



## Corporate Profile

### Statement of Purpose

- To develop an awareness and understanding of the concept of agribusiness in Australia.
- To develop and foster linkages among professionals within and between the different sectors of agribusiness.
- To encourage the highest standards of professional achievement in agribusiness.
- To promote quality in research, education and training in Agribusiness.
- To promote, influence and liaise with producers, manufacturing industries, service industries, unions and government to achieve progress in the development of agribusiness.

### Our Aim

The Agribusiness Association of Australia aims to facilitate communication across the agri-food chain and to promote the contribution made by agribusiness to the Australian economy and community.

The Association promotes the core values of openness and transparency in communication. The Association's activities promote value chain thinking and awareness as essential factors in the development of an efficient, profitable and dynamic agribusiness sector.

### Our Role

The Association acts as a conduit for communication and cooperation across all sectors of the value chain. The Association works to raise knowledge of issues impacting on the development of an efficient and competitive contributor to the national economy.

The Agribusiness Association does not seek to influence the political process. Where applicable, the Association acts as a credible source of information or commentary on issues that affect all sectors of the value chain.

### Association Structure

The Agribusiness Association of Australia is Public Company. A Council of up to 10 individual professionals from agribusiness is elected by members and includes a President, Vice President and Treasurer.

The Association employs a part time Executive Director who reports directly and regularly to an Executive Committee of the Association Council.

### Governance

The Association complies with the relevant legislative requirements relating to financial control and auditing.

Annual meetings are generally held in conjunction with an annual congress / conference.

### Members

Members of the Agribusiness Association of Australia are professionals drawn from all sectors of the agribusiness sector – private industry, government, industry representation and education.

Members of the Association are broken into the following groups (as a % of total members):

Bank / Finance - 11%	Communication - 5%
Consulting - 13%	Education - 10%
Employment Services - 2%	Federal Govt. – 8%
Food production -11%	Industry Rep'n - 2%
Input Supply - 2%	Legal Services -1%
Manufacturing/Value Adding 9%	Res & Dev – 5%
State Govt – 13%	Students – 8%

### Communication

The Association is primarily an E-association, having developed a highly successful website Agribusiness On-Line [www.agribusiness.asn.au](http://www.agribusiness.asn.au)

The Association is regularly consulted by the electronic media for comment on industry developments, across a diverse range of issues. The Association also contributes to consultative committees and the development of seminar/conference programs.

### World Wide Web

Agribusiness On-Line provides a source of information that can be used to improve domestic and international competitiveness and encourage innovation in all areas of agribusiness.

Since its launch in December 1997, Agribusiness On-Line has attracted a cumulative average of 650 individual users per day, or in excess of 700,000 users over 4 years (which is more than 82,000 hours of web time).

Our online activities aim to promote awareness of the inter-relationships that form the agri-food chain, from the producer to the consumer.

The Association uses the web and email for delivery of weekly reports and for membership newsletters, as well as the distribution of third party information that is of relevance or interest to members.

### Personal Communication

In addition to regular direct electronic communication, the Association facilitates face-to-face communication and networking by organising forums, seminars and conferences in each State of Australia. Annual conference topics have included biotechnology, the information revolution and integrity in the food chain.

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