



**Rabobank**

*Media Release  
May 8, 2012*

## ***'Roll up your sleeves' – 2012 Rabobank Young Beef Ambassador announced***

The **Beef Australia 2012 Rabobank Young Ambassador Award** has been won by Sarah Becker of Rockhampton, Central Queensland.

The award was announced last night at the Rabobank/Queensland Country Life Red Meat Awards dinner held at the Beef Australia 2012 exposition in Rockhampton, where business leaders and achievers gathered to celebrate the best of the beef industry.

Accepting the award, Sarah said she felt honoured to receive the accolade.

"I believe the Australian beef industry is very diverse – it has different breeds, regions, water systems, climates and many other differing factors – naturally, this means that there are many diverse agendas," Sarah said.

"This is something that I believe as an industry we need to work on and improve. We are one protein source competing in a world economy. Overall, we must collaborate and work as a united team."

Sarah works as a chartered accountant, assisting her parents in the running of their agricultural-based practice in Rockhampton, James Becker & Co. This is complemented by Sarah's grassroots' experience in the beef industry which sees her involved, where time permits, in the physical operation of her parents' cattle holdings over several properties in Central Queensland.

Selected from a high calibre of up-and-coming industry leaders, the Rabobank Young Beef Ambassador applicants are judged on their successful and progressive approach to farm business management and must show great potential as leaders and contributors to the beef industry. Aged between 21 and 35, the candidates must demonstrate their commitment and vision for the future of the Australian beef industry and are judged on their personal achievements made in their field.

"My passion for the beef industry and business enables me to be constantly wanting to not only improve the businesses that I am involved in, but hopefully also the beef industry as a whole," she said.

"In order for change to occur, you cannot sit back and observe from afar – you need to roll up your sleeves and get your hands dirty – this motto is something that I live by daily."

Sarah was presented with a \$5,000 scholarship to partake in Rabobank's 2013 Farm Managers Program, a leadership course designed by the bank to strengthen the operational and strategic skills of tomorrow's farm managers.



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The program, which is now in its seventh year, is modelled on the bank's highly-respected Executive Development Program and covers topics around leadership, business planning, financial and economic management, and succession planning.

Presenting the award, Rabobank chief executive officer Thos Gieskes said Rabobank was very pleased to be once again involved with Beef Australia, and the awards dinner was a fantastic way to kick off the week's activities.

"From Rabobank's perspective, we felt it was important to develop an award that recognises the next generation who are the future of the beef cattle industry," Mr Gieskes said.

"Sarah has displayed a clear passion for the beef industry and we know she will make an ideal ambassador."

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**Rabobank Australia & New Zealand is a part of the international Rabobank Group, the world's leading specialist in food and agribusiness banking. Rabobank has more than 110 years' experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 48 countries, servicing the needs of approximately 10 million clients worldwide through a network of more than 1600 offices and branches. Rabobank Australia & New Zealand is one of Australasia's leading rural lenders and a significant provider of business and corporate banking and financial services to the region's food and agribusiness sector. The bank has 93 branches throughout Australia and New Zealand.**

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