

Project overview



Cattle Council of Australia Limited Annual Service Agreement, June Quarter, FY2021

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Project deliverables

During these four quarters, all milestones across the four contracted areas – consultation, animal health & welfare, industry leadership & capability building, and adoption – were met. Collectively these activities have provided short- and longer-term benefits for grassfed beef cattle levy payers and the industry more broadly.

1. As part of a broader restructure, in February 2021, CCA formed a Pilot Policy Council (PC) designed to deliver on its strategic principles through more effective policy development and advocacy processes. The PC replaces CCA's five consultative committees and is now the single forum to consult, develop and determine policy relevant to the grass-fed cattle industry.
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3. The PC consists of 25 producer members from across the country and, among other things, is designed to better deliver on the services required under the MLA/CCA Service Agreement. As part of this reform the CCA Board appointed an independent Chair of the PC, Dr Beth Woods OAM. The Pilot PC runs until the November 2021 CCA AGM with a review of the PC structure and its operations provided to inform its future remit.
4. The PC held its first meeting on 2-3 March 2021 with an agenda that focused heavily on identifying the policy priorities for CCA and the grass-fed cattle industry. These discussions were facilitated by the Australian National University School of Politics and International Relations. These priorities are being further developed through specifically formed focus groups and will be finalised at the PC May 2021 meeting.

Cattle Council of Australia (CCA) held a Board meeting at Beef Week in Rockhampton on 3 May 2021, followed by a meeting of the Policy Council (PC) in Canberra on 19 May 2021. The Board made progress on building a more robust industry representative body and the way forward for a broader cattle industry restructure decision. The PC set out its key strategic priorities for the grass-fed cattle industry.

At the Board meeting, implications for the cost recovery arrangements on the live cattle export industry were discussed, CCA's positioning in UK and EU trade negotiations confirmed, and the joint work around plant-based proteins and associated labelling issues agreed.

Cattle industry restructure discussions were again a key area of deliberation for the Board. A review of the process to date and the next steps needed were addressed. With these pivotal industry processes underway, the Board also undertook a half day facilitated session to enhance governance effectiveness and decision making.

The PC put substantial work into defining its policy priorities, providing specific details on how success would be defined for key strategic focus areas, and the steps that will need to be taken to achieve the desired outcomes. The five focus policy areas provide the grass-fed cattle industry's strategic direction and priorities to achieve the objectives of Red Meat 2030 and include:

- Industry Systems
- Market Access and Live Export
- Carbon
- Australian Beef Sustainability Framework (ABSF) and Best Management Practice
- Communications.

It was determined at this meeting that biosecurity will also be a key area that featured in discussion for the abovementioned focus areas and should be addressed by a separate focus group to convene in the next financial year.