

**Beef Industry Australia
Communications Strategy 2021-22**

April 2021

Table of Contents

EXECUTIVE SUMMARY	3
INTRODUCTION	4
THE BEEF INDUSTRY AUSTRALIA BRAND	5
COMMUNICATION OBJECTIVES	5
KEY STAKEHOLDERS.....	6
COMMUNICATION METHODS.....	8
MEDIA STRATEGY.....	10
MESSAGES FOR KEY AUDIENCES	12
CATTLE PRODUCERS	12
INDUSTRY GROUPS/ASSOCIATIONS	13
GOVERNMENT	13
MEDIA	14
WORKPLAN	15
APPENDICES	20
APPENDIX 1 – LIST OF STAKEHOLDERS	20

Executive Summary

The Communications Strategy details the objectives, key stakeholders, methods, messages for key audiences and a workplan for the establishment and governance of the new cattle industry representative organisation *Beef Industry Australia* (BIA). BIA will create business value for Australia's cattle producers in areas where they cannot succeed by working alone.

Ensuring that levy payers and key stakeholders are informed, updated and engaged will be key to the successful establishment of BIA as well as ongoing confidence in the organisation. Cattle producers are far more likely to support BIA if they receive timely, clear communications and are engaged effectively.

In addition to cattle producers, there are many individuals, organisations and groups who will be interested in BIA. Identifying key stakeholders and effectively communicating with them will be fundamental to the success of BIA. Using consistent key messages tailored to key stakeholders will maximise awareness, understanding of and commitment to the success of BIA. The messages will be updated as planning progresses. A mix of communication tools, tactics and methods will be used to achieve the objectives of the strategy. A timeline of activities and communication methods is outlined in the strategy.

Introduction

The purpose of this document is to outline the strategy for communicating the establishment and governance of the new cattle industry representative organisation *Beef Industry Australia* (BIA).

Over recent decades, several developments have triggered system wide change for cattle producers. Trade liberalisation, domestic regulation, the digital economy and increasing public influence over production demand a new cattle industry representative structure. BIA will create business value for Australia's cattle producers in areas where they cannot succeed by working alone through:

- A structure that is built around democracy and regional representation.
- Democratic representation of and engagement with grass-fed cattle levy payers.
- Transparency that demonstrates it is levy payer based and owned.
- Greater engagement with all cattle producing businesses.
- Greater control of grass-fed cattle levy payer funds.
- An ability to direct policy research, facilitate inclusive and engaging discussions with grass-fed cattle levy payers to formulate industry agreed and owned positions.
- A formalised place for State Farming Organisations (SFOs) to ensure any changes continue to capture the considerable value they bring to the beef industry, such as knowledge, networks, regional structures, and influence.
- A sustainable industry funded organisational model.
- Investment and engagement from cattle producers, who are informed about what BIA does for them; who invest and feel ownership of BIA as a result.

The Communications Strategy details the objectives, key stakeholders, methods, messages for key audiences and a workplan. Effective ongoing stakeholder engagement and communication will be essential for awareness, understanding and commitment to BIA.

The aim of the Communications Strategy is to:

- Build a trusted brand for BIA, known in producer, media and government circles
- Win genuine industry support and confidence in the new representative body
- Influence decision makers
- Identify and build trusting, constructive relationships with key stakeholders
- Continue to build long term respect and support for the new organisation.

The Beef Industry Australia brand

BIA will need to demonstrate key values from the outset in order to win support and respect of producers, the farming community, media, government and other stakeholders. It is important these values are not asserted, but are lived and demonstrated through actions, not words. Key industry figures should agree on what exactly this brand will be to ensure a feeling of team ownership (collective ownership should be the aim in all stages of this process).

