



Fruit Growers **V**ictoria

INFORMATION PACK
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Structure, Function and Benefits

Fruit Growers Victoria [FGV] Ltd. is a primary producer organization that represents and furthers the interests of more than 300 fruit growing, packing and exporting businesses across Victoria.

Fruit Growers Victoria was formed on the 1st July 2005 following the merger of the Northern Victoria Fruitgrowers' Association [NVFA] and the Orchardists and Fruit Cool Stores Association [OFCSA]. These organisations have a proven history for more than 70 years.

FGV Ltd. operates under a Board of Directors representing the major growing districts in Victoria. Elections to the Board take place each year.

Directors accept responsibility for eleven [11] subject portfolios with at least two [2] Board members assigned to each portfolio.

- Apples
- Pears
- Canning
- Water and Environment
- Stone Fruit
- Industrial Relations
- Public Relations
- Research and Extension
- Export Markets
- Domestic Markets
- Education and Training

Major Objectives:

Agri-political role:

Safeguard the interests of members by promoting or opposing legislation, proposed legislation or any other measure affecting or likely to affect them.

Appear, as necessary, in any court or before any tribunal, commission or committee to represent and protect members and use our best endeavours to advance the cause of the local industry.

Examples of issues FGV has dealt with includes the submission to Biosecurity Australia on access of New Zealand apples into Australia and a submission to a Senate committee on opportunities for developing a guest worker scheme from the Pacific Islands that will help to balance our ongoing labour needs.

In the early stages of New Zealand apple access it was NVFA and OFCSA that led the way in ensuring that the proposed protocols would be reviewed. NVFA was instrumental in organising the successful fire blight rally in June 2004 that enabled 8,000 Goulburn Valley supporters to rally against the impact of fire blight entering our community.

We maintain membership with the Victorian Farmers Federation who provides industrial advice and front line management of major national issues that affect our members. These include the national horticulture business code, country of origin labelling, diesel fuel rebate and B double registration issues. Industrial relations, harvest labour, industry reports, drought, frost and hail, OH & S are some of the other issues that continue to be addressed by FGV.

Information role

Discuss and consider matters affecting members; collect and disseminate in a timely manner such information as may be of use to members, the fruit industry, governments and the public.

Collect, classify and publish statistical, educational and other information that is of interest to members.

FGV members receive a weekly newsletter "Core Facts" which is provided if you have email access.

Education and training role

Provide opportunities to members and their employees to develop their orchard and management skills.

For example, FGV committee members have,

- in conjunction with Dookie College, developed Horticulture Certificate 2 and 3 courses, which provides an excellent introduction to the Diploma of Horticulture [Production].
- at McMillan Gippsland, developed a practically based Diploma of Production Horticulture; Advanced Diploma of Rural Business Management [previously Advanced Diploma of Production Horticulture], designed to equip a graduate with business management skills.

Also, the FGV Young Grower Group [YGG] was formed to provide an opportunity for male and female participants, who, typically, have an ongoing role and commitment to fulfil in the family business or workplace. The YGG members work in a group setting, sharing information and technologies and acquiring valuable information on new concepts through participation in a wide range of activities.

Women in Horticulture

Women in Horticulture [WinHort] is supported by FGV with active groups in the Goulburn Valley and the Yarra Valley.

- GV Winhort has been established since 2002 with a core group of women setting the strategic plan each year. Our vision is "Women recognised for their communication, sharing, knowledge and support within the GV horticulture community"
- Their Mission is to support, inform, strengthen and promote women in the industry.
- GV Winhort Values

(To gain) respect and *recognition* for the role women play

Supporting women

Friendship and sense of community

Inclusiveness, passing on skills/sharing between different cultures and generations

Skills and confidence (for higher levels of decision making)

- The Priority Areas presently are: organising training sessions on business management; organising informal, supportive, sharing and social gatherings; to support and mentor women to take up decision making roles; promotion of WinHort and networking with other groups; seeking funding and grants for business and personal improvement. Activities vary during the year.

In addition, FGV also regularly sponsors and supports development courses, including production, human resources, business management and quality assurance.

Promotion

FGV promotes the value of the fruit growing industry and its products to governments and consumers.

FGV conducts both annual and ongoing activities supported in part by funds from Apple and Pear Australia levies and member volunteers.

Activities include in-store promotions and tastings, participation in the VFF 'Great Aussie Breakfast' in Melbourne, and the 'Breakfast Around the Tan' fun run in Melbourne.

A very successful in-school campaign associated with the theme "Fruit for Life" is conducted through FGV's southern office. Another school program, "Kids 'n Fruit" is supported in the Goulburn Valley.

In addition members are involved in a number of ad hoc promotional opportunities from time to time.

Public Relations role.

Represent the industry to the media, and provide a knowledgeable central voice on industry matters of interest to third parties

Foster links between the industry and agencies upon which members depend for their business environment. These links include government at all levels, education, and research and development.

