

Our Purpose	A national voice to advance and protect the interests of Australia's grass fed cattle producers.						
Our Vision	Australia's beef industry has a secure and profitable future.						
Our Mission	Lead and unite the beef cattle industry through building industry capacity, policy development and advocacy.						
Our Values	Respect	Integrity	Accountability	Collaboration	Excellence	Transparency	Apolitical

Will achieve the following priority outcomes

<p>Advocacy</p> <p>Industry priorities to improve the profitability, productivity and sustainability of beef cattle producers are effectively communicated.</p>	<p>Policy</p> <p>Policies drive the industry's strategic direction and the right operating environment for beef cattle producers to realise their potential.</p>	<p>Levy oversight</p> <p>The whole of the cattle transaction levy (CTL) is strategically and appropriately used to benefit beef cattle producers.</p>	<p>Industry leadership and capacity</p> <p>Industry leaders are upskilled and empowered, and the organisation has a confident, capable and committed team.</p>
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Through the following priority actions

<ul style="list-style-type: none"> * Deliver a viable funding model for the organisation that enables our policies, levy oversight and leadership to be effectively communicated to influence decision making. * Co-operate with other Peak Industry Council's and through RMAC to progress the broader red meat industry, including delivering Red Meat 2030. * Foster and expand productive working relationships with other industry sectors and all levels of government to get the best outcomes for beef cattle producers. * Promote the opportunities and benefits of the beef and red meat industries to the broader community. * Present objective positions on and demonstrate pragmatic pathways for the most complex problems facing producers. * Represent members in relevant government and industry committees/forums that inform positive policies and influence decision making. 	<ul style="list-style-type: none"> * Deliver a viable funding model for the organisation that enables independent, timely, well researched, considered and expert policy development to realise our vision. * Co-operate through RMAC with other Peak Industry Council's to develop strategic plans (i.e. Red Meat 2030) and whole of sector policies for the broader red meat industry. * With MLA, AHA and NRS, jointly develop goals for service providers to help achieve the vision and strategic imperatives we set for our industry. * Adopt an 'over the horizon' focus to identify and resolve gaps in existing policies and industry strategic plans. * Recognise and embrace diversity within the cattle industry to form nationally agreed policy positions. * Design inclusive and effective forums that enable extensive consultation with producers across Australia to ensure strong policies that focus on their needs. 	<ul style="list-style-type: none"> * Ensure research, development and marketing levies (received by MLA) deliver a world leading and globally competitive beef industry. * Ensure animal health and welfare levies (received by AHA) deliver long term economic, biosecurity and animal health outcomes for Australia's beef cattle producers. * Ensure residue testing levies (received by NRS) underpin market access for beef cattle products and verify good agricultural practice around the use of pesticides and veterinary medicines. * Effectively manage the Cattle Disease Contingency Fund. * Assess the performance of services delivered by MLA, AHA and NRS towards achieving the priorities identified in industry strategic plans. * Determine the appropriate rate for and splits within the CTL to ensure service providers can deliver industry strategic plans and our vision. 	<ul style="list-style-type: none"> * Enhance the Rising Champions initiative to inspire, empower and support young people who are passionate about our industry. * Continue expanding the understanding of senior government officials of our industry through the Rural Awareness Tour. * Deliver training specific to the beef cattle industry in areas of strategic development, risk assessment and policy to producers and staff. * Ensure board directors participate in high quality governance training, with emphasis on areas relevant to the beef industry. * Recruit and train university graduate(s) in beef specific strategic policy development. * Develop communication and advocacy skills of board and committee members. * Provide leadership and input to global beef industry discussions and initiatives through the International Beef Alliance and the Global Roundtable for Sustainable Beef.
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