Suggested key values for BIA to demonstrate:

- Integrity; in all dealings, interactions, decisions and actions
- Spine. It is important producers (and government) know BIA will fight when necessary
- Transparency and accountability
- Clear communication
- Pragmatism and judgment
- Policy and political smarts
- Teamwork

Communication Objectives

One of the major hurdles that has prevented Cattle Council of Australia (CCA) from completing previous restructure aspirations and creating a more engaging, well-resourced, and high-performing peak organisation for Australia's cattle producers has been a sufficient and sustainable funding stream. The other long-standing hurdle has been the inability to communicate and engage with the majority of grass-fed cattle levy payers. Ensuring that levy payers and key stakeholders are informed, updated and engaged will be key to the successful establishment of BIA as well as ongoing confidence in the organisation. Cattle producers are far more likely to support BIA if they receive timely, clear communications and are engaged effectively.

The following six strategic principles underpin the Communications Strategy:

- Clear
- Accurate
- Engaging
- Measured
- Responsive
- Achievable

Key Stakeholders

In addition to cattle producers, there are many individuals, organisations and groups who will be interested in BIA. Identifying key stakeholders and effectively communicating with them will be fundamental to the success of BIA. The appropriate level of communication for stakeholders will be determined by:

- The purpose
- The level of interest
- The level of influence

Table 1 below provides a summary of key stakeholders. Appendix 1 includes a comprehensive list of stakeholders.

Table 1 – Key Stakeholders

Category	Stakeholders
Industry	Cattle producers CCA Members Processors Meat and Livestock Australia State Farming Organisations Research Councils Red meat sector supply chain organisations (Australian Meat Industry Council, Australian Lot Feeders’ Association, Australian Live Exporters’ Council, Sheep Producers Australia, Goat Industry Council of Australia, Red Meat Advisory Council) National Farmers Federation
Government	Federal Government Prime Minister Leader of the Opposition Minister for Agriculture, Drought and Emergency Management Department of Agriculture, Water and the Environment Shadow Minister for Agriculture Minister for Industry, Science and Technology Department of Industry, Science, Energy and Resources Shadow Minister for Industry and Innovation Department of Foreign Affairs and Trade Minister for Trade, Tourism and Investment Shadow Minister for Trade Senate Standing Committee on Rural and Regional Affairs and Transport (Legislation) members Senate Standing Committee on Rural and Regional Affairs and Transport (Reference) members House of Representatives Standing Committee on Agriculture and Water Resources members House of Representatives Select Committee on Regional Australia members State Government

	Premiers/Chief Ministers Leader of the Opposition Relevant State/Territory Ministers Relevant State/Territory Departments
Media	Newspapers Local newspapers (often via AAP, which is Australia’s news wire servicing 400 local media outlets) The Weekly Times The Land Stock & Land Queensland Country Life The Australian Major metropolitan dailies Radio ABC Country Hour Regional Statewide Drive programs ACE Radio network Radio Release for commercial radio Online Beef central ABC Rural Online Television ABC Landline

Communication methods

A mix of communication tools, tactics and methods will be used to achieve the objectives of the strategy. Table 2 below provides an overview of communication methods. These methods will be regularly monitored and reviewed for effectiveness.

Table 2 – Overview of communication methods

Tools, tactics and methods	Overview
<p>Website</p>	<p>Domain names need to be organised as soon as possible. A dedicated website for BIA needs to be established once the organisation has the go ahead. The following websites are unavailable:</p> <p>www.bia.com.au taken by Business Improvement Australia www.bia.org.au taken by Boating Industry Australia www.bia.net.au taken by Banking Institute of Australia</p> <p>Suggestions: www.beefindustry.com.au www.beefindustry.org.au www.beefindustry.net.au</p>
<p>Social media (Facebook, Twitter, LinkedIn and Instagram)</p>	<p>Social media handles need to be organised as soon as possible. Content posted to social media needs to be tailored, varied and interesting (i.e. Instagram for emotional engagement compared to LinkedIn for technical information). Key tasks of timely authoring, monitoring and moderating will need to be allocated to staff.</p> <p>Social media, including targeted, boosted posts, will be used for the following:</p> <ul style="list-style-type: none"> • Announcements • Consultation/request for information • Engagement • Events/conferences • Information • News • Questions and answers
<p>Traditional media</p>	<p>Generating media awareness and interest will be important. The following materials will be developed to assist with media:</p> <ul style="list-style-type: none"> • Fact sheets • Questions and answers • Op-ed pieces • Case studies (real people and real stories) <p>The challenge will be to ensure a pipeline of angles/announcements. The following are suggested “announceables”:</p> <ul style="list-style-type: none"> • Meetings with Minister Littleproud • Beef Week • New organisation name launch • New legal entity established

