Australia’s proud history as a leader in global agriculture is a testament to the dedication of our farmers. CropLife Australia and our member companies are honoured to have been partners and supporters of the Australian farming sector for many decades.

The plant science industry invests billions of dollars in research and development each year to provide innovative solutions so that Australia’s farmers are equipped to confront the challenges of modern food, feed and fibre production.

Through scientific ingenuity and a commitment to sustainability, CropLife and our members will continue our dedicated support to our nation’s farmers, ensuring they have the tools they need to remain world leaders.

For pesticide resistance management strategies and much more go to www.croplife.org.au
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About the NFF

The NFF knows that policy must be developed from the ground up. A focus on two-way communication between us and our members ensures critical information, research and analysis informs our policy positions.
The NFF has earned a reputation for being one of the most influential and respected advocacy groups in Australia. Our members look to us for leadership, information and advice on Australian and international issues affecting farmers and for strong representation at a national level.

Joining the NFF makes your organisation part of a united force dedicated to Australian agriculture. It provides a direct link to federal politicians and the opportunity to share key insights from our conversations and negotiations with government on behalf of the farm sector.

To be heard and to remain relevant in Canberra it is imperative agriculture has feet on the ground. The NFF is in easy access to Australian Parliament House and has a comprehensive network of contacts throughout government, opposition and advocacy. We ensure we are at the forefront of the agricultural policy discussion and decision making.

Our members gain access to the latest updates, policy advice and campaign leadership which can be adapted for use across their own membership. We pride ourselves on outstanding analysis of a range of policy and industry issues to not only provide feedback to government and policy makers on what the rural sector requires, but also to share insights and practical advice to members.
WHAT WE DO

The primary role of a peak industry body is to represent the interests of its sector to those who have the most influence on policy including government, opposition and relevant departmental bureaucracy. This philosophy is at the heart of what the NFF does. We strive to provide workable solutions to problems, not to simply complain about their existence, and to make sure our advocacy platforms are truly representative of our members, the farmers and agribusinesses across the country.

In a changing world, the decisions of government, both domestic and international, are also shaped by community attitudes and the opinions of other interest groups – all of which can, and increasingly do, have impacts on agricultural production.

Our job is to be a leading contributor to policy discussions and to represent our members in a number of forums and to a diverse range of audiences including government, politicians, the bureaucracy, the broader agricultural sector, the media, allied interest groups, other opinion leaders and the community.

We seek to influence attitudes and positions on agreed national issues, as determined by the NFF membership, so that the critical role Australian farmers play in the economy and society are recognised and form part of the national policy and economic discussion.

Influencing these imperatives is a complex skill. The insights and resources of the experienced NFF staff across the areas of economics, trade, workplace relations, natural resource management, rural affairs and communications, is afforded to each member organisation to strengthen our combined advocacy efforts.

The power of a nationally cohesive and concerted campaign aimed at influencing key stakeholders cannot be underestimated. Advocacy at a national level, by a single body, is by far more economically efficient and effective than the duplication of individual efforts.

THE POLICY PROCESS

The NFF is regularly invited to respond to government or departmental initiatives, Parliamentary Inquiries and works, wherever possible, in partnership with government to shape the direction of policy and programs. In making these representations, the NFF makes substantial and positive contributions to the national debate, focusing on the promotion of agriculture sector policy objectives.

Our policies are determined by Policy Committees and Taskforces made up of NFF member representatives and reviewed on a regular basis. The policy process includes the development of new positions on emerging issues and the revision of existing policy statements to ensure currency and continued relevance.

At the NFF we know our members are the conduit between government and the farmers on the ground producing food and fibre for the Australian agricultural sector. As such, members are actively consulted by the committees in the drafting and review of policy. Additionally, NFF Managers are available to advise and coordinate with members on their respective policy portfolios.

Following consultation with members, committees forward draft policy statements to the NFF Members’ Council for ratification. Policy statements adopted by the Members’ Council are subsequently pursued by the NFF and become a focal point of advocacy strategies.
NFF MEMBERS’ COUNCIL

Held at least three times a year, the Members’ Council is the formal gathering of member organisations. This provides direction for NFF policy and initiatives into the future. These meetings are also an important opportunity for information sharing and networking.

MEDIA AND COMMUNICATIONS

We know how critical the agriculture sector is to Australia and how important our farmers and the businesses that support them are – communicating this to policy makers and consumers is essential to the core objectives of the NFF.

The NFF is consistently called upon by the nation’s leading media outlets and journalists to provide expert commentary on issues important to and impacting upon agriculture. We are the first point of contact across all media mediums, across metropolitan, rural and regional news, to provide well considered and accurate insights into rural affairs.

Our media and communications unit coordinates all aspects of the NFF’s strategic communications and media management, including media briefings, media releases, arranging interviews and press conferences and social media.

The NFF also coordinates and publishes a number of its own communications materials and events including the Australian Farmers website, the Weekly Wrap, photography and the biennial National Congress.

NFF NATIONAL CONGRESS

The NFF holds its flagship conference in Canberra every two years. The event brings together hundreds of agricultural stakeholders from across the country to showcase and discuss the latest in farming and farm policy. Importantly, the Congress also provides a key networking opportunity for our members.
NFF Farm Facts

Agriculture plays a vital role in Australia, contributing to the social, economic and environmental sustainability of the nation.

SOCIAL

There are approximately 129,000 farm businesses in Australia.

Each Australian farmer produces enough food to feed 707 people. Overall, Australia produces enough food for about 61 million people, feeding 23 million at home and 38 million people abroad.

Farm businesses come in a multitude of structures: 17 per cent of farmers are sole traders; 50.4 per cent of farms have a family partnership; 19.7 per cent of farms operate under a family trusts; and 12.9 per cent of farms operate under a corporate structure.

As of December 2014, there were approximately 271,000 people employed in Australian agriculture. The complete agricultural supply chain, including the affiliated food and fibre industries, provide roughly 11.5 million jobs to the Australian economy.

70 per cent of farmers volunteer in their community for groups such as the local bushfire brigade.

According to the 2015 Regional Wellbeing Survey access to services such as education and health is poor for almost a quarter of farmers, and good for only 22 per cent. The survey also reported that 56 per cent of farmers have poor access to telecommunications and only 15 per cent have very good or excellent access.

ECONOMIC

The agricultural sector, at farm gate, contributes two per cent to Australia’s total gross domestic product. The gross value of Australian farm production in 2014-15 was $54 billion.

Total farm production is projected to reach $60.3 billion in 2016-17.

Australian farmers export about 60 per cent of what they grow and produce.

In 2020–21 the value of Australian farm exports is projected to be around $45.3 billion (in 2015–16 dollars), 11 per cent higher than the five year average to 2014–15 of $40.7 billion (in 2015–16 dollars).

