

# Strategy

## Towards 2030 Plan



Our Why	Our Mission
<p>A powerful voice representing cattle producers and beef lovers everywhere to support a strong vibrant industry.</p>	<p>To advance the interests of Australia's cattle industry by fostering a favourable business environment and expanding demand for Australian beef worldwide.</p>
Core Values	Core Focus
<p><b>Driven-</b> We lead, support and protect livelihoods in the cattle industry.  <b>Visionary-</b> We are advocates to create a sustainable industry for future generations.  <b>Courageous-</b> We are front and centre in our discussions representing 30% of Australia's agricultural production with pride.  <b>Authentic-</b> We demonstrate our passion and commitment through engaging our team, our members and all our stakeholders.</p>	<ul style="list-style-type: none"> <li>• Our key stakeholders (Producers, Government, Consumers, RMAC, PIB's, RDC's, MLA)</li> <li>• Animal Welfare (Biosecurity, Health &amp; Welfare, Animal husbandry, Livestock Transport)</li> <li>• Producer &amp; Industry Economic Resilience (Productivity, Profitability, Market Access)</li> <li>• Environmental Stewardship (Resilient Landscapes, Healthy Soils, Water &amp; Climate)</li> <li>• Levy Investment oversight into research, development, marketing &amp; Industry Systems</li> <li>• Producer's right to operate; advance responsible, sustainable beef production</li> </ul>

	Policy and Advocacy	A Sustainable Cattle Australia	Industry Leadership
Strategic Goals	<ul style="list-style-type: none"> <li>• Empower producers to positively shape government policy and drive industry change</li> <li>• Advocate for members and levy payers to present a cohesive voice on national industry matters</li> <li>• Proactively address industry challenges by advocating with current scientific evidence and farming expertise</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and deliver long-term financial sustainability</li> <li>• Foster excellence in governance, leadership team, and organisational culture</li> <li>• Showcase measurable value and impactful outcomes that will build trust with membership and levy payers</li> </ul>	<ul style="list-style-type: none"> <li>• Drive, guide, and shape industry discussions, outcomes, and execution.</li> <li>• Foster collaboration to engage, inform, and advise stakeholders, investors, and funders.</li> <li>• Optimise value for levy payers via               <ul style="list-style-type: none"> <li>• Streamlining consultation process for targeted investments in R&amp;D &amp; Marketing</li> <li>• Leading awareness of red meat protein of choice, nutritional values with the drive to increase consumption</li> </ul> </li> </ul>
Actions	<ul style="list-style-type: none"> <li>• Facilitate effective consultation with members &amp; levy payers, and other stakeholders on nationally significant industry matters</li> <li>• Engage regularly with members &amp; levy payers to ensure CA truly represents the prevalent views and its Regional Consultative Committees are working as intended</li> <li>• Develop evidence-based grass roots policy</li> </ul>	<ul style="list-style-type: none"> <li>• Apply best-practice governance structures and foster a positive organisational culture</li> <li>• Implement forward-thinking and innovative business management practices to enable CA to achieve its strategic goals</li> <li>• Deliver real outcomes and benefits that meet the expectations of members and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Effectively communicate policy priorities to all stakeholders</li> <li>• Foster continuous dialogue with government and stakeholders to enhance understanding of the Australian grass-fed cattle industry and its strategic goals</li> <li>• Advocate for levy investment in research, extension, and adoption initiatives that advance industry productivity and sustainability.</li> <li>• Promote the Australian beef supply chain</li> </ul>