	<ul style="list-style-type: none"> • Call for Board nominations • Call for Policy Council nominations • Elections • First Board meeting • First Policy Council meeting
Government relations	Direct contact with Senators and Members as well as key government representatives will be undertaken as required. Government as well as Opposition are equally relevant given the point in the Federal election cycle. It will be important to keep relevant Senate and House of Representative committee members updated through written correspondence offering a briefing.
Industry briefings	Industry briefings will offer a chance to provide updates. These could be held regularly over zoom including question and answer sessions.
Events and conferences	<p>Events and conferences will provide an opportunity to communicate with individuals and key stakeholders in the industry. Beef Week in Rockhampton will be the first opportunity to announce.....</p> <p>Explore option of joint appearance with Minister Littleproud at the QLD rural press club and other events.</p>
Newsletters	Regular updates to CCA members/database providing updates on progress on BIA establishment. Frequency will depend on progress as well as any issues or concern (find out frequency).
Advertisements	Advertisements will need to be placed in key newspapers for specific purposes (i.e. Board appointments?).
Sponsorship	BIA could sponsor conferences and key events i.e. Minister Littleproud speaking at QLD rural press club, National Press Club address?
Podcasts	<p>Meat and Livestock Australia have two podcasts:</p> <ul style="list-style-type: none"> • <i>Feedback</i> features stories, news, information and interviews about all things red meat. • <i>On the Ground</i> provides the latest information and insights about Australia's domestic and international red meat markets. <p>An approach should be made to MLA to see if they would dedicate an episode on BIA. Alternatively, a dedicated podcast could be considered.</p>
Meat and Livestock Australia's cattle and livestock levy payer register	Currently, CCA can only directly communicate with less than 2,000 cattle producers. This is a major barrier to communicating and engaging with cattle producers effectively. It will be essential that BIA has access to the MLA levy payer register. To do this, MLA with the approval of the Secretary of the Department, can grant third party access to levy payer information for the following uses set

out in the *Primary Industries Levies and Charges Collection Act 1991*:

- for a research and development activity
- for marketing activities
- for biosecurity purposes
- for National Residue Survey purposes
- in connection with any activity carried out, or proposed to be carried out, by the disclosing RDC for the benefit of producers in the relevant industry¹.

Access to the levy payer register will be sought for “marketing activities” and “any activity...for the benefit of producers” reasons.

Media Strategy

The media strategy would be based around demonstrating the brand of BIA. This would not involve asserting that BIA possesses the qualities of integrity, spine and so on; but through demonstrating these qualities through examples (e.g., genuine consultation and listening to feedback from producers; standing up when necessary). Please note: most reform requires a long period of explaining to stakeholders that there is a problem which needs fixing. The working assumption here is that most stakeholders accept there is a need for change.)

Every announcement along the timeline should aim for stories to be pitched to print media first and followed by radio, television and then social media in the days following (please note the regional media cycle can last for more than a week given the high number of weekly papers and bulletins). This repetition is vital in having the target audience remember the key messages.

Announcements made on Tuesdays or Wednesdays tend to work best for agriculture news given the Wednesday and Thursday publication days for the Weekly Times, The Land and Queensland Country Life. The announcement can be given to the Weekly Times and Australian Associated Press ahead of time, embargoed until the Wednesday, to keep the news as “fresh” for the other publications as possible.