The value of our farm exports, and indeed the future of Australian agriculture, depends largely on conditions in overseas markets, due to our high level of exports. In 2014-15, some of our top agricultural exports were: grains, oilseeds and pulses — $11 billion; beef and veal $9 billion; dairy — $2.5 billion; raw cotton — $1.5 billion; and wool $3 billion.
In 2014-15, our top five agricultural trade destinations were: China – $8.6 billion; United States – $5 billion; Japan – $4 billion; Indonesia – $3.4 billion; and Republic of Korea – $2.8 billion.

Asia’s middle class has risen to 500 million people. It is expected to increase more than sixfold in the next 15 years. This will translate into food being a big part of the story of Australia’s future opportunities.

ENVIRONMENTAL

The NFF was a founding partner of Landcare, which celebrated its 25th anniversary in 2014.

At 30 June 2015 there were 385 million hectares of agricultural land in Australia – a five per cent reduction compared with the previous year.

Australian farmers are environmental stewards, owning, managing and caring for 52 percent of Australia’s land mass.

Innovation is essential to ensuring Australia’s natural resources are managed in a sustainable way and to give farmers tools that help them to reduce farm costs and to increase returns at the farm gate. In 2015, 31 projects worth up to $21 million received funding under the Department of Agriculture Innovation Grants.

Most Australian farmers engage in natural resource management (NRM) activities that reduce weed and pest invasion, that protect water quality, and that promote natural vegetation growth on their farm. Only 6 per cent of farmers have never undertaken NRM on their farm.
From the President

Australian agriculture has entered an extraordinary, if not unprecedented, time. Never before have the premium food and fibre products our farmers are so talented at growing been in such high demand, As global wealth increases, the reputation of Australian farmers as the world’s best strengthens.
In 2014-15 China bought $90 billion of Australian exports, making up more than a quarter of our total exports and becoming our leading market for agriculture, resources and services. For agriculture, forestry and fisheries products specifically, exports to China were worth $9 billion in 2014-15, up from $5 billion in 2010-11.

In fact, IBISWorld says that of the top 20 Australian industries by growth in export, agricultural products make up at least 10. The growth potential of the sector simply cannot be refuted.

But with growth comes increased pressure to clearly and cohesively tell government and other influencers what the sector needs to enhance industry resilience so that it can enjoy long-term prosperity and be a stable contributor to the Australian economy.

Pressure on farmers not only from increasing government intervention, but growing community expectations, means having our voice heard is more important now than ever. We must be able to communicate, as an industry united, why agriculture is fundamental to the lives of all Australians and why common sense policies which balance the realities of farming with a changing political, environmental and social landscape are critical to the ongoing sustainability of food production.

To do this, the Australian farm sector must stand as one.

Please find in our Annual Review a summation of the many and varied achievements of both the NFF and its member organisations over the past 12 months and our key goals for the year ahead. While there are always challenges in advocacy, we have enjoyed a number of key wins that will help build the prosperity of the rural sector.

Our aim at the NFF is to embrace the collective power of a united industry to give all Australian farmers and agribusinesses the opportunity to thrive.
The year in review

The NFF consistently works across a range of policy and advocacy areas to strongly and comprehensively represent the farmers and agribusinesses of Australia and to ensure policy makers understand what is required for the sector to capitalise upon unprecedented opportunities.

Our key areas of advocacy have included:

1. **LEADING THE GLOBAL MARKETPLACE**

   **Trade Agreements**
   The NFF has played a key role in providing policy input and supporting government in the negotiation and finalisation of important Free Trade Agreements (FTAs). These have included the China-Australia Free Trade Agreement (ChAFTA), Korea-Australian FTA, Japan-Australia Economic Partnership Agreement and the Trans-Pacific Partnership (TPP).

   Our President and CEO have travelled with Trade Ministers and other relevant government officials to meet with overseas representatives and impress upon them the importance of FTAs to agriculture. Furthermore, the NFF has been highly active in helping to lead the campaign for FTAs on home soil so as to inform the Australian public of their advantages and counter anti-FTA attacks, particularly from some unions.

   For the ChAFTA particularly, the NFF embarked upon a concerted and strategic communications campaign to balance the union-driven debate surrounding workplace issues and the overall value of the agreement. The campaign successfully fought to help ensure the agreement was not delayed so that Australian farmers could take early advantage of the tariff reductions and capitalise upon the vast opportunities for Australian food and fibre in the Chinese market.

   The NFF continues to provide input to Government on the development of a bilateral agreement with India so that Australian farmers will have access to overseas markets that provide solid returns.

   The NFF has assisted government in ongoing advocacy and coordination of the ‘Team Australian Ag’ initiative to promote the broader trade agenda. There is ongoing work on the Regional Comprehensive Economic Partnership (RCEP) to secure FTAs with nations including Brunei, Myanmar, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

   **Non-Tariff Barriers to Trade**
   Following on from the success of completing bilateral trade agreements and with the recognition that a large proportion of the food and fibre produced in Australia is exported the NFF has worked with other key industry associations across the supply chain to ensure non-tariff barriers are addressed. The NFF led the call for a comprehensive strategy across government to reduce the barriers faced by exporters as a result of non-tariff measures. These measures can be significant but require an ‘official to official’ approach which has been recognised and supported by government.
SUPERCHARGING FARM BUSINESS

Effects Test to Rebalance Power for Farmers
The NFF helped lead a campaign advocating for an ‘effects test’ in section 46 of the Competition and Consumer Act 2010 as recommended by the Harper Review. The test will replace the ‘purpose test’ to shift the onus from a company’s purpose in undertaking conduct to the effects that conduct may have on competition.

This has been the subject of significant advocacy efforts given its importance to building open and transparent marketplaces that facilitate high levels of competition. While not a ‘silver bullet’ solution, the ‘effects test’ is an important tool to not only improve competitiveness but also to drive innovation, productivity and profitability across the sector.

Free Range Eggs
After significant advocacy by the NFF and NSW Farmers, the Minister for Small Business announced in May 2016 that Consumer Affairs Ministers had agreed to a new definition of free range eggs. This new definition requires that hens have meaningful and regular access to the outdoors, with outdoor stocking rates of no more than one hen per square metre at a maximum of 10,000 hens per hectare.

Foreign Investment Screening Thresholds
The NFF worked closely with Government to amend the screening thresholds applied by the Foreign Investment Review Board (FIRB) to foreign investment applications. The amended thresholds, $15 million (cumulative) for agricultural land and $55 million for agribusiness will provide greater scrutiny of inbound investment in the sector.

The NFF has also called for greater clarity surrounding the definition of ‘national interest’ so that both sellers and potential overseas buyers have clear guidelines about potential transactions.

