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MEDIA RELEASE

Rising Champions return with a new format

The Cattle Council of Australia and NAB are calling for young members of the Australian beef industry to apply for the 2022 NAB Agribusiness Rising Champions Initiative.

Postponed in 2020 due to the COVID-19 pandemic, the Rising Champions Initiative returns this year with a new format that is aimed at celebrating young leaders in every state and territory. It presents an unrivalled opportunity for young people in the beef industry to kick-start their personal career development and network with industry and government representatives.

Beef industry participants aged between 21-40 years are eligible to apply, with a winner from each state and the Northern Territory selected to attend an all-expenses paid Leadership Development week in Canberra in November 2021.

NAB Executive Regional and Agribusiness, Julie Rynski, said NAB was proud to be supporting this important initiative for the eleventh year.

“Developing our future leaders and equipping them with the skills they need to drive the beef industry forward is something we are delighted to support through the Rising Champions Initiative,” Ms Rynski said.

“NAB has been a proud partner of the Initiative since its inception, and we are excited to see the next cohort of Rising Champions progress on their journey to becoming the beef industry leaders of the future.”

Following a review of the program, the Rising Champion Initiative has a new format this year that celebrates all state and territory winners, rather than one overall winner.

Cattle Council President, Markus Rathsmann, said refocusing the program on state and territory champions would deliver greater value to the beef industry.

“We need more young people who do truly outstanding things in our industry to stand up and become more involved,” Mr Rathsmann said.

“The Rising Champions Initiative has helped develop dozens of high-quality young people with aspirations for leadership and industry engagement. The new format lets us invest more in everyone on the program.

For 160 years, we've been helping our customers with their money. Today, we have more than 30,000 people serving nine million customers at more than 900 locations in Australia, New Zealand and around the world. As Australia's largest business bank, we work with small, medium and large businesses to help them start, run and grow. We fund some of the most important infrastructure in our communities – including schools, hospitals and roads. And we do it in a way that's responsible, inclusive and innovative. You can find out more about how NAB backs our community by visiting: nab.com.au/backingcommunities

“The support we’ve seen to bring this program back, after COVID-19 put it on hold last year, shows just how valuable it is to our industry. I encourage all aspiring young leaders in the beef business to throw their hat in the ring by applying for the Rising Champions Initiative.”

Applications for the 2022 NAB Agribusiness Rising Champions Initiative close on 16 August 2021.

The group of 2022 Rising Champions will be celebrated at a NAB Agribusiness Rising Champion Cocktail Gala in Canberra on 24 of November 2021.

For more information on key dates and how to apply, visit <https://cattlecouncil.com.au/rising-champions> or email maria@agstarprojects.com.au

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