The media strategy for the big announcement would kick off with aiming to land in the key papers, and a joint appearance with Minister Littleproud at the Queensland Rural Press Club should be considered. Australian Associated Press (AAP) likely will produce the most market penetration for the least effort (they’ll likely run it from a media release with a photo) whilst the big agri papers and Beef Central will likely require an interview and photos. The spokesperson can be prepared beforehand by Les White, with a key focus on sticking to the key messages listed elsewhere in this document (and refined as time passes). A typical announcement plan follows:

- Story planned to run on a Wednesday.
- Media release/interview is given to The Weekly Times, AAP, Beef Central and ACE radio ahead of time, embargoed until the Wednesday. The same access is given to the Australian Community media titles (The Land and Queensland Country Life) which will likely run an online version on the Wednesday and the print version Thursday. A Radio Release pack is recorded two days earlier (this is basically the radio version of AAP and generally gets run on hundreds of radio stations). Radio interviews are arranged for Country Hour shows and Regional Statewide Drive shows and other important regional radio.

¹ <https://www.agriculture.gov.au/ag-farm-food/levies/levy-payer-registers/levy-payer-register-guide>

- Wednesday: Story runs in the Weekly Times, goes live through AAP so regional papers can pick it up, the Radio Release goes out at 430am and grabs recorded by ACE Radio also go out. Radio interviews with ABC Country Hour and Statewide Drives occur.
- Thursday: Stories run in The Land, Queensland Country Life and regional papers which have printed the AAP story.
- Friday: Facebook post and video are boosted into key regions and demographics.

The following are suggested contacts:

- The Weekly Times – Livestock Editor Kate Dowler would be first pick; National Affairs writer Natalie Kotsios second
- Australian Associated Press (supplies stories to 400 local media organisations) – Regional writer Matt Coughlan
- Australian Community Media (owner of The Land and Queensland Country Life) – preferably with National Affairs writer Jamieson Murphy but beef writer Shan Goodwin may wrest it from him
- ACE radio – Libby Price’s rural show
- ABC Country Hour and state based regional drive shows (don’t forget WA)
- WIN TV, NBN and Prime

Third party endorsements should be prepared with key messages and ready to comment when asked (it would be best if some are included in the initial media release – always make things as easy for the journalist as possible). Third parties can play an important role in supporting announcements, and are particularly important in showing government stakeholders are “on board”. Selection should be based on third parties meeting the criteria outlined below:

- Profile – third parties should have a media profile and be considered go-to people for comments in the media.
- Leverage – third parties should have credibility and have political/industry leverage.
- Knowledge – third parties should have excellent knowledge and background.

Messages for key audiences

Using consistent key messages tailored to key stakeholders will maximise awareness, understanding of and commitment to the success of BIA. Ensuring pertinent and tailored messages will be an essential part of communicating with key audiences. Simple, clear and timely communication using key messages will minimise the risk of individuals or organisations feeling disengaged or having different understanding of the role and expectations of BIA. The messages will be updated as planning progresses. The following messages for key audiences have been developed to provide the rationale and overview of BIA.