ACCC Agricultural Consultative Committee
The NFF was successful in its efforts to establish an Agriculture Consultative Committee to provide advice to the Agriculture unit within the ACCC. The Committee provides advice on key issues affecting agriculture that fall under the Competition and Consumer Act 2010, to ensure such matters can be investigated quickly and in the context of the agricultural sector.

Expanding Eligibility for Concessional Loans
The NFF worked to highlight the shortcomings of the Bureau of Meteorology’s Rainfall Deficiency Analyser. As a result of this work, concessional loans are now open to all drought-affected farmers (subject to a financial impacts test). This will extend the benefit of concessional loans to irrigation businesses, and farms in areas where official rainfall records are limited.

Transport Infrastructure Paper
On behalf of the agriculture sector, the NFF developed a Transport Infrastructure Policy Discussion Paper. The paper was developed to ensure policy makers have adequate information on the unique needs of the agriculture sector with an aim to facilitate greater and more strategic infrastructure investment.

Inland Rail
After strong lobbying efforts, the NFF was successful in securing further funding for the Inland Rail project in the 2016-17 Federal Budget. While more investment will be needed, this additional resourcing means the land acquisitions required for this critically important project may now occur.

Fuel Tax Credits
The NFF has been at the forefront of the defence of fuel tax credits. Fuel tax credits are not a subsidy but are based on sound taxation principles. They help ensure that business inputs are not taxed – similar to GST input tax credits.

The NFF is a part of the Fuel Tax Credit Coalition which is an alliance of agricultural, mining, tourism and other industry groups and dedicated to busting the myth that fuel tax credits are a subsidy to industry. The NFF also argued strongly in its pre-Budget submission for the retention of fuel tax credits and will continue to advocate for sound tax policy.
INVESTING IN INNOVATION AND TECHNOLOGY

Mobile Blackspots Programme

The NFF was successful in gaining a bi-partisan commitment of $60 million towards funding a third round of the Mobile Blackspots Programme to help address one of the most significant issues affecting farmers and rural and regional communities. Leveraging co-investment from telecommunications companies, the programme has taken steps to address the range of impacts of poor regional mobile communications including stifling innovation and production efficiencies as well as endangering personal safety.

BUILDING A STRONGER WORKFORCE

Road Safety Remuneration Tribunal (RSRT)

The NFF joined with the Australian Rural Livestock Transporters Association and the Council of Small Business of Australia to campaign for the abolition of the RSRT. This important campaign was launched following the RSRT’s refusal to respond to concerns from more than 800 businesses under threat from a decision to introduce unworkably high farm transport costs and prohibitive red tape in the transport sector. A successful social media strategy, comprehensive submissions to the RSRT and to Government assisted in achieving this overdue reform.

Backpacker Tax

In the 2015 Federal Budget, the Government announced plans to tax working holiday makers (backpackers) as non-residents and at a rate of 32.5 per cent. However, the agricultural community, led by a campaign orchestrated by the NFF, fought hard against this measure which would almost certainly decimate farmers’ access to the much-needed temporary workforce. This comprehensive and proactive campaign included extensive media coverage, a targeted social media campaign, direct advocacy to politicians and decision makers and a petition which attracted almost 50,000 signatures.

As a result of this work, and after an initial Government review, and confusing political debate, the Government announced a six-month delay in the commencement of the tax pending a second review of issues affecting supply and taxation of working holiday maker visas.

With pressure from the NFF and its members relentless, the Federal Government announced in September 2016 it would reduce the tax rate to 19 per cent – the rate originally proposed by the NFF as a fair and reasonable measure.

At the time of printing, the changes were being negotiated through the Parliament.

This highly successful campaign united the agriculture, meat and tourism sectors and was a clear demonstration of the power of a cohesive industry and advocacy efforts.

Seasonal Worker Program

In February 2016, the NFF welcomed the Government’s announcement of an expansion of the Seasonal Worker Program to all agricultural industries, lifting existing restrictions to horticulture, cotton, sugarcane and aquaculture and removing the minimum period of employment. Expanding the Program in this way has been a key priority of the NFF since it was adopted as part of a ten-point National Agricultural Workforce Development Plan in June 2014.
Pastoral Award

The four-yearly modern award review in the Fair Work Commission (FWC) has created significant risk for the agriculture sector by encouraging union claims for changes in award wages and conditions. One such claim made by the Australian Workers Union (AWU) would have removed access to the averaging of hours in the Pastoral Award for the poultry industry (commonly known as the 152/4).

Managing hours of work in the agriculture sector by averaging over a four-week period is critical to the sector’s competitiveness, because it creates capacity to manage labour costs in an industry vulnerable to seasonal and market fluctuations.

The NFF settled a range of claims affecting the Pastoral Award, resulting in this claim being withdrawn by the AWU. In this way, the NFF was able to protect flexibility in the award.

The NFF continues to act on behalf of the sector in the FWC in casual and part time proceedings, seeking a reduction in the three-hour minimum for dairy operators and advocating against claims to introduce overtime and weekend penalties for casuals in the horticulture industry.

A fair rate of tax was finally won in September this year for backpackers, after a long campaign by the farm sector.

Unveiled in the 2015-16 Budget, the unexpected new tax took rural and regional Australia by surprise. It sent alarm bells ringing for farmers and labour providers across the country. Many feared they would no longer be able to meet their labour needs at critical times of the year. Others saw instantly the flow on effect this would have for rural communities, reliant on backpacking tourists for their football teams, their tourist offerings, and ultimately their survival.

On an issue as important as agricultural workforce supply, it has always been hard to understand the rationale for such a punitive measure. What is even harder to understand is the resistance to change in the face of industry pleas for common sense to prevail.

Led by the NFF on behalf of Australian farmers, industry bodies rallied together with our natural allies on the issue - the tourism sector, another group which stood to be hard hit by a sharp drop in regional visitor numbers and associated spending on tours, in hotels, cafes and bars.

The campaign was a long one. It had its highs and lows – with countless media events, a second Budget, two formal reviews (one leading nowhere) and the final solution announced in the dying days of September. It may not be the perfect outcome, and it certainly won’t undo damage already done, but it’s a lot better than it would have been without such a strong industry push.

What made the campaign so successful was the level of collaboration across industries and groups. Traditional ties set the foundation, as new relationships began to emerge. The agriculture sector worked positively together, through media, case studies, retweets and facebook posts. We wrote letters to Ministers and Editors alike. Almost 50,000 people signed a petition against the tax. All the while the sector was unflinching in its insistence on an outcome all could accept.

Not for a long time has this level of collaboration been so evident and so effective in achieving change in the interests of the rural and regional Australia. The results speak for themselves.

When we stand together, we can achieve much. And the more we do, the stronger and more prosperous Australia, and its farmers, will be.

At time of printing the changes were being negotiated through Parliament.

