

## MEDIA RELEASE

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### **RMAC CHIEF EXECUTIVE TO STEP DOWN**

Chairman of Red Meat Advisory Council Ltd (RMAC), Ross Keane, has today announced the resignation of the organisation's Chief Executive Officer, Mr Angus Hobson.

Mr Hobson was appointed as RMAC's inaugural CEO in late 2010, and since that time has instigated substantial growth in the level and professionalism of the Council's profile and policy portfolio, and in the formalisation of RMAC's advisory role with Government.

"During his time as RMAC CEO, Angus has been able to work very closely with RMAC's Board and Members, Service Companies, and with other key industry and government stakeholders in successfully progressing a range of initiatives in market access, compliance and verification systems, crisis management, reporting systems and industry strategy" Mr Keane said.

"Of all of Angus' achievements during his time at RMAC, the most notable has been his leadership in developing the overarching plan for the red meat and livestock industry's future direction, the *Meat Industry Strategic Plan*" Mr Keane said.

"MISP2020 frames key risk aversion and growth strategies worth more than \$13b to our industry by 2030 - a plan of that size and value that doesn't come easily. Angus has provided the leadership and momentum for more than 18 intensive months of consultation, analysis and reporting, and a collaboration spanning more than 550 individuals and stakeholder organisations.

Reflecting on his time as CEO, Mr Hobson said it was very satisfying to have been involved in building RMAC's influence and reputation, right across industry and government.

"With a small team and in a short period of time, we've been able to position RMAC as a reliable, professional advocate for the industry, and as an increasingly preferred source of advice, governance and leadership on industry issues" Mr Hobson said.

"RMAC's role in the industry's future will only become more critical, as the resources of sector-based policy bodies come under increasing strain, and as the commercial efficiencies of better integration and collaboration through the supply chain are realised.



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“Now with *MISP2020* underway, we have laid down the strategic groundwork for the industry’s future - a roadmap of significant opportunities for growth and prosperity out to 2030. It is an exciting time for the industry, and a timely opportunity for a fresh set of eyes to oversee the next chapter in RMAC’s growth and development as an organisation” Mr Hobson concluded.

Speaking on behalf of the RMAC Board, Mr Keane thanked Mr Hobson for his commitment and dedication over what have been five years of challenges and successes for RMAC, and for the red meat and livestock industry.

“Through Angus’ leadership of MISP and in other key areas of industry governance, policy and operations, the industry has emerged with a sound foundation for the future. He leaves with our thanks and congratulations on a job well done, and our best wishes for the future”, Mr Keane concluded.

Mr Hobson will step down from the CEO role in January, and recruitment for his successor will commence in mid-November.

**ENDS**

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