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## MEDIA RELEASE

Tuesday, 21 December 2021

### Cattle Council to Farewell CEO Travis Tobin

Cattle Council of Australia (CCA) President Markus Rathsmann has announced the resignation of Chief Executive Officer (CEO) Travis Tobin.

Mr Rathsmann said it was with sincere disappointment he had accepted Mr Tobin's resignation and respected his decision to leave for family reasons.

"Travis has been an outstanding CEO and it has been my pleasure and that of the CCA board to have had the opportunity to work with him," Mr Rathsmann said.

"Travis has demonstrated the highest standards of integrity, dedication and professionalism in his work and has been tireless in his efforts to promote the grassfed beef industry's credentials".

"Since joining CCA in 2019, Travis has earned the respect and admiration of staff, Policy Councillors and the board.

"Travis was the key driver at CCA to ensure the long-awaited industry restructure finally gets completed with a vision to build a more united, engaging, properly funded and democratically-elected Peak Industry Council to better represent beef cattle producers.

"Travis also reformed policy development at CCA with the implementation of a Pilot Policy Council that is chaired by Dr Beth Woods OAM.

"He has left his mark of reform at CCA, and he will be sadly missed by all.

"While we are disappointed to see Travis go, we understand his decision and offer him our support.

"The board wishes Travis and his family well in their future endeavours and is grateful for his commitment to the grassfed beef industry."

Mr Tobin will continue as CEO until 31 January 2022. Acting CEO arrangements will be in place until the end of the financial year.

It is intended that a new representative structure will be in place in the new financial year.

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