The backpacker tax and the power of collaboration
BALANCING AGRICULTURE AND THE ENVIRONMENT

Murray Darling Basin

The NFF’s advocacy efforts assisted in securing $15 million to progress planning for the release of the Carp Herpes virus to control carp in the Murray Darling Basin and recognition that non-water measures like carp control are important for achieving environmental outcomes.

The NFF also helped encourage commitments by the Murray Darling Basin Ministerial Council to spend more time fully investigating projects that will reduce the amount of water that needs to be recovered from irrigators to implement the Murray Darling Basin Plan (MDBP) by up to 650 GL.

Through lobbying, the NFF assisted in bringing sensible amendments to the Water Act 2007 that will enable the Commonwealth Environmental Water Holder to be more flexible in the management of environmental water, and to use the proceeds of trade to invest in works and projects that can deliver better environmental outcomes with less water.

The NFF also helped secure amendments to the Water Act to cap the straight buyback of irrigation water entitlements at 1500GL and require the Murray Darling Basin Authority (MDBA) to clearly examine and report on the social and economic impacts of implementing the plan.

#MoreThanFlow Campaign

In the lead up to the MDBA’s decision on the future of the MDBP and water recovery in the northern half of the Basin, the NFF led a coordinated campaign to stop water buybacks.

The #MoreThanFlow campaign, supported by a range of local irrigator, state and commodity-specific groups, sought to highlight the damage already suffered by communities within the Northern Murray-Darling Basin at the hands of the MDBP. It also strongly advocated for a range of alternative, complementary measures to the ‘just add water’ approach that could achieve environmental outcomes without sacrificing the wellbeing of Basin communities. It was estimated some of these communities were at risk of 35 per cent job losses if the MDBP went ahead in its existing form.

#MoreThanFlow used the Australian Farmers website’s online campaign capabilities and included strategic media coverage, a comprehensive social media plan, videos and community-specific case studies.

It provides another example of targeted advocacy which harnesses the power of collaboration from across industry.

Emissions Reduction

Development by the Clean Energy Regulator and the Department of the Environment, of information resources for farmers to enable them to better understand the opportunities available to the farm sector of the Emissions Reduction Fund.
Federal Environmental Law

The NFF secured commitments from the Federal Environment Department for a formal process to consider the Department’s internal policies on:

- Clearing isolated paddock trees
- Vegetation offsets for agricultural developments
- Proactive communication with farmers and the agriculture sector about the Environment Protection and Biodiversity Conservation Act 1999.

The NFF developed and led a comprehensive campaign ‘Accelerate Agriculture’ to highlight the key policy priorities of the agriculture sector throughout the Federal Election Campaign in 2016.

Accelerate Agriculture identified five key policy priority areas and clearly outlined, to political candidates across the country, what the agriculture sector needs to help address policy and investment shortfalls.

The campaign involved a thorough media campaign and associated communications collateral including the development of the NFF Election Manifesto, the AccelerateAg.com website, social media, Election Podcasts, case studies and interviews with national, metropolitan, rural and regional media. NFF members were provided with resources and messaging to further tailor their campaign to their state or commodity-specific requirements.
The year ahead

We already know that Australia produces food and fibre that is, undoubtedly, some of the finest quality in the world. In fact, we are renowned for agrifood products that are clean, safe and ethically grown. But we also know, that for us to be able to build the agriculture sector to the great force it can be, we must wholeheartedly embrace technology and innovation in all segments of the supply chain – from on-farm biosecurity to the way we market our product and communicate with our customers.
The NFF has, and will continue to over the year ahead, place great focus on leading the ‘AgTech’ revolution. This has come through the launch of our Australian Farmers platform – an online community and advocacy tool for the agriculture industry, the development of our Digital Agriculture Services (DAS) service and the launch in September of SproutX, a dedicated accelerator to spur innovation among start-ups and tech players targeting the agrifood sector.

These are exciting and revolutionary times and it is important to us to be at the forefront of this movement.

However, we are also acutely aware great advocacy comes from comprehensive engagement with our members and industry stakeholders, and is built on robust and researched policy development.

Better engagement with the grass roots, as well as with the community on issues of concern to build trust around issues such as food traceability and animal welfare will be a priority.

Workplace relations is also a growing area of significance and we have devoted substantial resources to ensuring Australian farmers are strongly represented on issues that impact on their ability to secure a reliable workforce.

Effective advocacy hinges on the ability to prioritise and to focus effort on the big picture issues that stand to most substantially benefit our industry. We cannot be ‘caught in the weeds’ and must be proactive and considered so as to strategically lead the national agenda on matters of significance to our farmers and supply chain.

One of the best ways we can do this is to approach our advocacy and representation as a coordinated and unified industry force. By working together as one organisation, not myriad separate and competing groups, we can ensure we are best heard by our customers and decision makers. Better working as a consolidated group of organisations will be one of our most important activities over the next 12 months.

At the NFF we have never been more optimistic about and excited by the future of Australian agriculture. We look forward to working with you across 2016-17 to tackle the challenges, and make the most of the great opportunities before us.
In December 2016, Prime Minister Malcolm Turnbull announced a new strategic direction for the NFF, aimed at better engaging the farming community online and bringing new products and services to farmers using digital technology.

Three specific initiatives were announced:

- The Australian Farmers Online Platform – an online community where farmers could access news and information, share ideas and participate in online advocacy;
- Digital Agriculture Services – a decision support platform to consolidate and analyse farm data to help farmers make informed decisions; and,
- SproutX – an accelerator programme for people and businesses with ideas for new agricultural technologies.

This ambitious programme of work, announced less than 12 months ago, has now started to deliver tangible results. None of this would have been possible without the generous support of sponsors who have joined us on this journey, including Coles, Commonwealth Bank, Vodafone, Prime Super, Accenture and Crowe Horwarth.

### INITIATIVE ONE

**AUSTRALIAN FARMERS**

Australian Farmers went live on 19 July 2016. The name Australian Farmers was chosen to align with the agreed name for a new streamlined farm advocacy organisation currently under development.

The Platform is aimed at farmers, people who work in agriculture, and people who are interested in the story of Australian agriculture.

It consolidates news and information from various industry sources, as well as providing users with commercial-grade weather information, online advocacy tools and forums.

The site’s objective is to build an online community of interest around agricultural issues to enable the NFF and its member organisations to distribute information more effectively, and build an audience who can provide feedback and support on key issues.

The Platform has received a strong response with tens of thousands of visitors in its first month, and over a thousand users creating an account in that period.

The NFF is committed to continuing to improve the Platform and grow our online community so that in the future, farm representative groups have an even stronger supporter base to call on when our industry needs to campaign.
INITIATIVE TWO
DIGITAL AGRICULTURE SERVICES

The NFF has partnered with Accenture to develop new tools to analyse and interpret farm data to support decision making on-farm.

