

# CATTLE COUNCIL OF AUSTRALIA

## MEDIA RELEASE

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### NEW PRESIDENT FOR CATTLE COUNCIL

Victorian cattleman Bill Bray has been elected as the new President for Cattle Council of Australia at today's CCA Annual General Meeting in Tamworth, NSW. Mr Bray replaces Keith Adams who concludes his three-year term at the conclusion of the two-day meeting.

Upon the announcement of the election result, Mr Adams congratulated Mr Bray, saying "The future of the Cattle Council is in excellent hands with the election of Bill Bray as its new President. Bill has a strong background in the cattle industry both at a production and agri-political level. He runs a mixed beef/sheep operation in Victoria's Gippsland region, has been an active member of VFF for 20 years, and is the immediate past-president of VFF Livestock. Bill served on Cattle Council of Australia from 1989 to 1999. I have no doubt he will serve the Council at the highest caliber."

"The role of Cattle Council President is both challenging and demanding, and only possible with the support of a strong team of Councillors, and in particular the staff in Canberra. I have thoroughly enjoyed my three years at the helm and am gratified with the knowledge that I have been able to contribute in some small way to the future prosperity of this wonderful and dynamic industry. I wish Bill Bray all the best success in his new role."

In accepting election to the position, Mr Bray acknowledged the efforts of Keith Adams, saying "While proud to accept the Presidency, I am also somewhat daunted with the prospect of trying to fill the shoes of Keith Adams. Keith has been an outstanding President, performing the role with professionalism and integrity and always with the well-being of Australian cattle producers at heart. It is an attitude that has earned him the respect of his peers and colleagues at all levels of industry and government."

"Keith's reign has seen many significant issues for the Australian beef industry, emanating from both within Australia and internationally, such as FMD in the UK; the Japanese snapback; BSE in Japan, Canada and the US; the Aus/US Free Trade Agreement; the Cormo Express; fluctuating prices; and of course – drought. Addressing such issues has demanded a strong personality, focus, and a front-foot approach - all traits that define Keith Adams. He is certainly going to be a hard act to follow."

The Cattle Council AGM also saw the election of Mr Mike Norton from Western Australia as the new Vice-President, replacing Mr John Wyld who concluded his three-year term, and the election of Andrew Ogilvie from South Australia as Treasurer.

#### ***For further information contact:***

Keith Adams, outgoing President, Ph. 0427 707 245, Bill Bray, President-elect, Ph 0429 307 561

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Cattle Council of Australia Incorporated (A2929)

PO Box E10 KINGSTON ACT 2604 Ph: 02 6273 3688 Fax: 02 6273 2397

E-mail: [cca@cattlecouncil.com.au](mailto:cca@cattlecouncil.com.au) Web: [www.cattlecouncil.com.au](http://www.cattlecouncil.com.au)

