



# CATTLE COUNCIL OF AUSTRALIA

## COMMUNIQUE

**Board meeting 31 August – 1 September 2021**

**Policy Council meeting 25-26 August 2021**

Cattle Council of Australia (CCA) held its latest Policy Council (PC) meeting online from 25-26 August 2021. The PC meeting was followed by a meeting of the Board on 31 August and 1 September 2021, also online.

### **Policy Council**

#### Biosecurity Working Group

The PC heard from the newly formed biosecurity working group which has been established to draft and develop CCA's biosecurity strategic policy statement. Associated strategic policy activities discussed by the PC included:

- Identify opportunities to promote on-farm adoption of biosecurity practices to ensure the industry is best-placed to deal with an emergency outbreak.
- Support Animal Health Australia by identifying avenues for biosecurity education and extension activity.
- Seeking opportunities for early engagement and input into national and state frameworks.
- Promote more transparent processes to help determine risk of biosecurity breaches.
- Advocate for a consistent and bipartisan stream of biosecurity funding.

The working group outlined a shortage of sniffer dogs, domestic biosecurity procedures, clarity around biosecurity spending and working with the wider industry to educate the public about biosecurity as key policy and advocacy priorities.

#### Best Management Practice (BMP)

The PC was presented with five recommendations to promote Best Management Practices through the beef industry including:

1. Strengthening national leadership from the grass-fed beef sector to promote progress in the industry.
2. Reposition CCA to the forefront of industry discussions and program development.
3. Increased collaboration, sharing and discussion across programs.
4. Developing and implementing a clear set of agreed principles.
5. A future-thinking and open-minded focus on Best Management Practice policy.

The PC recommended establishing a working group to create opportunities to work with existing industry schemes and explore avenues to fund development of a range of sustainability indicators that can be used by individual grassfed producers and through the supply chain.

#### UN Sustainability Development Goals

The PC and Board agreed to support an alignment mapping exercise of the UN Sustainable Development Goals (SDGs) being undertaken to further improve the transparency of Australian Beef Sustainability Framework. The PC

considered that we were missing opportunities to demonstrate our contributions to sustainability internationally through greater alignment to the SDGs. The proposed mapping exercise will look at the detail behind each of the 17 SDGs and consider what benefits and risks are associated with aligning to each.

### Additional Spokespeople

The PC recommended the nomination of four additional topic-specific spokespeople, to enhance CCA's engagement with producers and the broader community. Nominees would be put to the Board for final decision. The PC recommended the spokespeople cover the following policy areas:

- Industry Systems
- Animal Welfare
- Trade and Marketing
- Environment and Sustainability

The PC agreed to start a process for nominating potential candidates, who would be drawn from the current Board or Policy Council.

### **Board Meeting**

With the pilot of CCA's Policy Council set to conclude this year, consistent with its decision to review the PC after its first year of operation, the Board agreed to Terms of Reference to guide the review to help shape CCA's policy development structure and processes before its Annual General Meeting in November.

The Board adopted a recommendation from the PC to investigate ways of making the Pasturefed Cattle Assurance System (PCAS) more effective and efficient. The Board resolved that CCA approach AUS-MEAT to bring PCAS under the same management as other industry-wide quality assurance systems to strengthen the scheme for its participants.

The Board agreed CCA should take the lead in pursuing adequate resourcing for the Australian Beef Sustainability Framework (ABSF) and look for ways to better align the ABSF consultative cycle with that of Peak Industry Councils. It was agreed that CCA should work closely with RMAC to enable industry stakeholders to lead and take ownership of the development of the ABSF to increase its value to producers.

The Board also considered the recent outcome of the Australian Communications and Media Authority's ruling in favour of the Australian Broadcasting Corporation's *Fight for Planet A: Our Climate Challenge*. While members of the Board were of the view the outcome had exposed serious flaws in the regulation of the national broadcaster, a good relationship with the ABC going forward was viewed as necessary in ensuring future opportunities to tell the outstanding story of sustainability in the Australian beef industry.

Noting the global and national increase in sustainability and socially responsible investing (SRI), the Board discussed recent issues experienced in parts of the supply chain and how to best position CCA and the beef industry to engage in the SRI discussion more proactively.

Restructure discussions continued with the Board remaining committed to building a more robust, representative and engaging peak industry body. AACo Managing Director and CEO, Hugh Killen joined this session to inform the Board of the perspective of the industry's largest levy payer.

### **Enquiries**

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