The approach has been to develop tools by commodity – starting with the cotton industry – to ensure the products we develop are closely linked to user requirements and add real value inside the farm gate.

We launched our first prototype of DAS for Cotton at the Australian Cotton Conference in August 2016. The release of the tool generated significant interest within the grower community, and we received helpful feedback on how to refine and improve on the prototype.

Over the 2016-17 cotton season, 12 ‘Lighthouse Farms’ will trial the DAS for Cotton tool and help us make sure it is valuable and fit for purpose. The tool has been developed with support from the CSIRO and leverages some of their existing expertise in this area.

By partnering with Accenture in this project, the NFF aims to protect data held in relation to individual farm businesses, and ensure its use aligns with the expectations of the farmers it relates to.

Pending the outcomes of the pilot season for DAS for Cotton, the NFF will assess opportunities to offer the DAS service to other commodities.

INITIATIVE THREE
SPROUTX

Global investment in agricultural technology, or ‘agtech’, has ballooned as investors have identified the applicability of major technology trends to farming systems. Domestically, we have seen a significant increase in the number of technology startups targeting agriculture.

This trend is bringing new skills, expertise and enthusiasm to bear in solving some of the challenges the industry faces, and is disrupting the traditional process of agricultural innovation.

The NFF believes this sort of innovation will be central to our ability to turn around flagging agricultural productivity growth, and keep us on course to become Australia’s next $100 billion industry by 2030.

That’s why we partnered with Findex to establish SproutX. Since the December announcement of SproutX, a new joint venture vehicle has been established to house the initiative and Sam Trethewey has been appointed to manage day to day operations.

On 16 September 2016, applications for the SproutX pre-accelerator programme were opened and additional financial support from Ruralco and the Victorian Government was announced. A co-working space for people involved in the agtech sector was also opened in the Melbourne CBD as part of the SproutX initiative.

We look forward to showcasing some success stories from the SproutX programme in next year’s Annual Review.
The National Farmers’ Federation (NFF) is a founding partner or proud supporter of a number of organisations within agriculture, all of whom play a vital role in assisting Australian farmers and the farming sector across a range of areas: natural resource management and environmental stewardship, agricultural biotechnology, and education, skills and training.

**AGRICULTURAL BIOTECHNOLOGY COUNCIL OF AUSTRALIA**

The Agricultural Biotechnology Council of Australia (ABCA) is the national coordinating organisation for the Australian agricultural biotechnology sector. The council was established to pursue recognition of the current and potential benefits of agricultural biotechnology.

The aim of ABCA is to support the Australian farming sector to access and adopt biotechnology for the benefit of national and global food security, the nation’s farming sector, Australian consumers, and the environment — helping to deliver a more sustainable and prosperous future for Australian agriculture.

The Council recently celebrated its second anniversary and the past two years have been successful in providing factual information about agricultural biotechnologies based on credible, scientific evidence to encourage rational debate and evidence-based decision making.

In March 2015, ABCA launched the second edition of *The Official Australian Reference Guide to Agricultural Biotechnology and GM Crops*. The popular guide provides factual, science-based information to contribute to a more informed national discussion about agricultural biotechnologies. A number of ‘Farming into the Future’ forums have been conducted in Western Australia and South Australia to provide factual information to farmers on genetically-modified (GM) crops. High-profile speakers including academics and industry executives covered topics such as the science behind GM crops and the necessary information to grow them such as storage and handling considerations, legislation and regulation and domestic and international market considerations.

The ABCA has also been at the forefront of providing factual information to improve coexistence of various agricultural production systems. The freedom for farmers to choose to farm using whatever methods they prefer is beneficial to all — farmers and consumers alike.

The NFF is a founding member of ABCA along with AusBiotech, CropLife Australia and the Grains Research & Development Corporation.

**For more, visit the ABCA website: www.abca.com.au**
AGSTEWARDSHIP AUSTRALIA

Since 2009 AgStewardship Australia has been the responsible entity for two successful agricultural stewardship programs, drumMUSTER and ChemClear. The success of the programs relies on the efforts of farmers to purchase drumMUSTER products and then to rinse them out and run them in.

DrumMUSTER continues to see approximately two million AgVet chemical containers returned to its local council and community compounds each year. To date the program has collected over 25 million drums.

The 25 millionth drum was delivered by Konnongorring, Western Australia, farmer Nathan Davey.

ChemClear has also reached a significant milestone in collecting over 500 tonnes of unwanted AgVet chemical since 2003. AgStewardship on behalf of its members is focused on ensuring the programs deliver a strong message that the farm sector is serious about its stewardship responsibilities by continuing to seek program improvements.

For more, visit these websites:
www.agstewardshipaustralia.org.au
www.drummuster.com.au
www.chemclear.com.au

FARMSAFE AUSTRALIA

Farmsafe Australia is committed to improving the wellbeing and productivity of Australian agriculture through enhanced health and safety awareness and practices. Formally established in 1991, Farmsafe has broad representation across the industry, including the NFF. Actions are based on the premise that the key responsibility for farm safety rests primarily with individual farmers, farm families and farm workers. Farmsafe works with these groups to develop practical programs to assist in this area.

Farmsafe works to ensure that everyone involved in farming activities returns home at the end of each working day both healthy and safe. In collaboration with producers, resources have been developed on numerous topics including tractors, quad bikes, machinery, child safety, older farmers, mental health and hearing loss.

The clear link between health, safety and productivity means that increasing emphasis is being placed on this issue. Despite greater mechanisation across agriculture, people remain the most important aspect of an effective and profitable farming system. Having a healthy and safe workplace on the farm and keeping people safe is vital to ensuring the future of agriculture.

For more, visit the Farmsafe website:
www.farmsafe.org.au

LANDCARE AUSTRALIA

Prime Minister Bob Hawke declared the 1990s the Decade of Landcare, following a joint agreement between the NFF and the Australian Conservation Foundation (ACF) in 1989. With this declaration, the Commonwealth Government officially launched Landcare as a national initiative.

Since 1989, Landcare has grown into a national movement. Landcare Australia brings together individuals and groups across government, industry and the community to work on public and private land, in both urban and rural areas.

The NFF remains an active supporter of the Landcare movement, with involvement in key advisory forums including Landcare Australia Limited.

For more, visit the Landcare website:
www.landcareonline.com.au
The NFF continued its long-standing and strong support of Primary Industries Education Foundation Australia (PIEFA) in the 2015–16 year. The NFF provides PIEFA with leverage and connections in relation to both government and industry groups. Strong industry representation is critical to PIEFA’s success and a key point of difference for the organisation.

