



Since the event's commencement in Australia's Bicentennial year of 1988 to celebrate the beef industry's achievements and contribution to the development of our great nation Beef Australia has developed into an internationally recognised event with major industry, trade and regional community outcomes.

Our mission is to stage Australia's premier beef exposition and provide a platform for the advancement of the beef industry.

Our vision is to be a world class organisation that promotes, advances and celebrates a sustainable beef industry.

Beef 2021 provides a platform for all aspects of the beef supply chain to be acknowledged, represented and celebrated through a relevant, engaging and innovative educational and social program that benefits the Australian beef industry.

We achieve our vision by focusing on **four key pillars**.

Showcasing the Beef Industry

Benchmarking national standards through the stud, carcass and commercial cattle competitions and industry trade sites.

Consumer & Community Awareness

Engaging the public and building consumer trust in beef as a product and the importance of the industry to the Australian economy.

Facilitating Trade

Working closely with key stakeholders to target increased international delegates and enhanced trade outcomes.

Advancement, Education & Innovation

Advancing knowledge through education, training, innovation and research programs supporting the success and sustainability of the beef industry.

Pillar 1. Showcasing the Beef Industry



Stud Cattle
Commercial Cattle
Carcase

Description

Showcasing the best beef cattle the nation has to offer is the heart of Beef Australia. The event provides a platform for all aspects of the beef industry to be acknowledged and recognised globally at the largest beef event in the Southern hemisphere. The national cattle and carcass competitions each represent the pinnacle of successful achievement in their breed, class or sector. We actively encourage breed societies to maximise their members involvement to ensure the representation is truly national and work collaboratively with processors on the carcass competition to enhance entries Australia wide.

The trade fair is an integral part of displaying the latest the industry has to offer, showcasing businesses integrating technological innovation in agriculture, reproduction and science that is essential for the vitality and sustainability of the beef sector.

Outcome

National standards are benchmarked through the stud, carcass and commercial cattle competitions and participation is received on a national level.

Priorities

Stage three national cattle competitions; stud, carcass and commercial cattle.

Invest in the tools and resources to enhance the level of benchmark standards for each competition.

Encourage participation on a national scale from maximise entries in each competition.



Actions | Stud Cattle

Build and expand on the quality of classes and judging through the construction and implementation of set criteria based on international breed standards.

Engage with breed societies to ensure peak representation and maximum entries are received across the competition.

Further develop inclusion for the next generation of the industry through staging junior competitions.

Actions | Commercial Cattle

Build and expand on the quality of classes and judging through the construction and implementation of set criteria based on international breed standards.

Engage with breed societies to ensure peak representation and maximum entries are received across the competition.

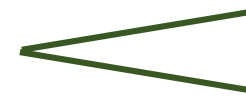
Establish a profitable format for the sale of cattle in collaboration with CQLX and key stakeholders.

Actions | Carcase

Build and expand on the quality of carcase representation through working with processors to enhance entries from across Australia.

Engage and identify with MLA and industry stakeholders in the construction and implementation of set judging criteria utilising the latest technology.

Pillar 2. Consumer & Community Awareness



Beef Promotion

Community Activation

Description

Beef Australia as an industry platform will only meet its full potential when our participants and stakeholders have reached theirs; so our role is to support them to reach their outcomes. Our positioning as an established event allows us to leverage off our connection with both the community and industry, to engage meaningfully with diverse groups and respond with purpose to their current and future needs.

The event provides an opportunity to connect directly with consumers, to build trust in the beef industry through an open and sharing supply chain focusing on welfare, transparency and sustainability. We will share stories that promote the remarkable people behind the industry. We will use these stories to add value and utilise our reputation to be a positive influence in telling the Australian beef story's unique product through our celebrity chef, schools and educational programs.

Outcome

The public are engaged in beef as a product and the importance of the industry to the Australian economy. Consumer trust is built through sharing stories of the industry and our unique product and celebrating our regional communities.

Priorities

Take the Australian Beef story to a **national and international** audience.

Optimise and expand impact through **key partnerships** with industry stakeholders to market and promote to a **national and international** audience.

Engage the local community in staging the event to **maximize tourism and economic impact** and **celebrate regional communities.**



Actions | Beef Promotion

Build and expand on the success of the Celebrity Chef Program through identifying key existing and growth international markets relevant to the promotion of the Australian beef industry.

Engage and identify with MLA and industry stakeholders to establish the lineup of chefs for the Celebrity Chef Program.

Build and expand on the quality of contractual requirements for Celebrity Chefs in marketing and promoting both the event and the Australian beef industry.

