The feedback received during the consultation process has been incredibly valuable to the Restructure Steering Committee, who have been using it to inform discussions on Cattle Australia's organisational design, constitution, priorities, and funding model (more on this can be found below and in this [Beef Central editorial](#)).

On behalf of the Restructure Steering Committee, I would like to thank those who participated in the process and shared their thoughts. Your input is so important and will help us create an organisation that can achieve its mission of being the voice of grass-fed cattle producers, leading the cattle industry to a stronger, more sustainable future.

- *Andrew Macaulay*

What's next for Cattle Australia?

With the intended July launch date of Cattle Australia rapidly approaching, the Restructure Steering Committee are directing their attention to:

- drafting the constitution
- securing medium-term funding
- creating a database in collaboration with MLA and other industry groups to help facilitate democratic elections
- determining what the transition process will look like for the transfer of Cattle Council of Australia's (CCA) responsibilities to Cattle Australia. The Restructure Steering Committee have identified a phased approach, which means a Board transition process will be required between CCA and Cattle Australia post-1 July to allow time for the election process to be

fully developed and implemented. Discussions with CCA on this process are ongoing.

Although the consultation period has closed, the Restructure Steering Committee will continue to liaise with stakeholders as the development of Cattle Australia progresses and updates will be provided regularly via this newsletter.

Connect with us

Keep up to date with the latest Cattle Australia news by connecting with us on social media. We are now active across [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

More information

If you have any questions or would like to find out more about Cattle Australia, contact us via email at info@cattleaustralia.com.au.