Thanks to NFF support, PIEFA received $800,000 in funding from the Australian Government’s Agriculture in Education program. This funding allowed PIEFA to develop and publish 20 integrated units of inquiry for use across all curriculum areas and across all grade levels from primary to secondary school. Each of these units of work is accompanied by videos. One featuring a primary producer showcasing their work in relation to sustainability, technology and science, the other video is a testimonial from a teacher who has trialled the work in their classroom. These resources have been very well received by Australian teachers with 100 per cent of those participating in a trial saying it increased their knowledge of the primary industries sector and 100 per cent saying they would recommend the resource to a colleague.

In addition to the resources PIEFA also appointed 24 ‘Primezone Partner’ schools across the country to act as lighthouse schools for other schools in relation to food and fibre education. These schools will host professional learning sessions for teachers, develop a resource and share their knowledge at a state or national educator conference.

PIEFA’s current industry members include The NFF, Meat & Livestock Australia, Fisheries Research and Development Corporation, Australian Pork Limited, Cotton Australia, Forest and Wood Products Australia, the Grains Research and Development Corporation, Department of Agriculture and Water Resources, Royal Agricultural Society of NSW, CB Alexander Foundation Tocal, NSW Farmers, National Association of Agricultural Educators and the Australian Council of Deans of Agriculture. These members along with the NFF are ensuring PIEFA is well on its way to achieving its vision of ‘An Australian community that understand and values its primary industries sector’.

PIEFA’s resources may be viewed at: www.primezone.edu.au

Rural Skills Australia (RSA) provides advice and assistance on rural and related skills and training to the NFF and its membership, and to related industry bodies. It works alongside industry and training stakeholders including Australian Apprenticeship Centres, Jobs Australia members, registered training organisations (RTOs), group training organisations and Skills Impact.

For almost twenty years RSA has worked to improve rural involvement in education and training, to enhance the skills and capacities of people working in agriculture, and to better equip the next generation of workers with transferable, recognised and valued skills.

During 2015–16 RSA lost its network of state-based education and training advisors due to withdrawl of funding support from the Australian Government.

In 2015-16 RSA invested significant resources in its ruralskills online portal through which VET training is provided to industry.

Over time this innovative Online Learning Facility has supported blended learning and assessment for various qualifications and units from the Agriculture, Horticulture and Conservation and Land Management AHC10 Training Package. The facility allows partnering RTOs and industry bodies to successfully accommodate the training and assessment needs of individuals, students and trainees regardless of geographic location; and the level of RTO interest and involvement continues to grow.

For more, visit these websites:
www.ruralskills.com.au
www.ruralcareers.net.au
Governance

THE BOARD

The Board of the NFF has responsibility for the strategic direction and governance of the organisation, including:

- oversight of the NFF’s annual budget
- implementing and setting the priorities for the NFF business plan, as well as agreeing on courses of action to implement the plan in accordance with members’ agreed policy imperatives
- establishing committees and taskforces
- receiving advice from the Members’ Council, policy committees and the NFF Managers
- appointing the Chief Executive Officer
- admission of new members, based on guidelines agreed by Members’ Council.

The NFF Board, elected annually, comprises the NFF President and NFF Vice President, along with five directors, all elected by the Members’ Council. Two independent directors may be appointed by the Board, as required, to ensure the necessary balance of skills.

The NFF Board, as elected at the AGM on 11 November 2015, is:

- Mr Brent Finlay
  President
- Ms Fiona Simson
  Vice President
- Mr Les Gordon
  Director
- Mr Mark Horan
  Director
- Mr David Jochinke
  Director
- Mr Grant Maudsley
  Director
- Mr Peter Tuohey
  Director

MEMBERS’ COUNCIL

Members’ Council is the supreme consultative and policy-making forum for the NFF. Made up of all members, including state farming organisations, commodity councils and associate members, representatives are appointed by their respective organisations.

Members’ Council elects the NFF directors and office holders (President and Vice President) from nominations received from members. The key roles of the council are to:

- determine the key priorities for the NFF’s Strategic Plan
- elect Committee Chairs
- receive the budgets and financial reports
- determine NFF formal policy on issues or positions
- generally undertake all functions and powers normally exercised by members or shareholders under the Corporations Act.
Members' Council formally meets three times a year to discuss and formulate NFF policy. Several special meetings may also take place as needs arise. As of June 2016, representatives on the NFF Members' Council were:

- Brent Finlay  
  President, National Farmers' Federation, Chair, NFF Trade Committee
- Fiona Simson  
  Vice President, National Farmers' Federation
- Grant Maudsley  
  President, AgForce Queensland, NFF Board Director
- Mark Horan  
  Vice President NSW Farmers, NFF Board Director
- Derek Schoen  
  President, NSW Farmers Association
- Paul Schembri  
  Chairman, CANEGROWERS
- David Basham  
  Chairman, Australian Dairy Farmers
- Andy Madigan  
  CEO, Australian Livestock and Property Agents Association
- Simon Crean  
  Chairman, Australian Livestock Exporters' Council
- Enzo Allara  
  Chairman, Australian Pork Ltd
- Dr Robert Johnson  
  President, Australian Veterinary Association
- Jodie Goldsworthy  
  Director, Beechworth Honey Pty Ltd
- Howard Smith  
  President, Cattle Council of Australia
- John McKillop  
  Nominated Representative, Corporate Agricultural Group
- Simon Corish  
  Chairman, Cotton Australia, Chair, Agriculture and Community Committee
- Mark King  
  President, Dried Fruits Australia
- Rebecca Gowen  
  Chair, Future Farmers Network
- Rick Gates  
  President, Goat Industry Council of Australia
- Andrew Carberry  
  Chairman, GrainGrowers Ltd
- Rohan Sullivan  
  Northern Territory Cattlemen's Association
- Tom Stockwell  
  President, Northern Territory Cattlemen's Association
- Richard Stott  
  Chairman, NSW Irrigators' Council
- Chris Wilhelm  
  President, Pastoralists' Association of West Darling
- Keeton Miles  
  Chairman, Primary Employers Tasmania
- Jeremy Morton  
  President, Ricegrowers' Association of Australia, Chair, Water Taskforce
- David Jochinke  
  President, Victorian Farmers Federation, NFF Board Director
- Tony York  
  President, WAFarmers
- Richard Halliday  
  President, WoolProducers Australia
- Ross Hampton  
  CEO, Australian Forest Products Association
- Andrew Finlay  
  Chairman, Summerfruit Australia
- Don Taylor  
  Chairman, GrainCorp Limited
- Angus Trigg  
  Nominated Representative, GrainCorp Limited

COMMITTEES AND TASKFORCES

- David Jochinke  
  Chair Competitiveness Committee
- Brent Finlay  
  Chair, Trade Committee
- Amy Fay  
  Chair, Innovation Committee
- Gerald Leach  
  Chair, Natural Resources Committee
- Lyndon Mulligan  
  Chair, Ag in the Community Committee
- Charlie Armstrong  
  Chair, Production and Workforce Committee
- Ron Cullen  
  Chair, Biosecurity Taskforce
- Les Gordon  
  Chair, Water Taskforce, NFF Board Director
- Mark King  
  Chair, Drought Taskforce
- Chris Groves  
  Chair, Animal Welfare Taskforce
- Reg Kidd  
  Chair, AgVet Chemicals Taskforce
- Fiona Sampson  
  Infrastructure Taskforce
COMMITTEES AND TASKFORCES

NFF committees and taskforces provide Members’ Council with high-level detail and advice on all policy issues.

