



- Peak Industry Body for Australian vegetable and potato growers
- Represents the interests of over 9000 vegetable and potato growers throughout each State and Territory of Australia
- National Headquarters located in Glen Iris, Victoria

History

- The organisation previously was solely focused on R&D and communication projects
- Suffered due to financial instability
- Appointed Richard Mulcahy to the position of CEO in April 2009



Richard Mulcahy

- Four previous roles as CEO
- Senior Executive of US Fortune 500 company
- Trustee of \$3.5billion superannuation fund
- Former Member of Parliament, serving as Shadow Treasurer and in six other portfolios including Chairman of Parliamentary Public Accounts Committee



Richard Mulcahy (Continued)

- Adjunct Professor at University of Queensland
- Previously served as political advisor to a number of politicians and has also held appointments with the US and Canadian Governments
- Married with 4 children





Change required

- After appointment to the position of CEO, the AUSVEG Board requested a thorough review of all aspects of the organisation
- A significant number of recommendations were made and adopted
- Major changes were implemented to forge a stronger organisation



New Team

- Restructured AUSVEG with a team of enthusiastic young professionals
- A team with a new broader skills set
- Hard working and dedicated to enhancing the position of AUSVEG





Strategic Partners

- Agreements now in place with over 20 organisations, including the leading agribusinesses in Australia.
- Partnerships allow access to global R&D and other expertise not readily available within the AUSVEG offices
- Contributing to the long term financial stability of the organisation



Public Affairs Programme

- An increase in non-levy related revenue, has led to the establishment of a new Public Affairs Programme
- Subsequently, AUSVEG has become more active in agripolitical affairs
- Engaging decision-makers to ensure a greater appreciation of issues concerning Australian growers





AUSVEG: Interface with the Australian Government

- AUSVEG is building an interface with the Australian Government concerning all issues affecting vegetable and potato growers

- Biosecurity
- Free Trade Agreements
- Agricultural policy
- Industrial relations
- Packaging and labelling laws
- Minor use regulations



Lobbying at the federal level

- Appeared before Senate Committees regarding trade and labelling laws
- Opened dialogue with those holding the balance of power in the Senate, including Independent Senator Nick Xenophon and the Australian Greens
- Held discussions with the National Liberal and Labor parties





Renewal of Industry Advisory Committees

- AUSVEG has worked to reinvigorate the three Industry Advisory Committees
 - Respected Chairmen, Mr John Rich and Mr Jeff McSpedden
 - Members well qualified to evaluate R&D proposals
 - Grower representation in IACs, Advisory and Working Groups

- More active role in ensuring the prudent expenditure of National levy funds and Australian tax payer dollars.



AUSVEG Publications

- AUSVEG plays a key role in communicating relevant issues and R&D outcomes to growers through various publications
 - Vegetables Australia
 - Potatoes Australia
 - VegeNotes
 - AUSVEG Weekly Update (email newsletter)
 - Veginsights





Enhanced financial position

- Highly successful National Convention, Trade Show and Awards for Excellence
- First event of this kind, in that it was not funded by National Levy's
- Grower membership fees now represent less than two per cent of AUSVEG revenue
- This enhanced financial stability allows AUSVEG to carry out important work on behalf of Australian vegetable and potato growers