

3 December 2013

### **2014 Suncorp Bank Protein Outlook**

Suncorp Bank is pledging its support behind the beef sector, providing three Protein Outlook presentations across Central Queensland.

The 2014 Protein Outlook will hear from industry leaders and experts on the state of protein in the beef industry.

Suncorp Bank's Regional General Manager for Central Queensland Troy Constance says the Outlook presentation will focus on the issues and opportunities in the industry.

"The beef industry has faced some tough headwinds this year, that's why it's important we have a far reaching and thorough analysis of the sector, it's constantly fluctuating and ever-evolving," Mr Constance said.

Three key note speakers will provide an in-depth analysis on the current conditions in the beef markets and an understanding of the drivers within the industry.

The Protein Outlook will hear from Richard Rains, Chairman of Sanger who is an industry veteran on Asian markets with 40 years experience in the beef industry.

"A key focus of the presentation will be the demand for Australian beef from international markets, especially the China beef story," Mr Constance said.

Other keynote speakers include James Maclean, Chief Executive Officer of Allied Beef and Mike Keogh, Chief Executive Officer of the Australian Farm Institute.

"Both James and Mike have a long and diverse careers in the beef industry, to have three industry leaders giving their insights into the future of beef in one presentation will be beneficial for all," Mr Constance said.

The beef industry is one Australia's major agricultural industries and a key contributor to Australian agribusiness export economy.

"Beef is critical to the Central Queensland economy, it supports local economies, communities and is a big employer," Mr Constance said.

Suncorp Bank's 2014 Protein Outlook is open to the public and will run over three nights, starting in Longreach on Wednesday 4<sup>th</sup> of December, Emerald on the 5<sup>th</sup> of December and finishing in Rockhampton on the 6<sup>th</sup> of December.

Each presentation is free but guests will be asked to make a gold coin donation to the Isolated Children's Parents Association (ICPA), an organisation that helps remote children with their educational needs.

Please call Martin Pentecost on 0477 706 260 or [martin.pentecost@suncorp.com.au](mailto:martin.pentecost@suncorp.com.au) to secure your seat.

### **ENDS**

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#### **About Suncorp:**

Suncorp Group includes leading general insurance, banking, life insurance, superannuation and investment brands in Australia and New Zealand. The Group has around 16,000 employees and relationships with nine million customers. It is a Top 20 ASX listed company with over \$93 billion in assets. Today Suncorp is Australia's leading regional bank, largest domestic general insurance group, and second largest in New Zealand and has representation in 450 offices, branches and agencies throughout Australia and New Zealand.