Each year, Members’ Council elects a chairperson for each committee and taskforce. The committees charged with major portfolio responsibilities are as follows.

Committees

Competitiveness Committee — aimed at improving farm sector competitiveness and profitability, with a particular focus on policy recommendations that reduce regulatory burden, seek changes to tax and competition law for farmers, provide fair and proper access to finance, and deliver planning and investment in infrastructure.

Trade Committee — provides key advice and recommendations for NFF policy on international trade and market access issues, including World Trade Organisation negotiations and free trade agreements, and facilitates industry action to improve the likelihood of positive trade deals.

Innovation Committee — focused on emerging issues and forward-looking opportunities for the farm sector, through policy recommendations into improving investment in innovation, research, development and extension, delivering fair access to communications, and identifying emerging opportunities and technologies.

Natural Resources Committee — principally concerned with the sustainable management of Australia’s valuable natural resources, the committee provides advice and policy recommendations regarding farmers’ engagement with environmental stewardship, federal environmental law and the development of sustainability indicators.

Agriculture and Community Committee — provides key input into the development of a proactive industry community engagement strategy and provides advice regarding community trust and understanding of agriculture and farm sectoral responses to emerging issues.

Workforce Productivity Committee — specifically focused on workplace relations, closing the demand and skills gap in agriculture, supporting the expansion of migration programs and addressing the many workforce challenges facing Australian agriculture.

Taskforces

As the need arises, the NFF appoints taskforces to undertake investigation of policy options in relation to specific issues. The NFF’s active taskforces are listed as follows.

Biosecurity Taskforce — provides oversight of quarantine and biosecurity issues and recommends policies to safeguard Australia from pests and diseases that could damage domestic farm production and Australia’s international reputation as a source of clean, reliable and safe food and fibre. The taskforce focuses specifically on federal biosecurity policy and programs, incursion management, cost-sharing and other issues affecting the federal/state coordination of plants and animals.

Water Taskforce — provides key advice and recommendations on federal water policy, the implementation of the water reform agenda, and other issues affecting the water market and management.

Drought Taskforce — provides key advice and recommendations for NFF policy on federal drought policy and programs, including the farm finance package, drought preparation and in-drought support measures, welfare safety nets and other issues.

Animal Welfare Taskforce — focused on policy recommendations regarding federal animal welfare policy and programs, encouraging cross-industry coordination, managing activism and developing proactive industry programs based on real improvements.

AgVet Chemicals Taskforce — oversees the policy development and management of this important area of farm production, including providing advice on federal policy, improving access to and use of AgVet Chemicals, ensuring choice and access to latest technology and reducing costs of compliance and regulatory burdens across the sector.

Infrastructure Taskforce — develops policy and responds strategically to infrastructure and transport issues which affect the agricultural supply chain. The Taskforce will consider a broad range of infrastructure types, including transport, freight, energy, water, communications and community. The Chair of the Infrastructure Taskforce is Ms Fiona Simson.
EXTERNAL COMMITTEES

Through its membership of various external committees, the NFF provides input to the development, implementation and review of the policies and issues that guide and govern Australian farm practices. During 2015–16, the NFF was represented on the committees listed as follows.

Ministerial Appointment
- National Rural Advisory Council
- National Workplace Relations Consultative Council
- National Industry Reference Group for Chemicals of Security Concern
- Primary Production Industry Partnerships
- Regional Telecommunications Independent Review Committee

Elected Representative
- Agricultural Biotechnology Council of Australia Ltd Board
- AgStewardship Australia Board
- Animal Health Australian Board Selection Committee
- Australian Communications and Media Authority Consumer Consultative Forum
- Australian Made, Australian Grown Board
- Earth Systems & Climate Change Hub Stakeholder Advisory Group
- Farmsafe Australia Board
- Great Artesian Basin Coordinating Committee
- Helen Newton Turner Medal Trust
- Landcare Australia Ltd Advisory Council Member
- Rural Skills Australia Board
- Skills Impact Board
- Soils for Life

INTERNATIONAL GUESTS

During 2015–16 the NFF hosted delegations from across the globe, with visitors seeking a better and more in-depth understanding of Australian agriculture and the political and policy dynamics at play.

It is a mutually beneficial experience, fostering greater awareness and improved relationships — especially with many issues affecting Australian farmers taking on increasing international focus.
Chief Executive Officer
Simon Talbot (until March 2016)
Tony Mahar (March 2016 onwards)

Deputy Chief Executive Officer
General Manager, Policy, Economics and Trade
Tony Mahar (until March 2016)

General Manager, Financial Services
Matthew Kolek

General Manager, Rural Affairs and Agribusiness
Charlie Thomas

Manager, Natural Resource Management
Jacqueline Knowles (maternity leave)
Christine Kershaw

General Manager, Workplace Relations and Legal Affairs
Sarah McKinnon

General Manager, Public Affairs
Stacey Wordsworth

General Manager, Corporate Services
Amanda Tankey

Assistant, Executive/Policy
Corinne Dooley

Assistant, NFF Management Team
Rachel Miller

Policy Officer
Chris Young

Policy Officer
Kimberley Pearsall

Policy Officer
Maximiliane Hanft

Head of Public Affairs and Stakeholder Engagement
Sophie Keatinge

Accountant, Financial Services
Jing Liu

Administration Officer
Chris Tankey

Administration Officer
Leanne Perry
Organisational Chart

As at 30 June 2016

NFF BOARD

Brent Finlay President
Fiona Simson Vice President
Les Gordon
Mark Horan
David Jochinke
Grant Maudsley
Peter Tuohey
NFF CEO Company Secretary

NFF MEMBERS’ COUNCIL

State Organisations

AgForce Queensland
NSW Farmers
Northern Territory Cattlemen’s Association
Victorian Farmers Federation
WA Farmers

Commodity Councils

Australian Dairy Farmers
Australian Forest Products
Australian Pork Limited
CANEgrowers
Cattle Council of Australia
Cotton Australia
Dried Fruits Australia
GrainGrowers
Ricegrowers’ Association of Australia
SheepMeat Council
SummerFruits Australia
WoolProducers Australia

