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CCA Calls on Industry to Push Ahead with Restructure

Cattle Council of Australia (CCA) has urged the grassfed beef industry to come together to ensure producers have a modern, strong and united Peak Industry Council.

CCA President Lloyd Hick said Cattle Council was preparing to transition to the new peak industry body, Cattle Australia.

“We are committed to substantially improving representation through Cattle Australia,” Mr Hick said.

“Cattle Australia’s constitution was built from scratch and will create a completely new organisation.

“It governs how representatives are elected and how decisions are made, giving producers greater control over the representative body’s priorities.

“This constitution was developed with substantial input from all grassfed beef representative bodies.

“We’ve all had to make compromises and no more than CCA, which has agreed it will cease to exist.

“We must all act in the interests of producers and remember our goal of a stronger beef industry.

“No one got everything they wanted, but we can not let the perfect be the enemy of the good.

“We should not be distracted by technicalities – what’s important is we all work together to deliver this important reform.

“Despite the challenges the transition has faced our industry can still get the job done with a more democratic, transparent and sustainably funded industry council.

“CCA will push forward with this transition, and we ask all organisations across the industry to stay involved.

“We will remain open to engaging positively with representatives from groups such as Cattle Producers Australia, the Australian Beef Association, for the good of our industry.

“CPA and ABA have provided considerable input into developing the new Cattle Australia constitution, and I thank them for their passion and commitment.

“Cattle Australia will soon hold elections for directors, and I urge CPA and ABA representatives to put up their hands.

“This is a once in a generation opportunity for us to unite our industry and I sincerely hope it is embraced by all parts of the industry.”

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