Cattle producers

- Beef Industry Australia will fight for you. BIA will be unified, national and influential leading peak industry body to represent 46,000 cattle producers.
- Beef Industry Australia will give cattle producers genuine input into how grass-fed cattle levy payer funds will be invested. Beef Industry Australia will create real discussions so industry can research agreed priorities. This will also enable the greater investment and effort in advocacy and biosecurity which cattle producers want.
- Australia's 46,000 cattle producers should wield serious clout to reflect the fact they occupy nearly 80% of Australian agricultural land and generate \$15.1 billion farm gate revenue. Around 189,000 people are employed in the red meat industry, including on-farm production, processing and retail.
- The proposed structure of Beef Industry Australia separates the functions of the consultative and routine policy setting framework from the role of the Board to better focus effort, priorities, resources, skills, and greater cattle levy payer engagement.
 - The Board will provide representational leadership for all levy-payer cattle producers and will consist of 9 Directors. The Board will be elected through a Split Voting Register (A Register: every levy payer – 1 vote per levy-payer; B Register: based on the amount of levies paid by each levy-payer member).
 - The Policy Advisory Council will be a single empowered regional policy forum that considers the holistic and particular policy needs of the disparate cattle producing regions and provides policy advice and guidance to the Board on behalf of all Australian grass-fed cattle producer levy payers. Initially the Policy Advisory Council would have 23 members comprising 15 directly elected cattle levy paying producer Councillors and 8 cattle levy producer Councillors appointed by SFOs (i.e. one from each SFO).
- A new organisation *CattleCorp* will also be established. The CattleCorp Board will be skills-based appointed by an independent selection committee. CattleCorp will receive levies that are collected by the Department of Agriculture, Water and the Environment. CattleCorp will administer the levies paid by grass-fed cattle producers and will deliver a level of greater control and 'oversight' of grass-fed levies than currently exists. This will overcome the long standing and unanimous theme that cattle producers do not feel like they have any control or say over how their levies are spent. CattleCorp would allow grass-fed cattle producers to use a portion of their transaction levies to carry out specific R&D and policy research for their sector just as the processor and live exporter sectors of the red meat industry does now.
- Beef Industry Australia will commence operations on 1 July 2022.

Industry groups/associations

- Beef Industry Australia will be unified, effective leading peak industry body to represent 46,000 cattle producers.
- Cattle producers generate about 20% of the total farm gate revenue on nearly 80% of the total land use for agriculture production.
- The Beef Industry Australia Board will provide representational leadership for all levy-payer cattle producers and will consist of 9 Directors. The Board will be elected through a Split Voting Register (A Register: every levy payer – 1 vote per levy-payer; B Register: based on the amount of levies paid by each levy-payer member). The Board will be guided by a Policy Advisory Council and focus on organisational fiduciary performance and industry strategy.
- A new organisation *CattleCorp* will also be established. CattleCorp will receive levies that are collected by the Department of Agriculture, Water and the Environment. The CattleCorp Board will be skills-based appointed by an independent selection committee. CattleCorp would allow grass-fed cattle producers to use a portion of their transaction levies to carry out specific R&D and policy research for their sector just as the processor and live exporter sectors of the red meat industry does now.
- Beef Industry Australia will commence operations on 1 July 2022.
- A powerful, truly national and influential voice for cattle producers is well overdue.
- Beef Industry Australia will engage strongly with other industry associations, including state farming organisations.

Government

- Cattle Council Australia has led an industry-wide discussion to settle a forward pathway, mechanism and timeline for reaching agreement on representation in the grass-fed cattle industry.
- There is a cost to producers, government, communities and the industry itself without strong, influential beef industry representative arrangements that can achieve unified positions on nationally and internationally important issues.
- Two roundtables have been held at the request of the Minister. Attendees at the roundtables expressed an appetite for reform and noted that the time to close an era of fragmentation in the industry is now.
- The proposed representative structure for Beef Industry Australia would involve a Board to provide representational leadership for all levy-payer cattle producers and a Policy Advisory Council that would consider the holistic and particular policy needs of the disparate cattle producing regions.
- The Board will consist of 9 Directors. The Board will be elected through a Split Voting Register (A Register: every levy payer – 1 vote per levy-payer; B Register: based on the amount of levies paid by each levy-payer member).
 - Initially the Policy Advisory Council would have 23 members comprising 15 directly elected cattle levy paying producer Councillors and 8 cattle levy producer Councillors appointed by SFOs (i.e. one from each SFO).
 - A new organisation CattleCorp will also be established. CattleCorp will receive levies that are collected by the Department of Agriculture, Water and the Environment. CattleCorp

will administer the levies paid by grass-fed cattle producers and will deliver a level of greater control and 'oversight' of levies than currently exists.

