



Agribusiness Association of Australia

'PROMOTING AGRIBUSINESS IN AUSTRALIA'

SUMMARY OF ACHIEVEMENTS 2011

EVENTS

As the end of financial year approaches our program of events for 2011 will be in full swing with dates and speakers scheduled up to and including December across eastern Australia and South Australia. Our AGM is rotated amongst the States with Sydney being this year's destination which will be held in July at the Union, University and School Club on 25 Bent St in the CBD.

South Australia has conducted six successful events over the course of 2010 with a total of 329 in attendance. Our speakers for the year were Duncan MacGillivray of KI Pure Grain, Michael Angelakis of Angelakis Bros and "Out of the Blue" fame. Our CEO Luncheon saw CEO David Hills give a frank and honest appraisal of his experience as a leader in Agribusiness as did Perry Gunner who spoke as our AGM Dinner presenter who at the time was quite topical with Acquisitions and Mergers occurring in major trading companies. Peter David enlightened our attendees with how SA beer is the best beer and with much gratitude to Elders for the venue and to you as host Mark our Cocktail Party was a success for the company in attendance and for the high level conversations and networking that had occurred.

Queensland was host to 5 events which were all extremely well attended much to the diligence of our Qld representatives who attracted 364 guests. numbers at breakfasts exceeded 69 on all occasions the David Farley of AACo bringing a staggering 92 registrations. Other Speakers included David Crombie, Geoff Hewitt and Chris Evans. The Christmas party was held at Holding Redlich and for early Dec attracted 52 for networking and good conversation.

Victoria brought forward their program of speakers quite early in the year which gave them great leverage for attendances within the agribusiness community. Greg Davis and Robert Hadler both from Coles were the first and last speakers for the breakfast program and brought forward their views about their marketing program and the impact it has had on sales figures and customer satisfaction. Gordon Davis and Max Newnham were well attended and fielded many questions that brought great benefit for those in attendance. Victoria enjoyed the company of 199 guest to the breakfast table in 2010 and we hope that this will entice many more for future functions.

New South Wales had an eclectic representation from Agribusiness with relevant topics such as mining, investment and international review. We thank Elders for allowing Mark Thiele to speak for us and the 49 people who attended gave great questions and feedback for his presentation. The highlight of the 2010 program for NSW was the Cocktail Party signifying all that is special in Agribusiness with a speaker from the Russian Consulate and the many and varied produce stall offering tastings and delight in what is available in NSW. NSW were delighted with attendances of 216 members and non members during the year.

With total numbers reaching 1108 attendees over the past 12 months the Agribusiness Association still holds a firm position within the business community for providing relevant and informative event sessions for all who have an interest in Australian Agriculture.

MEMBERSHIP

Individual membership registrations numbers are at 197 to date. Average growth which was averaging 4 per month seeing and increase to 7. This is a result of changing the membership term from the financial year to 12 months from date of application. we have 14 corporate members which represents a further 140 people on the network across Australia a. A survey of new members suggests that they are seeing the value gained from the website, e-newsletter, events and network connections, plus word of mouth adds a significant proportion to the membership

We gratefully acknowledge our National Sponsors





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EMAIL NETWORK

Our weekly e-newsletter reaches interested parties across the country. Our contact list covers 965 across the member and non member network which is up from 790 individuals listed this time last year.

WEBSITE

The Agribusiness website www.agribusiness.asn.au holds a strong position on google and is still listed in the top ten when searched. The site averages 1539 page views which is up by 25% from last month.

The Agribusiness Association has enjoyed many great milestones this year and look forward to building our profile further for the benefit of members and agricultural agribusiness. In anticipation of favourable discussions about our future relationship and sponsorship for the coming period, I on behalf of the association look forward to our continued affiliation.

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