



Brighter Super Champions Local Beef Industry at Beef2024 in Rockhampton

Brighter Super confirms its role as a major sponsor for Beef2024, spotlighting its long-standing commitment to the regional Queensland community and sustainable development.

Beef2024, running from 5 to 11 May in Rockhampton, is set to highlight the very best of the Australian beef industry.

This event is a significant platform for showcasing innovation, fostering trade, and encouraging collaboration within the sector.

As a 100% member-owned super fund managing \$30 billion in retirement savings for 230,000 members (as at 31 December 2023), Brighter Super's involvement, in Beef2024, centres on championing the dedicated individuals who are essential to the success of the beef industry.

Brighter Super CEO Kate Farrar said: "Our investments in Queensland support local jobs, empower local communities, and strengthen the Queensland economy."

More than three quarters (77%) of Brighter Super's members live in Queensland. Brighter Super has \$1 billion invested in Queensland assets, in diverse industries such as transport, agriculture, hospitality, retail, commercial and industrial property.

The investment in the Central Queensland Livestock Exchange in Rockhampton helps facilitate trade by linking Queensland beef producers with wider markets.

It supports local jobs – direct and indirect jobs – and it also plays an outsized role in the social fabric of the community in Central Queensland.

"Our commitment extends beyond this sponsorship; it is about putting our resources into the community, helping to create jobs, and acknowledging the tireless work of the people and our members who are fundamental to this industry," said Farrar.

Beef Australia Chief Executive Officer Simon Irwin said: "At the heart of Beef2024 is showcasing and supporting our beef industry and local communities, and we are delighted to partner with Brighter Super to deliver what is now one of the foremost agricultural expositions in the world.

"Our program includes more than 500 exhibits that demonstrate the hard work and value of the people behind beef production, and we're looking forward to welcoming guests from across Australia and the world to be entertained and informed, and to help connect people with where their food comes from."

Brighter Super is one of only a handful of funds nationally that offer members a full range of financial advice options. This includes working alongside members' own independent financial advisers, as well as delivering in-house advice services for members, ranging from super health checks to comprehensive advice.



Visitors, to Beef2024, are invited to join the Brighter Super team in the Robert Schwarten Pavilion at booths 26 and 27, where they can learn more about optimising their super investments, planning for retirement and get to know the faces behind the fund.

The Brighter Super team are also hosting a Planning your Brighter Retirement Seminar for members and non-members at the Rockhampton Leagues Club on Thursday 9 May, from 6-7.30pm. It is free to attend and open to everyone.

Rockhampton residents can register to attend at brightersuper.com.au/seminars.

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About Brighter Super:

Queensland-based super fund, Brighter Super formed by the merger of LGIASuper, Energy Super and Suncorp Super manages \$30 billion in retirement savings on behalf of approximately 230,000 members*.

For more information call Brighter Super on 1800 444 396 (within Australia) or +61 7 3244 4300 (Overseas).

*As at 31 December 2023.