- The potential/possible sources of revenue for Beef Industry Australia includes member service fees, associate member fees, interest royalty and SFO funding.
- Beef Industry Australia will commence operations on 1 July 2022.

Media

- The cattle industry has the potential to seriously influence policy affecting both it and the future of our nation; as one would expect of an industry of 46,000 producers who are custodians of 40% of the Australian land mass generating \$15.1 billion in farm gate revenue.
- Beef Industry Australia will be unified, national and influential leading peak industry body to represent 46,000 cattle producers. Around 189,000 people are employed in the red meat industry, including on-farm production, processing and retail.
- Beef Industry Australia will give cattle producers genuine input into how grass-fed cattle levy payer funds will be invested. Beef Industry Australia will create real discussions so industry can research agreed priorities. This will also enable the greater investment and effort in advocacy and biosecurity which cattle producers want.
- As the largest single agricultural industry in the country, cattle producers are well placed to capitalise on opportunities presented by government carbon policies as well as the aim to grow agriculture into a \$100 billion industry by 2030.
- The Beef Industry Australia Board will provide representational leadership for all levy-payer cattle producers and will consist of 9 Directors elected through a Split Voting Register.
- Beef Industry Australia will commence operations on 1 July 2022.

Workplan

It is expected that BIA will commence operations on 1 July 2022. Table 3 below outlines the timeline of activities and communication methods from April 2021.

Table 3 – Timeline of activities and communication methods

Date	Activity	Communication methods
April 2021		
19 April	Meeting with Northern Pastoral Group (BNE)	-
27 April	Meeting with Minister Littleproud	Social media
May 2021		
2-8 May	Beef Week Rockhampton	(Depending on announcement): Boosted Facebook videos with CPA/other stakeholders/Minister pushing the message “We’re ready to get it done”. More professional tone on LinkedIn and simple images with smaller messages on Instagram. Beef Central, QCL, The Land, Weekly Times, Stock and Land, Win TV, Prime, NBN, ABC radio and Radio Release.
10 May	CCA announce broader consultation on BIA?	Traditional media, social media, newsletter, government relations. Framed as last round of consultations before delivery. Prioritise groups who will take longer to consult due to having interests outside cattle.
18 May	MLA Quarterly Consultation (CBR)	Social media
19 May	CCA Policy Council meeting (CBR)	Different social media channels to different audiences

June 2021		
	CCA broader consultation on BIA commences with industry briefings?	Social media, website, traditional media, newsletter, advertisements, government relations.
July 2021		
	Consultation on BIA (town hall zooms and consultation platform?)	Social media, website, traditional media, newsletter.
August 2021		
	Consultation on BIA (town hall zooms and consultation platform?)	Social media, website, traditional media, newsletter.
25 August	CCA Board meeting (SYD)	-
26 August	CCA Policy meeting (SYD)	-
27 August	MLA Quarterly Consultation (SYD)	-
September 2021		
13-17 September	CCA Rural Awareness Tour (Townsville – Toowoomba)	Social media
	Consultation on BIA (town hall zooms and consultation platform?)	Social media, website, traditional media, newsletter.
October 2021		

	Consultation on BIA (town hall zooms and consultation platform?)	Social media, website, traditional media, newsletter.
10-16 October	International Beef Alliance Conference	Social media, website, traditional media, newsletter
15 October	Pilot Policy Council review due (40 calendar days ahead of CCA AGM)	-
26 October	21 days notice (business days) for special resolution if changes to CCA Constitution needed	-
29 October	Consultation on BIA finishes	-
November 2021		
1-12 November	Results of BIA consultation written report prepared	
22 November	MLA Quarterly Consultation (Toowoomba)	Social media
23 November	Final meeting of CCA Policy Council (pilot phase)	Social media
22 November	CCA AGM	Social media
December 2021		
January 2022		
	Draft BIA Constitution prepared	-

