




Speech By
Barry O'Rourke

MEMBER FOR ROCKHAMPTON

Record of Proceedings, 13 May 2021

PRIVATE MEMBER'S STATEMENT

Beef 2021

 **Mr O'ROURKE** (Rockhampton—ALP) (2.21 pm): Madam Deputy Speaker, you may not have heard, but we had Beef Week last week in Rockhampton and it was amazing! The place has been buzzing with people from all over Australia. All the hotels and motels were full; it was just wonderful! I would like to thank the Premier, the Deputy Premier, the Treasurer and of course our farmers' friend, Minister Furner, and my other parliamentary colleagues for their visit to Rockhampton to experience Beef Week.

We saw over 30 million in stud cattle on display. Everything to do with the beef industry was there to see. I caught up with David Smith from Ceres Tag. Ceres Tag launched globally during Beef Week and received expressions of interest from the US, New Zealand, Canada and Africa, just to name a few. Ceres Tag is a Brisbane based Advance Queensland grant recipient that developed an electronic eartag for monitoring cattle. The research behind this technology received \$1.5 million in Advance Queensland funding in 2017, and the company has gone from strength to strength. It just opened a new office in Fortitude Valley and has tripled its employment size despite COVID-19. The technology is receiving international recognition. In very basic terms, it provides producers with biosecurity, animal welfare and stock tracing.

All of our pubs, clubs, restaurants, hotels and motels were booked out. It was such a great event for Rockhampton businesses, and I am so proud to be part of the Palaszczuk Labor government which contributed \$1 million towards this event. I am also pleased that the Premier indicated she will provide at least a million, if not more, for Beef 2024. Beef 2018 generated around \$80 million for the Rockhampton and Central Queensland communities, and I expect Beef 2021 will generate something similar or better. A new attendance record was set with 115,866 people through the gate; 4,980 head of cattle; 63 tonnes of beef consumed throughout the week; 800 contractors and staff delivered the event; and 150 volunteers supported the event with countless others working at the event from other organisations. The beef industry is worth over \$6 billion to the Queensland economy and supports thousands of jobs. This event is wonderful for Rockhampton and Central Queensland and it is great to support our beef industry.