



# CATTLE COUNCIL OF AUSTRALIA

## COMMUNIQUE

### Board and Pilot Policy Council meetings 2-4 March 2021

Cattle Council of Australia held its Board and inaugural Pilot Policy Council meetings between Tuesday 2 March and Thursday 4 March 2021.

Newly appointed Policy Council Independent Chair, Dr Beth Woods, former Director-General of the Queensland Department of Agriculture and Fisheries led the first Policy Council meeting.

Former CCA Northern Independent director, David Hill, was elected Vice Chair of the Policy Council.

CCA's move from its former consultative committee framework to a Pilot Policy Council was initiated by a need to create a more contemporary structure that enables it to focus on strategic policy development and advocacy through a more efficient and cost-effective process.

Both Council and Board considered how the new Policy Council structure would operate in 2021 and initiated a process to set CCA's key policy priorities for the next 12 months and beyond.

Policy priorities included greater trade liberalisation, improved national and international integrity systems, better recognition and incentives for environmental work, and more effective communications would form key policy pillars.

These policy areas would be further developed prior to the next Policy Council meeting in May.

The Policy Council will also start to form working groups with specific expertise, to undertake detailed development of policies in these key areas.

The Policy Council's work will allow the Board to focus more specifically on matters of strategic importance for cattle producers over the coming 12 months.

With a Federal election due to be announced within the next year, the Board considered a number of strategic priorities for the grassfed beef sector over the coming year including industry representation and biosecurity.

As part of ongoing industry representative restructure discussions, the CCA Board agreed it would continue engaging with alternative producer representative groups in an effort to form a unified industry voice that advocates on behalf of all grass-fed cattle producers.

The CCA Board will next meet on 3 May at Beef Australia in Rockhampton, with the Policy Council meeting 19-20 May in Canberra.

#### **Enquiries**

Robert Herrick

0409 219 527

[commsmanager@cattlecouncil.com.au](mailto:commsmanager@cattlecouncil.com.au)