



Australian Asparagus Council Membership

Invitation from the Australian Asparagus Council

Introduction

The Australian Asparagus Council (AAC) is the peak industry body representing Asparagus in Australia. It is currently made up of a group of Australian asparagus growers who produce more than 95% of Australia's asparagus. However, all Australian asparagus growers are warmly invited to become AAC Members and help grow the industry.

AAC Vision

The AAC's vision is a strong membership involving all growers, and providing support and benefits to all growers. AAC growers work together to develop the industry and market fresh Australian asparagus.

The AAC aims to:

1. Unite and coordinate the Australian asparagus industry.
2. Provide a forum for discussion of industry matters with government bodies and other allied bodies.
3. Achieve long term asparagus industry growth through the development of new markets and improvement of existing markets.
4. Make representation to any government or duly constituted authority on behalf of members in respect to any government legislation or proposal, which affects, or may affect, the interest of members.
5. Raise funds for the purpose of advertising and promoting the consumption of asparagus both domestic and overseas.

AAC Management

The AAC's Annual General Meeting is held in August each year. Office bearers are elected by grower members at the AGM and include:

President
Vice President
Junior Vice President
Treasurer

AAC Steering Committee Members are also elected at the AGM.

The AAC Steering Committee meets monthly to discuss ongoing and arising business and marketing and industry activities. These are usually held on the evening of the second Monday of each month.



AAC RESOURCES AND ACTIVITIES

Industry Development Plan

AAC grower members combined their skills with expertise and experience from other sources to create a comprehensive yet practical Industry Development Plan.

Industry Representation

The AAC represents the industry for any legislation when chemicals are registered and regularly distributes topical industry information for growers including training courses and workshops such as ACCUP and Chemsmart. The AAC also represents grower interests with government bodies in the event of pest and disease outbreaks and other crises.

Member Newsletter

The AAC produces a quarterly e-newsletter for Grower Members and Associate Members. 'Spari News' provides a quick visual report of the latest AAC news and activities.

Website

The AAC's website www.asparagus.com.au features key information for consumers and the industry. AAC Grower Members are eligible to have a 'Meet the Growers' profile on the website.

Marketing and PR

The AAC's vibrant Marketing and PR program is built on strategic marketing principles, aiming to increase sales for growers. The program uses multiple strategies to keep asparagus 'front of mind' of consumers, media, retailers and chefs, thus establishing a pull through effect. The AAC has developed excellent relations with the media who provide extensive exposure for Australian asparagus each year.

Social Media

The AAC has a dynamic social media program (see [Facebook](#) and [Instagram](#) addresses below). AAC Grower Members and Associate Members are encouraged to participate.

Retailer Program

Retailer Kits including recipe cards and wobblers (shelf talkers) are packaged and distributed to central produce markets in Melbourne, Sydney, Brisbane, Adelaide and Perth at the beginning of the Australian asparagus season each year.

For more information contact AAC Secretary Debbie Moroney on 0418 379 568 or enquiries@asparagus.com.au



asparagus.com.au



facebook.com/asparaguscouncil



instagram.com/aussieasparagus



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GROWER MEMBERSHIP

As an AAC Grower Member you have an important role in supporting the growth of a vibrant and successful Asparagus industry in Australia. You can vote at the Annual General Meeting and nominate for the AAC Steering Committee. You will receive industry news and the AAC's quarterly e-newsletter 'Spari News'. You will also be eligible to have a Meet the Growers profile on the AAC website.

Cost:

The cost for AAC Grower Membership is \$200 plus GST per year.

Benefits:

Voting rights at the Annual General Meeting
Quarterly newsletter 'Spari News'
Grower profile on the AAC Website
Industry news and events.

How to join:

To become an AAC Grower Member simply complete the attached AAC Membership form.

AAC VOLUNTARY LEVIES

The AAC has developed an arrangement for grower members to pay voluntary levies based on production. These levies fund the AAC activities outlined above. Levies are 1c per kg of unpacked product and are paid by the packing sheds.

It is deemed that all fruit and vegetable growers pay a State Government Levy. However, the Australian asparagus industry is exempt from paying this levy whilst it collects levies from at least 75% of growers.

If we want to keep control of our industry, and have a say in how our money is spent, we must increase our membership base.

To find out more about AAC Voluntary Levies please contact

AAC President James Terry

M: 0433 565 833

E: james@momack.com.au

ASSOCIATE MEMBERSHIP

Associate Members are invited from organisations related to horticulture such as suppliers, processors, packagers, wholesalers and companies who work with local and regional growers.

AAC Associate Membership gets associate members' products and services in front of AAC grower members and helps forge mutually beneficial industry relationships. Associate Membership fees help fund the AAC's activities.

Cost:

The cost for AAC Associate Membership is \$200 plus GST per year.

Benefits:

Acknowledgement on the AAC website
Acknowledgement and contact details on AAC's quarterly newsletter 'Spari News'
Subscription to 'Spari News' (providing a quick visual report of the latest AAC news and activities).

How to join:

To become an AAC Associate Member simply complete the [AAC Membership form](#).

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