

OUR PURPOSE IN ACTION - UP CLOSE & PERSONAL.

SAMPLE BLOG



Our Purpose

To represent the interests of all Australian cattle producers. Cattle Australia is the democratic Peak Industry Council tasked with:

✔ **Uniting levy payers**

Join the Cattle Australia community in ONFARM where all levy payers can connect and stand together strong on matters that are important to you. Communicate and collaborate by contributing to forums, through surveys or put it to a vote with a poll. Share knowledge and progress initiatives through interactive engagement tools where we can work together and become a collective voice for all cattle producers. Join your Cattle Australia community [here](#) where we can stand together.

✔ **Engaging with cattle producers and industry stakeholders.**

We now have an interactive portal to facilitate one to one or one to many communication flows using a variety of channels and tools to open up real discussion and enable everyone to contribute in growing the cattle industry together. Contribute on our cattle forum [here](#) about what's most important to you or submit a survey response [here](#) to help lead our future direction.

✔ **Advocating on all matters important to the Australian cattle industry.**

Once we've established the matters that are important to you - as voted by each of you, we'll get to work in presenting these to the relevant stakeholder groups on your behalf to ensure adequate representation is made to progress these collective interests. Have your say in the latest poll [here](#).

✔ **Leading and directing policy development and its implementation.**

We'll begin the discussion with a proposed outline of the policy framework and invite comments and open discussion on each of the key elements to establish a more collaborative approach. This will

lead to a more balanced view when considering the potential impact on different operations in relation to any proposed changes in policy before it is implemented.



Protecting the profitability, competitiveness and future of the cattle industry.

When producers are able to channel their experience, share their knowledge and formulate ideas into actionable items that we can progress from the grassroots level and turn them into viable commercial solutions, we become an enabler and extension of the cattle producer for the benefit of the entire industry.