

19 June 2015

Senator the Hon. Bill Heffernan
Chair
Senate Rural and Regional Affairs and Transport Legislation Committee
PO Box 6100
Parliament House
CANBERRA ACT 2600

Dear Senator Heffernan,

Having reviewed the proof Hansard of the Budget Estimates hearing conducted by the Senate Rural and Regional Affairs and Transport Legislation Committee on Tuesday, 26 May 2015, I wish to make the following corrections:

The first correction relates to my response to a question from Senator Sterle. The relevant dialogue is on page 8 of the proof Hansard:

Senator Sterle: That is where I would be very interested. Are we pushing True Aussie in China? There are a lot of activity and noise around the hope of getting a lot more beef into China, particularly boxed. How are you going there?

Mr Norton: China became our fourth largest market at around 167,000 tonnes approximately in 2013-14.

I wish to advise the Committee that the correct response should be recorded as:
China became our third largest market at around 160,440 tonnes in 2013-14.
China has now slipped back to our fourth largest market.

The second correction relates to my response to a question from Senator Williams. The relevant dialogue is on page 12 of the proof Hansard:

Senator Williams: Did the lamb promotion cost much?

Mr Norton: The whole Australian lamb campaign cost approximately \$2.4 million.

I wish to advise the Committee that the correct figure for the Australia Day campaign should be recorded as:

\$1.542 million was allocated to the 2015 Australia Day lamb campaign.

Thank you for the opportunity to review the transcript of the Budget Estimates hearing held on Tuesday 26 May 2015 and to provide clarification of my responses.

Yours sincerely

Richard Norton
Managing Director