



MEDIA RELEASE

16 January 2023

Beef Australia to support the next generation of industry leaders

Beef Australia will once again support and develop the future leaders of Australia's beef industry through the Graeme Acton Beef Connections Program.

The 2023-2024 mentoring program will offer a unique 14-month course of knowledge development and skill application, and pair participants with industry recognised mentors to help them deliver on a project that will positively impact the beef industry.

Beef Australia Chairman Bryce Camm said it is great to see the organisation continuing to run the Program since it originally launched at Beef 2015.

"The Graeme Acton Beef Connections Program was an initiative originally developed by Beef Australia's 2015 NextGen Committee," Mr Camm said.

"I am proud to see what this Program has achieved over the last few years, becoming an industry-recognised program supported by leaders across the beef supply chain.

"Beef Australia exists for the advancement of the Australian beef community, and this Program will continue to develop our nation's future beef leaders to drive change in the industry.

"It is imperative Australia's beef industry continues to innovate and evolve, and I fully support Beef Australia in continuing to contribute to the success of the nation's beef industry."

Beef Australia CEO Simon Irwin said the team will be looking for its fourth intake of participants for the 2023-2024 Program in February.

"Applications for Beef Australia's Graeme Acton Beef Connections Program will open on 1 February 2023," Mr Irwin said.

"We will be seeking individuals who are working or involved in any aspect of the Australian beef industry, including in production, processing, marketing, or agribusiness, who would like to participate in an industry-recognised training and development program.

"I would like to thank our previous program facilitator, Barb Bishop from Capacity in People Consulting, who was instrumental in developing the Program in 2015 and advancing it to make it the successful program it is today.

"This year we have new program facilitators, Jo Eady and Wendy Agar from RuralScope, to further develop the course curriculum.

"With over 20 years' experience RuralScope have grown to become a leading provider of people development services for Australia's agricultural industries, and I am excited to see what they implement for Beef Australia's Graeme Acton Beef Connections Program."

RuralScope Founder, CEO and Lead Facilitator Jo Eady said the team are looking forward to a new challenge in helping to develop Australia's beef industry.

"After developing and facilitating the Australian Future Cotton Leader and Australian Grain Leader Programs for the last 15 years, we are looking forward to supporting a new agriculture industry in partnership with Beef Australia," Mrs Eady said.

"We will seek to design a unique mentoring experience for each participant that supports the link between leadership theory and practice, including helping mentees and mentors work together to deliver on a project that would benefit Australia's beef industry."

Applications for the 2023-2024 Beef Australia Graeme Acton Beef Connections Program will open on Wednesday, 1 February 2023 and close by COB Friday, 3 March 2023.

The application process will involve completing an online form, providing an individual project pitch and submitting a 1-2 minute video via the Beef Australia website.

More information about program eligibility and the application process can be found at www.beefaustralia.com.au/get-involved/graeme-acton-beef-connections-program/

The Graeme Acton Beef Connections Program is an initiative of Beef Australia, in memory of the late Graeme Acton.

As one of Queensland's leading beef industry figures, Graeme was renowned for supporting young people in entering the agriculture sector and generously donated his time and extensive knowledge to supporting the younger agricultural generation. Graeme also donated his time and expertise to Beef Australia as a board member and Chairman.

Since its inception in 2015, the Graeme Acton Beef Connections Program has been supported by Westpac.

ENDS

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The banner features the text "BEEF 2024 | MAY 5-11" in large, bold, white and green letters. Below "BEEF" is "ROCKHAMPTON" and below "2024" is "AUSTRALIA". To the right of the text is the website "beefaustralia.com.au". On the far right, there are four circular icons: an envelope, Facebook, Instagram, and Twitter. Below the banner is a green bar with the text "Australia's premier beef industry event" in white.



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