

SOUTHERN AUSTRALIA LIVESTOCK RESEARCH: BOARD DIRECTOR NOMINEE PROFILES

Felicity Richards



I am a beef producer from Northern Tasmania.

Together with my husband, we run a predominantly Angus herd across our three properties on Flinders Island, the Tamar Valley and Wynyard.

We operate both breeding and trading enterprises, with a strong focus on productivity, sustainability, and animal welfare.

Alongside on-farm responsibilities, I serve in leadership roles across the agricultural sector, including Chair of Farmsafe Australia, Director of TasFarmers and Skills Impact, and Chair of the Tasmanian Biosecurity Advisory Committee.

I am committed to building safer, more resilient, and more prosperous farm businesses.

With a background in law and governance as well as practical farming, I bring both professional expertise and lived experience to agricultural decision-making.

Why are you seeking a position on the Board?

I believe that Cattle Australia must continue to strengthen its role as the unified, influential voice for levy payers.

Our industry faces complex challenges—from market access and sustainability expectations to biosecurity and climate resilience.

I want to ensure producer voices remain at the centre of these conversations. As a director, I would bring my governance experience, advocacy skills, and deep regional connections to help guide Cattle Australia's strategy.

I am particularly motivated to build trust between producers and their peak body, to ensure that levy payers see genuine value in their representation at the national level.

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

Representation begins with listening.

I will maintain strong two-way communication with producers in my region and across Australia, ensuring their concerns and ideas inform board decisions.



I will advocate for practical policies that support profitability, biosecurity, safety, and sustainability, while also recognising the diversity of production systems across the country.

Through my existing board and industry networks, I can connect producers' experiences with decision-makers at state and national levels. Above all, I will work to ensure that Cattle Australia provides a clear, credible, and respected voice for the grass-fed cattle industry.

Experience in the grass-fed cattle sector.

I am an active beef producer in northern Tasmania, operating both breeding and trading herds across multiple properties. I oversee the full production cycle from breeding to turning off.

This hands-on involvement gives me a clear understanding of the opportunities and pressures facing levy payers, from input costs and biosecurity through to processing capacity and market access.

Understanding of the purpose of a peak industry body.

Through my service as Chair of Farmsafe Australia and as a Director of TasFarmers, I have first-hand experience of how peak bodies function. Their role is to represent members with credibility, build consensus, and advocate effectively with government and industry.

I understand that Cattle Australia must be both responsive to levy payers and strategic in positioning the beef industry nationally and internationally.