Associate Members

Animal Medicines Australia
Australian Livestock Exporters’ Council
Australian Livestock & Property Agents Association
Australian Veterinary Association
Beechworth Honey Pty Ltd
Corporate Agricultural Group
Future Farmers Network
Goat Industry Council of Australia
GrainCorp
NSW Irrigators’ Council
Pastoralists’ Association of West Darling
Primary Employers Tasmania

COMMITTEES AND TASKFORCES

Competitiveness Committee
David Jochinke Chair

Trade Committee
Brent Finlay Chair

Innovation Committee
Amy Fay Chair

Natural Resources Committee
Gerry Leach Chair

Agriculture and Community Committee
Lyndon Mulligan Chair

Production Workforce Committee
Charles Armstrong Chair

Biosecurity Taskforce
Ron Cullen Chair

Water Taskforce
Les Gordon Chair

Drought Taskforce
Mark King Chair

Animal Welfare Taskforce
Chris Groves Chair

AgVet Chemicals Taskforce
Reg Kidd Chair

Infrastructure Taskforce
Fiona Sampson Chair

NFF SECRETARIAT

CEO Tony Mahar

General Manager, Trade and Economics
Tony Mahar

General Manager, Financial Services
Matthew Kolek

Manager, Natural Resource Management
Jack Knowles

Manager, Workplace Relations and Legal Affairs
Sarah McKinnon

Manager, Rural Affairs Digital
Charlie Thomas

Manager, Public Affairs, Media & Communications
Stacey Wordsworth

Manager, Corporate Services
Amanda Tankey

Policy Officer
Policy Officer

Chris Young
Kimberly Pearsall

Administration Officer

Assistant – Executive/Policy
Corinne Dooley

Assistant – Financial Services
Jing Liu

Assistant – Executive/Policy
Corinne Dooley

Committee Administration Coordinator Assistant – Executive/Policy
Corinne Dooley

Communications Officer
Sophie Keatinge

Assistant – NFF Management Team
Rachel Miller
NFF Member Organisations

As at 30 June 2016

STATE FARMING ORGANISATIONS

AgForce Queensland
PO Box 13186
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Northern Territory Cattlemen’s Association
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Victorian Farmers Federation
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COMMODITY COUNCILS

Australian Dairy Farmers
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Australian Forest Products Association
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Australian Pork Limited
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NFF Member Organisations

As at 30 June 2016

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COMMODITY COUNCILS

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Sheepmeat Council of Australia
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Australian Livestock & Property Agents Association
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E admin@alpa.net.au
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Australian Livestock Exporters’ Council
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E CEO@livexcouncil.com.au

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F (02) 6033 2344
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www.beechworthhoney.com.au

Corporate Agriculture Group
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Future Farmers Network
Level 6, 2 Barrack Street
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T 0428 458 086 (Exec Officer of FFN)
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www.futurefarmers.com.au

Goat Industry Council of Australia
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E gatesgoats1@bigpond.com
www.gica.com.au

GrainCorp
PO Box A268
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NSW Irrigators’ Council
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WHAT’S THE VITAL INGREDIENT?

The aim of the AMPC is to build the most sustainable red meat industry in the world. To succeed in building a more sustainable future, producers, processors, distributors, retailers, regulators and researchers all need to work together to navigate the risks facing our industry.

To find out more about The Vital Ingredient and how our research and development is building a more sustainable red meat industry, visit www.ampc.com.au
How can Food Innovation Australia Limited help you?

Food Innovation Australia Limited or FIAL is the not-for-profit company that was established three years ago, to help the food and agribusiness industry become more competitive in an increasingly global marketplace.

Industry Led

FIAL is an industry-led organisation whose Board members come from the food and agribusiness industry. The Chairman, Mr Peter Schutz, is a farmer himself.

The FIAL motto is: Your success is our success.

National Perspective

We develop tailored knowledge and programmes to help you learn as much as possible about a market, and we work to develop your capability to take an idea to that market. Another key benefit from FIAL is its extensive networks – we can connect you directly with buyers and markets.

Market Knowledge

FIAL understands the significance of knowledge and, more importantly, credible knowledge. When we first started work, we had so many requests from Australian exporters who wanted to access multiple sources of information about specific international markets. In response, FIAL developed a portal of information on exports.

This database, called Export Market Insights, has more than 300 individual reports covering 38 Food Categories in 8 Asian countries, that your business can access. And there’s also a list of the top supermarket products and prices, including web links to the top 5 supermarkets in each country. This allows you to access product ranges and prices in real time.

Product Innovation

Are you ready to supercharge your company’s ability to launch a new idea or product? When you’ve completed our course, you will have a personalised, actionable innovation plan that contains insights from experts in the industry.

New Networks

Once your product is ready for market, FIAL can connect you to international buyers and distributors through the FIAL eCatalogue. This is an online search tool, developed for registered international buyers and distributors who want to source export-ready suppliers of value-added food and agribusiness products in Australia.

The FIAL eCatalogue is also the sourcing tool that drives the FIAL Inbound Trade Missions. Through these tools you can be virtually connected to a market without the cost of going to the market yourself.

Industry Growth Centre

The six Growth Centres are designed to drive innovation, productivity and competitiveness in industries where Australia has a competitive strength, or in areas that are a strategic priority for the country.

So why not visit FIAL’s website at www.fial.com.au today? Find out how we can work with you to build on your knowledge and capabilities and to promote innovation, so you can share your products with global markets.

Remember the motto: Your success is our success
Putting your best food forward.

With Hamburg Süd, it's all about product excellence and market access.

World-beating reefer services
Hamburg Süd is a world leader in the transport of perishable food products. Our reefers are pre-tripped to preserve the highest food safety standards and our Cold Treatment services ensure optimal, end-to-end product integrity. Our XtendFRESH atmosphere-control technology uses product-specific settings to maintain optimal ripeness and shelf-life. And in many trades we offer Remote Reefer Monitoring (RMM +) units to validate cold chain continuity and speed up customs clearance.

Going by the book.

Tip top customer service on tap
Your first port of call is your local Hamburg Süd export expert: dial Australia 1300 134 096 New Zealand 0508 222 444

No matter what.

Where to from here?
We give you the world – via our reliable fixed-day-weekly services from all key ports in Australia and New Zealand.

North America
Our multiple East, West and Gulf Coast entry points and inland links help unlock the vast markets of the United States and Canada.

North East Asia
Ship direct to China, Japan, Korea & Taiwan & the high-growth markets of South East Asia.

Northern Europe & the Mediterranean
We deliver Northern Europe, Britain and beyond – plus Southern Europe, North Africa and the Middle East. Service options via the Panama and Suez Canals give you the best transit times too.

The Gulf States and Middle East
Our new East-West service links provide rapid access to the United Arab Emirates and rich new worlds of opportunity throughout the Middle East.