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MEDIA RELEASE

LIVESTOCK LEADERS MAKE YOUR VOICE HEARD

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The livestock industry is taking storytelling to the next level with a two day capacity building workshop on the 10th and 11th of October ahead of the 2023 KPCA GenOffGrid Conference in Broome. The Kimberley Pilbara Cattlemen's Association (KPCA) has partnered with The Livestock Collective to deliver the workshop, titled Building Leaders & Communicators for New Frontiers.

The goal of the workshop is to build the capacity of current supply chain champions involved in livestock production and help them create, engage, defend and promote the production of livestock. Key learnings include how to create impactful content to share your story, engage with the media, learn your leadership style, build your brand on social media and how to have those difficult conversations.

This engaging workshop is presented by Dr Holly Ludeman, Managing Director of The Livestock Collective, program facilitator Blythe Calnan, Esther Price from Bluesee and Central Station.

Dr Holly Ludeman said the two-day professional development workshop will help people with their communication and leadership skills. How to work more effectively in a team and understand yourself are critical skills we don't often invest in enough.

KPCA is bringing you a jam-packed two days of professional development, the workshop and conference package is heavily subsidised by KPCA. Workshop costs are \$880 per person and participants are responsible for their own accommodation and travel expenses. The workshop includes a social event on the 10th, registration to the welcome drinks on the 12th and conference entry on the 13th of October.

Participants are encouraged to submit an expression of interest detailing their current role in the industry and why they would like to be selected. The link to the expression of interest form can be found on the KPCA website www.kpca.net.au/event/.

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