31 January	BIA communications campaign begins	Launch: Big traditional media drop, interviews and images, boosted social media communicating to different demographics, website, newsletter, government relations.
February 2022		
	Call for nominations for BIA Advisory Council members	Social media, website, traditional media, newsletter, advertisements, government relations.
March 2022		
	Recruitment of BIA members and Foundation members	Social media, website, traditional media, newsletter, advertisements, government relations.
April 2022		
May 2022		
Early May	Election for BIA Advisory Council members held	Social media, website, traditional media, newsletter, government relations.
June 2022		
Early June	Call for nominations for BIA Board members	Social media, website, traditional media, newsletter, advertisements, government relations.

Late June	Election for BIA Board members held	Social media, website, traditional media, newsletter, government relations.
July 2022		
1 July 2022	BIA commences	Social media, website, traditional media, newsletter, government relations, MLA podcast, levy payer register
1 July 2022	Meat and livestock Levy Payer Register useable	
	Inaugural BIA Policy Council meeting	Social media, website, big traditional media drop, newsletter, government relations, levy payer register
	Inaugural BIA Board meeting	Social media, website, big traditional media drop, newsletter, government relations, MLA podcast, levy payer register

Appendices

Appendix 1 – List of Stakeholders

Industry

Cattle producers

CCA Members

AgForce Queensland

NSW Farmers

Northern Territory Cattlemen's Association

Pastoralists' & Graziers' Association of WA

Victorian Farmers' Federation

Western Australian Farmers Federation

Livestock SA

Tasmanian Farmers & Graziers Association

Australian Registered Cattle Breeders' Association

Australian Cattle Veterinarian Association

Kimberley Pilbara Cattlemen's Association

Processors

National Farmers Federation

State farm organisations

AgForce Queensland

NSW Farmers

Tasmanian Farmers & Graziers Association

Victorian Farmers Federation

Western Australia Farmers Federation

Pastoralists' & Graziers' Association of WA

Northern Territory Cattlemen's Association

Livestock SA

Research Councils

Southern Australian Livestock Research Council

Western Australian Livestock Research Council

North Australia Beef Research Council

Red meat sector supply chain organisations

Australian Meat Industry Council
Australian Lot Feeders' Association
Australian Livestock Exporters' Council
Sheep Producers Australia
Goat Industry Council of Australia
Red Meat Advisory Council

Other industry

Australian Registered Cattle Breeders' Association
Australian Cattle Veterinaria
Kimberley Pilbara Cattlemen's Association
Australian Beef Association
Gulf Cattleman's Association
Richmond River Beef Association
National Residue Survey
LiveCorp
Australian Meat Processor Corporation
Farmers for Climate Action
Pastoralists' Association of West Darling
Fletcher International Exports Pty Ltd
Hermit Hill Pastoral Pty Ltd
Bindaree Beef
Nanthes' Park British White Cattle Stud
Livestock Saleyards Association of Victoria
Victorian Livestock Exchange P/L
JBS Australia Pty Ltd
Capricorn Enterprise
Teyes Australia
Sheepmeat Council of Australia
AuctionsPlus Pty Ltd
Australian Food and Grocery Council
Australian Livestock and Property Agents Association Ltd
Animal Health Australia
SAFEMEAT

The South Gippsland Landcare Network
Grassland Society of Southern Australia
South Coast Beef Producers Association
Australian Beef Industry Foundation
Kimberley Pilbara Cattlemen’s Association
Murray Grey Cattle Society of Australia
Agriculture Victoria BetterBeef groups
National Herd Improvement Association of Australia

