



## Cattle Australia | Newsletter #3

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](#).

### Time is running out to have your say

Cattle producers have one more week to share their thoughts on Cattle Australia's work priorities, with the public consultation period closing on Friday 15 April 2022.

The proposed new peak body for the grass-fed cattle industry opened consultation in mid-March, providing producers and other invested stakeholders with the opportunity to have their say on what the new entity's key focus areas should be.

Andrew Macaulay, Independent Chair of the Restructure Steering Committee, said that the consultation period had seen a strong response to date.

"We've received great feedback from producers and other industry stakeholders about what Cattle Australia should prioritise and the opportunities it should explore to support industry growth," said Mr Macaulay.

"With one week to go until consultation closes, I encourage producers and stakeholders to continue sharing their thoughts on what Cattle Australia's national work priorities should be. This is our one chance to realise a new peak body for the grass-fed cattle industry that represents the interests of all Australian cattle producers. We want to hear from as many producers as possible to ensure we get this right."

Designed to address system-wide changes in the industry over recent decades and the threat of future challenges,

Cattle Australia will provide a unified, visible, and influential voice for grass-fed cattle producers and deliver clear leadership and direction for the industry.

Representing cattle producers who are payers of the grass-fed cattle transaction levy, Cattle Australia's purpose is to unite levy payers, engage with cattle producers and industry stakeholders, advocate on all matters important to the Australian cattle industry, lead and direct policy development and its implementation, and protect the profitability, competitiveness, and future of the cattle industry.

Mr Macaulay wanted to thank those who have participated in the consultation process so far.

“On behalf of the Restructure Steering Committee, I would like to thank those who have submitted feedback on Cattle Australia during this consultation period. Your input is invaluable and will help us shape an organisation that works with, and for, cattle producers,” said Mr Macaulay.

Producers and other stakeholders can provide their feedback by visiting the Cattle Australia website at [www.cattleaustralia.com.au](http://www.cattleaustralia.com.au) or emailing [info@cattleaustralia.com.au](mailto:info@cattleaustralia.com.au).

Input received during public consultation will help guide the next steps of Cattle Australia's development. It is planned that the new peak body will officially launch on 1 July 2022, with the Cattle Council of Australia's responsibilities transitioning to Cattle Australia from this date.



## 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](mailto:info@cattleaustralia.com.au).



*Copyright Cattle Australia 2022*