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## ***MEDIA RELEASE***

### **AgriFutures Australia strengthens RDC collaboration**

The Council of Rural RDCs has today welcomed the relaunch of the Rural Industries Research and Development Corporation (RIRDC) as AgriFutures Australia.

Chair of the Council of Rural RDCs Dr Michele Allan said AgriFutures Australia represents a further evolution of Australia's unique industry-government RDC partnership model.

"Since being established almost 30 years ago the Rural RDCs have demonstrated the ability and capacity to adjust and adapt as circumstances have changed, in response to the needs of industry, government, community and the environment," Dr Allan said.

"AgriFutures Australia is a new and exciting stage for the RIRDC and the industries and partners it works with.

"AgriFutures Australia has a strong mandate to work collaboratively with other RDCs and research providers. This is a high priority for the Council, and we welcome the renewed vigour and focus as we collectively tackle the issues that cut across multiple industries and regions."

AgriFutures Chair and member of the Council of Rural RDCs Mrs Kay Hull AM said the relaunch was more than just a name change, it represented the organisation's renewed purpose and direction.

"Our new name signals a distinct path for our organisation. We have upended our thinking to be proactive in the face of a rapidly changing environment, and to harness the many opportunities this presents to our organisation and the sector," said Mrs Hull.

"AgriFutures Australia forges new frontiers for learning, pushes for greater collaboration across sectors, invests in new and emerging industries, harnesses new technologies and builds the capability of emerging leaders to deliver real on-farm benefits.

"It is such an exciting time to be in Australian agriculture and AgriFutures Australia is well placed to collaborate with rural industries to build a prosperous future."

For more information visit [agrifutures.com.au](http://agrifutures.com.au) and follow @AgriFuturesAU

**ENDS**

**Media Contacts:** Tim Lester, Council of Rural RDCs, 0437 524 933  
Belinda Allitt, AgriFutures Australia, 0429 598 965

## BACKGROUND

**About the RDCs** - Australia's food and fibre industries owe much of their success to research and development that focuses on Australia's unique climatic, geographic and trading environments. The 15 Rural Research and Development Corporations form a network that enables primary producers through effective research, development and extension, and delivers substantial benefit at the traditional farm gate, and across the economy and Australian community.

RD&E powers industry innovation which in turn enhances productivity and sustainability, leading to greater competitiveness and profitability. These are critical ingredients for thriving rural industries. To understand some of Australia's current research and development success stories, visit <http://www.ruralrdc.com.au/performance/>

The Rural Research and Development Corporations are jointly funded by industry and government to plan, prioritise, invest in and manage research, development, technology transfer and adoption to deliver economic, environmental and social benefits for rural industries, rural and regional communities and the nation as a whole. In some cases RDCs also undertake market access, market development and promotional activities at the request of and fully-funded by the industries concerned.

The RDCs annual invest approximately \$580 million into research and development for rural industries, and they are the nation's largest industry-innovation program and the third largest source of publically available funding after the National Health and Medical Research Council and the Australian Research Council.

The RDCs are funded through levies on production and a matching contribution from the Commonwealth, to deliver improved economic, environmental and social performance of producers and rural industries, for the benefit of those industries, rural and regional communities and the nation.

**About the Council of Rural RDCs** - The Council provides a forum for the RDCs to work together on issues of common interest to strengthen Australia's unique industry-government rural research investment model. Through the Council the RDCs have a stated ambition of seeing rural industries thriving through innovation, and it is contributing to achieving this goal by leading, championing and communicating rural research, development and extension.

**About AgriFutures Australia** - AgriFutures Australia is a new beginning for the Rural Industries Research and Development Corporation (RIRDC). An organisation that proudly focuses on the future of Australian agriculture, its vision is to grow the long-term prosperity of Australian rural industries.