

MEAT INDUSTRY STRATEGIC PLAN 2015-2020

HELP DEFINE THE STRATEGIC DIRECTION OF AUSTRALIA'S RED MEAT AND LIVESTOCK INDUSTRY

Producers, processors and exporters of Australian red meat and livestock are invited to provide their insights to help define the industry's direction to 2020.

This 1-in-5 year opportunity emerges as planning and consultation commences to assist the development of the next Meat Industry Strategic Plan (MISP).

The MISP frames the overarching direction of the production, processing and live export sectors of Australia's beef, sheepmeat and goat meat industries. Its development and delivery is overseen by the industry's peak representative body, the Red Meat Advisory Council Ltd (RMAC).

RMAC Chairman, Ross Keane, highlighted that key focus in MISP4 will be defining, and quantifying progress against, the industry's greatest challenges and opportunities to 2020, and beyond.

"Indicative of the importance of this plan to the industry's future, RMAC and our industry partners will be hosting a number of regionally-based consultation workshops throughout September and October, Mr Keane said.

"The supply chain workshops represent 'new ground' as far as MISP development is concerned; we haven't participated in grass-roots consultation such as this in previous years.

"We're a \$16b plus industry, and we need to ensure that the very people who stand to benefit the most from the successes we can achieve through MISP...have a direct line of input to its development", Mr Keane said.

"I encourage those with a direct or indirect stake in our industry to get involved, and help focus our collective efforts on the biggest opportunities and challenges we have in front of us", Mr Keane concluded.

Workshops are scheduled across the country. Please use the link in the table to obtain details and to register for a workshop in your area.

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SCHEDULE OF WORKSHOPS (PLEASE CLICK ON THE APPLICABLE URL FOR MORE INFORMATION OR TO REGISTER)

Date	Region(s)	Workshop location	Focus			Time	For details and to register click on this URL
			Cattle	Sheep	Goats		
23/09/2014	Southern QLD	Toowoomba	X			1000 – 1600	https://toowoombamisp.eventbrite.com.au
25/09/2014	Central QLD	Rockhampton	X			0930 – 1500	https://rockhamptonmisp.eventbrite.com.au
26/09/2014	Northern QLD	Townsville	X			0930 – 1500	https://townsvillemisp.eventbrite.com.au
30/09/2014	Northern NSW	Armidale	X	X		1100 – 1530	https://armidalemisp.eventbrite.com.au
1/10/2014	South-western QLD	Charleville	X	X	X	1200 – 1730	https://charvillemisp.eventbrite.com.au
2/10/2014	South-western WA	Perth	X	X		1000 – 1600	http://perthmisp.eventbrite.com.au
9/10/2014	Western NSW	Broken Hill		X	X	0930 – 1500	http://brokenhillmisp.eventbrite.com.au
13/10/2014	Southern NSW / Northern VIC	Wagga	X	X		1000 – 1600*	http://waggamisp.eventbrite.com.au
14/10/2014	Central / Eastern VIC	Attwood	X	X		1000 – 1600*	http://attwoodmisp.eventbrite.com.au
16/10/2014	Western VIC / South-east SA	Hamilton	X	X		1000 – 1600*	http://hamiltonmisp.eventbrite.com.au
23/10/2014*	Tasmania	Launceston	X	X		1000 – 1600*	Please contact Alison Hamilton to express interest alison@ajmlivestocksolutions.com.au

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