

Industry Communique July 2023: Red Meat Industry Corporate Affairs Unit

The Red Meat Industry Corporate Affairs Unit (ICAU) was formed to work across the supply chain to support policy development, communications, stakeholder engagement and issues and crisis responses. It is an initiative of Meat & Livestock Australia (MLA) and the Peak Industry Councils (PICs) and is funded by MLA. ICAU is a small team consisting of [Kirk Stubbs](#) and [Sarah Porter](#) and it is co-located with the Red Meat Advisory Council (RMAC) and the PICs in Canberra. This summary has been prepared to update industry stakeholders on ICAU's recent activities and focus areas.

Australian Good Meat Summit

ICAU partnered with MLA and the Australian Meat Processor Corporation (AMPC) to bring together nine scientists from around the world on March 21 in Sydney for a day-long summit to brief industry leaders and producers on the latest facts on meat's positive contribution to diets, the environment, and society. The summit provided participants with a special preview of the research papers that were published in April in the highly regarded scientific journal, [Animal Frontiers](#). The event followed a [landmark international summit](#) of the world's leading scientists hosted in Dublin last year, which culminated in the publishing of the [Dublin Declaration](#). This has been part of a growing global push for evidence-based discussion on the critical role of red meat for society.



Animal Frontiers

Following the public release of the scientific research papers published in the *Animal Frontiers* journal, ICAU worked with several of the authors to generate positive media coverage, including Australian scientist Dr Rod Polkinghorne, OAM, a leading innovator in the global red meat industry; and Monash University's Professor Paul Wood, AO, a leading expert on the future of cell-based proteins. These activities resulted in a potential media reach of 4.2 million people for Dr Polkinghorne and 1.9 million people for Prof Wood. ICAU has commenced planning with US-based academic Dr Candace Crony to promote the ethical arguments in favour of meat consumption.



Industry Webinar on FMD and LSD

As Chair of the FMD/LSD Industry Taskforce Communications Working Group, ICAU coordinated a fifth [industry webinar](#) in May to update stakeholders on the current status of these diseases in Indonesia, new modelling on the risk of an LSD incursion, and the latest efforts to prevent these diseases from reaching Australia's shores. The webinar received 850 registrations, 300+ live viewers and 700+ recording views.



Crisis preparedness

Earlier this year ICAU worked with RMAC and its members to review and update its crisis response framework, known as the Incident Response Plan (formerly known as CRIMAC). ICAU facilitated a crisis workshop and simulation with RMAC and the PICs to improve their familiarity with the plan and build their preparedness for a realistic crisis scenario. ICAU will continue to organise yearly crisis simulations and provide ongoing secretariat support to RMAC as part of its updated incident response process.

Capacity building in policy development

ICAU is continuously working with RMAC and the PICs to identify key issues and information needed to inform industry approaches to parliamentary inquiries and departmental reviews. Recent priority areas, include:

- Inquiry into greenwashing
- Inquiry into food security
- Live sheep export phase out consultation
- Biosecurity protection levy consultation.

Media

ICAU provides support with developing messaging, media statements and other materials as required. ICAU's media support also includes:

- Liaison with journalists
- Daily media monitoring reports
- Real-time media and political alerts
- Access to media logins
- Maintaining a database of journalists.