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*The Australian Rangeland Society*

## **SCENARIO FOR A CATTLE PROPERTY IN THE AUSTRALIAN RANGELANDS 50 YEARS DOWN THE (BIRDSVILLE) TRACK**

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### **ABSTRACT**

The property will have a secure lease or ownership and its owners will have implemented a long-term property management plan.

The career path of those involved with the property will be known well in advance and they will have undergone the appropriate educational and practical training to best suit their job.

Living conditions will match those in cities and improved infrastructure and communications will have reduced the isolation from society of people living on the property and improved their access to services.

The property will carry internationally recognised accreditation as a clean food producer using natural systems. Beef produced on this property will be marketed under a brand name and will carry individual property identification. Those involved with the property will be pleased to travel overseas to see how their beef is selling on world markets.

They will host a steady stream of visitors to the property keen to see the fantastic environment in which such high quality product is produced.

They will ensure that their animals and environment are well presented to visitors.

Visitors to the area will be keen to see demonstrations of traditional skills such as bronco branding and camp drafting; these sports, along with sheep counting, will have been added to the program for the forthcoming Adelaide Olympic Games.

Small towns in rural Australia will have grown rapidly with the Federal Government having realised and promoted the special characteristics of the area that the world wants but cannot duplicate or produce elsewhere.

‘Waltzing Matilda’ will be our national anthem.