

SOUTHERN AUSTRALIA LIVESTOCK RESEARCH: BOARD DIRECTOR NOMINEE PROFILES

Elke Cleverdon



Elke Cleverdon is an experienced non-executive director and long-term cattle producer from Harden in regional NSW. As Joint Owner & Director of Cleverdon Agriculture since 1993, she has managed a self-replacing Black Angus herd, raising and trading cattle with her family. Her deep connection to the land ensures she brings a genuine producer perspective to national industry leadership.

Elke has chaired Cattle Australia's Audit & Risk Committee for the past three years, strengthening governance, financial accountability, and member confidence during a critical stage of the organisation's development. She is passionate about ensuring producers have a strong, credible voice and that their interests are advanced in a fair, profitable, and sustainable supply chain.

Her professional background includes more than 16 years in executive leadership in customer-owned banking and eight years as a rural financial coach, supporting farming businesses across NSW. She has also been recognised nationally through the National Farmers' Federation Diversity in Ag Leadership program.

Elke currently serves as a non-executive director with Horticulture Innovation Australia, Murrumbidgee Local Health District (NSW Health), and SWS Bank. She is a Fellow CPA, a Fellow of the Australian Institute of Company Directors (FAICD) and holds a Master of Business Administration.

Elke brings critical thinking, strong financial and risk management skills, and a passion for strategy and sustainability. She is committed to advancing the long-term interests of Australia's cattle producers by ensuring Cattle Australia remains a trusted, effective, and transparent advocate for the industry.

Why are you seeking a position on the Board?

I am seeking re-election to the Cattle Australia Board to continue contributing to the strength, sustainability, and long-term success of the grass-fed beef industry.

How will you represent the interests of the grass-fed cattle industry as a Director?

I will represent the interests of the grass-fed cattle industry by combining my perspective as a long-term cattle producer with my governance, risk and financial expertise.



Experience in the grass-fed cattle sector.

Owning and operating family farm in Harden NSW since 1993, running a self-replacing herd of Black Angus cattle, some opportunistic trading and some cropping. I understand the beef supply chain and challenges of the industry.

Understanding of the purpose of a peak industry body.

A peak industry body exists to give producers a strong, unified voice on the issues that matter most. Its role is to represent and advocate for members, set national policy and strategy, and ensure the industry speaks with credibility to government, markets, and the community.

For cattle producers, this means protecting profitability and sustainability, strengthening market access and biosecurity, and building trust through transparency and good governance.