



## MEDIA RELEASE

12 June, 2019

### LIVEXchange 2019: Welfare beyond borders

In a time of change and re-calibration for the livestock export industry, more than 400 delegates are expected to attend the national conference, *LIVEXchange 2019: Welfare beyond borders*, in Townsville later this year.

Two days of discussion and debate will kick off with a half-day producer forum on 30 October and conclude with a gala dinner and charity auction on 31 October.

LIVEXchange 2019 is being hosted by the Queensland Livestock Exporters' Association (QLEA) in conjunction with the Australian Livestock Exporters' Council (ALEC) and the Australian Livestock Export Corporation (LiveCorp).

LiveCorp CEO Sam Brown says the theme *Welfare beyond borders* is recognition of both progress to date and the need for greater transparency across all elements of the trade.

"The conference is a great opportunity to push the boundaries of our thinking, invite new perspectives and take a hard look at everything we're doing," Mr Brown said.

"As a research organisation, we're driving the right kind of change to support the industry in its constant pursuit of better outcomes - taking welfare beyond borders through knowledge, skills and innovation.

"Working together along the supply chain, significant improvements are being made in infrastructure, animal handling skills and slaughter techniques, but we know the trade needs to continue to modernise and lead change."

ALEC CEO Mark Harvey-Sutton says one of the strengths of the industry is the connection between producers, exporters and customers overseas.

"As an industry, we don't just export livestock – we export world leading standards in animal welfare which start on-farm in Australia and are employed throughout the supply chain into destination markets," Mr Harvey-Sutton said.

"The conference is a chance to bring together people from across the country and around the world, to discuss progress on key initiatives, reflect on challenges and opportunities, and learn from others with a different perspective.

"I'm looking forward to seeing familiar and new faces, and having the opportunity to outline the significant steps we're taking to safeguard the sustainability of the industry as part of Australia's world leading red meat value chain."

QLEA President Greg Pankhurst is encouraging Queensland cattle producers to attend LIVEXchange 2019, to learn more about the industry.





“We picked the location more than a year ago, as Townsville is one of the industry’s key ports and has been experiencing strong growth,” Mr Pankhurst said.

“It’s even more relevant now, as the trade has been providing an important outlet for drought and flood-affected producers and livestock export competition has helped to sustain cattle prices.

“The economic contribution of the industry doesn’t just impact producers but communities across Australia, through support businesses from vets to truck drivers to feed manufacturers and more.”

Registration is now open for LIVEXchange 2019 at [www.livexchangeconference.com.au](http://www.livexchangeconference.com.au)

ENDS

**MEDIA CONTACT:**

Kaaren Latham  
Communications Manager, LiveCorp  
0409 809 909 [klatham@livecorp.com.au](mailto:klatham@livecorp.com.au)

Annie Frisch  
Communications and Media Director, ALEC  
0476 844 886 [media@livexcouncil.com.au](mailto:media@livexcouncil.com.au)