Deliver a refined program of dining events that allows for both education and networking, including Nose to Tail.

Establish an innovative and engaging demonstration program in collaboration with MLA and key industry stakeholders that promotes the role of beef in a healthy diet and demonstrates cooking with secondary 'tasty' cuts.

Expand dining options around the event to focus on delivering a unique beef experience for all consumer price points.

Actions | Community Activation

Build key relationships in the region with local councils, tourism bodies and businesses to improve the overall event experience outside of the primary site location.

Engage the local community and businesses in staging the event to maximise economic impact for the region.

Launch a community activation program with key stakeholders to take Beef Australia on the road in the promotion of the industry and event.

Pillar 3. Facilitating Trade

International

Description

Our reputation is inherently linked with our ability to engage with stakeholders in the supply chain to create long-lasting and mutually beneficial relationships. We recognise the role government plays in supporting the organisation and we respond to government priorities by delivering activities and programs that are relevant to the needs of the partnership. Working closely with key stakeholders we will target increased international visitation and more trade outcomes to build enduring, global partnerships with industry, business and government.

We will capitalise on our international recognition as Australia's only truly national beef industry event to promote our commitment to the growth of the Australian beef industry and utilise our unique power of place and national footprint to leverage the support of government, industry and community in our operations.

Outcome

Increased participation from Australian and International businesses through trade fair and involvement in the Handshakes program to enhance trade and investment outcomes in the Australian beef supply chain.

Priorities

Invest in the tools and resources to **enhance the quality of outcomes** from the Handshakes program

Build and maintain robust, sustainable partnerships to meet and exceed **domestic and international trade aspirations** from our Government and key stakeholders.

Enhance participation on a domestic and international level from **industry and business** to attract the latest **innovation, technology and ideas** in the industry to exhibit at the event



Actions | International

Assess and recommend the required digital framework and applications needed to allow for the optimal functionality of the Handshake program for Government stakeholders involved.

Engage with Government and key stakeholders on creating a program of speakers, seminars and networking opportunities in line with key priorities and industry trends.

Build and expand on the quality of domestic applicants joining the Handshakes program through the construction of set requirement criteria for inclusion.

Build and expand on the quality of international delegates and businesses joining the Handshakes program through leveraging off Government and key stakeholder recommendations.

Construct suggested pathways for international delegates based on their unique business requirements.

Actions | Trade Fair

Ensure relevant business participate in the trade fair program to facilitate trade across the sector

Feature and promote new innovations and industry development in services, products and technology

Pillar 4. Advancement, Education & Innovation



Seminars & Symposium
Next Generation
Property Tours

Description

Through collaboration with government and industry stakeholders we will work to increase the quality and relevance of our advancement, education and innovation programs. We will establish ourselves as leaders in addressing key issues that affect industry, responsive to changing trends, to ensure the design and delivery of programs are critical to the sustainability and success of the industry.

We will have a strong focus on exploring the integration of technological innovation in agriculture, with leading producers and industry figures exploring the ideas and solutions essential for the vitality and growth of the beef sector. We will foster an entrepreneurial culture to transform research, science and technology start ups into commercial ventures for the benefit of our industry's future.

We will implement a refreshed approach to education and learning, pioneering a unique, personalised journey for attendees through a combination of seminars, on farm property tours, trailblazing speakers and hands on industry innovation and technology.

Outcome

Industry participants have advanced their knowledge through education, training, innovation and research programs supporting the success and sustainability of the beef industry.

Priorities

Build and maintain engagement with the **next generation** of the beef industry.

Deliver program content that is informed by **research and collaboration** with government and stakeholders to **meet emerging industry needs**.

Showcase and enhance sustainable **technological innovation and advancement** in the industry in line with best practice.



Actions | Symposium & Seminars

Build a robust seminar program offering at Beef Australia to meet emerging industry needs.

Engage with leaders in industry to create a national beef symposium.

Build and expand on the success of agri-tech start up initiative Pitch in the Paddock.

Actions | Next Generation

Build and expand on the quality of mentors, candidates and project outcomes through the Graeme Acton Beef Connections program.

Construct a relevant program for the next generation that allows for both education, advancement and networking.

Establish an innovative and engaging education program for school children in collaboration with Government, MLA and key stakeholders.

Actions | Property Tours

Build a diverse property tour program offering that showcases technological innovation and advancement in on-farm practices around Central Queensland.

Feature producers that are responsible custodians of livestock, land and natural resources that have improved the short and long-term environmental credentials of their business to display best practice of responsible land management.