Northern Pastoral Group Members

NAPCo
Indigenous Land & Sea Corporation
Australian Country Choice Group
Paraway Pastoral Company Ltd.
Hewitt Cattle Australia
Stanbroke Pastoral Company
Heytesbury Cattle Co.
Hughes Pastoral
Agriculture for Hancock
Jumbuck Pastoral
MDH
Packhorse
Colinta Pastoral Company
Arrabury Pastoral
Consolidated Pastoral Company Pty Ltd
AACo

Government

Prime Minister

Federal Ministers

The Hon David Littleproud MP, Minister for Agriculture, Drought and Emergency Management
The Hon Dan Tehan MP, Minister for Trade, Tourism and Investment
The Hon Christian Porter MP, Minister for Industry, Science and Technology

Federal Government Departments

Department of Agriculture, Water and the Environment

Department of Foreign Affairs and Trade

Department of Industry, Science, Energy and Resources

Opposition

Leader of the Opposition

Shadow Minister for Agriculture

Shadow Minister for Trade

Shadow Minister for Industry and Innovation

Members of the Senate Standing Committees on Rural and Regional Affairs and Transport (References)

Senator Glenn Sterle (Chair)

Senator Susan McDonald (Deputy Chair)

Senator Alex Gallacher

Senator Malarndirri McCarthy

Senator Gerard Rennick

Senator Peter Whish-Wilson

Members of the Senate Standing Committees on Rural and Regional Affairs and Transport (Legislation)

Senator Susan McDonald (Chair)

Senator Glenn Sterle (Deputy Chair)

Senator Alex Antic

Senator Malarndirri McCarthy

Senator Gerard Rennick

Senator Peter Whish-Wilson

Members of the House of Representatives Standing Committee on Agriculture and Water Resources Committee

Rick Wilson MP (Chair)

Brian Mitchell MP (Deputy Chair)

Luke Gosling OAM MP

Ken O'Dowd MP

Gavin Pearce MP

Fiona Phillips MP

Phillip Thompson OAM MP

Dr Anne Webster MP

Members of the House of Representatives Select Committee on Regional Australia

Tony Pasin MP (Chair)

Hon Joel Fitzgibbon MP (Deputy Chair)

Bridget Archer MP

Hon Damian Drum MP

Hon David Gillespie MP

Dr Helen Haines MP

Hon Barnaby Joyce MP

Kristy McBain MP

Phillip Thompson OAM MP

Josh Wilson MP

Rick Wilson MP

Tony Zappia MP

State Agriculture Ministers

Queensland: The Hon Mark Furner MP, Minister for Agricultural Industry Development and Fisheries and Minister for Rural Communities

New South Wales: The Hon Adam Marshall MP, Minister for Agriculture and Western New South Wales.

Victoria: The Hon Mary-Anne Thomas MP, Minister for Agriculture

Tasmania: The Hon Guy Barnett MP, Minister for Primary Industries and Water

South Australia: The Hon David Basham, Minister for Primary Industries and Regional Development

Western Australia: The Hon Alannah MacTiernan MLC, Minister for Regional Development; Agriculture and Food.

Northern Territory: The Hon Nicole Susan Manison MLA, Minister for Agribusiness and Aquaculture

State Government Agriculture Departments

Queensland: Department of Agriculture and Fisheries

New South Wales: Department of Primary Industries

Victoria: Agriculture Victoria

Tasmania: Department of Primary Industries, Parks, Water and Environment

South Australia: Department of Primary Industries and Regions

Western Australia: Department of Primary Industries and Regional Development

Northern Territory: Department of Industry, Tourism and Trade

Media

Newspapers

The Australian

Australian Associated Press

Major metropolitan dailies

Local newspapers

The Weekly Times

The Land

Stock & Land

Queensland Country Life

Online

Beef central

ABC Rural Online

InQueensland

Television

ABC Landline

WIN TV

NBN

Prime

Radio

ACE Radio

ABC Country Hour

ABC Regional Statewide Drives