FGV Representation

FGV is affiliated with, or participates in, the following:

- Apple and Pear Australia Limited
- Australian Canning Fruitgrowers Association
- Canned Fruits Industry Council of Australia
- Goulburn Valley Orchard Census Committee
- National Fire Blight Task Force
- Victorian Horticultural Growers Council
- Victorian Farmers Federation
- Victorian Fruit Exporters Council
- Victorian Summer Fruits Council

In each of the above cases, FGV members can freely offer to participate as a member of any of these bodies.

FGV Activities

Trade

The Association conducts regular surveys of packing sheds to provide accurate marketing information. In an environment of growing competition, these surveys are an important tool for informed decision-making.

The Pear Maturity Committee works each year to ensure that fresh pears are released on to the market only when they satisfy certain maturity specifications.

Production

FGV sponsors an Industry Development Officer who is responsible for technology transfer to growers.

Over many years, the Production Committee has initiated, implemented or overseen numerous programs, including; identification of new varieties, training courses for pruners, packers, orchard hands and managers; discussion groups; blood testing and chemical awareness; the publication of the Orchard Pest & Disease Handbook and identification charts.

The Responsible Pest Management Committee has been active in the implementation of regional IPM strategies and holds a major field day every two years to present production developments to growers.

Crop Watch, a service for the monitoring of pest and disease incursions in orchards, has operated in southern Victoria for a number of years. As part of the merger of NVFA and OFCSA, this service may be extended into the Goulburn Valley.

Industrial

FGV negotiates the Horticulture Award, Packing Shed Agreement and picking and packing rates. FGV members automatically become members of the Victorian Farmers Federation Industrial Association and FGV officers, in conjunction with VFFIA officers regularly act on behalf of members in providing advice or assistance on industrial relations matters.

Board members, as delegates, act on member's behalf raising relevant issues in industrial and other areas at the Horticultural Policy Council meetings that are held quarterly.

FGV is also a key participant in the ongoing revision of the Federal Horticulture Award as legislation changes, as well as the development of industry contracts for pruners/thinners/pickers, and Employment Agreements on specific properties.

Industrial representation also includes acting on behalf of members in relation to the Environmental Protection Authority or local councils.

Labour

FGV supports the Harvest Labour Office [HLO] maintained in the Goulburn Valley by Central Victoria Group Training [CVGT].

Members in southern districts may register their businesses with CVGT who refer labour to southern orchards when their employment is completed in the Goulburn Valley or if work is otherwise unavailable in the Goulburn Valley.

The HLO is active in marketing prior to each season, visiting job network providers, backpacker organisations, the backpacker conference and a variety of Centrelink offices in key areas around Australia. This type of marketing is vital in advertising the expanding the number of harvest positions where pickers are attracted to the region and then matched with orchard requirements for labour. Significant Federal funding has been won for this initiative.

Levels of Membership

There are three [3] levels of membership of Fruit Growers Victoria Ltd., which attract varying benefits.

1. Grower Member
2. Affiliate Member
3. Subscriber Member

Benefits of Membership

1. Grower Member

Along with the general benefits mentioned earlier, the biggest advantage of FGV membership is the intangible benefit of belonging to a highly regarded industry organisation.

FGV, acting on behalf of all growers, carries more weight and influence than an individual when dealing with unions, the media and government. The industry, as a whole, benefits by avoiding a fragmented approach and by presenting a united voice.

Those members who willingly participate in the range of services and committees that emanate from FGV can ensure that they remain at the forefront of industry research and development.

Grower members have the opportunity to request a visit from field staff to discuss issues of interest and access the pest and disease monitoring service.

Communication

An FGV priority, Grower members receive industry based information on a regular basis in a variety of formats.

Grower members have the opportunity to receive a weekly fact sheet, "Core Facts", which updates market prices and includes imminent industry meeting information.

2. *Affiliate member*

- Designed specifically for companies, businesses, suppliers and individuals aligned or working with the fruit growing industry.

The following benefits are provided to Affiliate members:

- ★ Free advertising on FGVL website (www.fgv.com.au), logo and weblink displayed
- ★ Distribution of promotional material to grower members at reasonable rates.
- ★ Discounted advertising in the quarterly newsletter.
- ★ Joint representation with grower members on common issues.
- ★ Opportunity to display up to one [1] A4 page of free advertising in one Newsletter per year [*booking is essential*].
- ★ Invitation to workshops, grower nights and FGV sponsored activities.
- ★ Publication of the list of Affiliate members in the FGV "Corefacts" newsletter on a regular basis.
- ★ Encouragement of FGV grower member's support of Affiliate member businesses.
- ★ Use of a meeting room at the FGV Offices in Mooroopna [*booking is essential*].
- ★ A copy of the Fruit Growers Victoria publication, "Core Facts" [electronically only].

3. *Subscriber members*

- Subscriber members receive a copy of the weekly "Core Facts" [electronically only].

Additional Services offered to FGV Members

Australian Primary Superannuation Fund [formerly HortSuper]

Australian Primary Superannuation Fund is the default industry based fund to serve the horticulture, nursery and landscape industries. A Fund that is truly representative of its membership, *Australian Primary Superannuation Fund* is managed by people from the industry.

Australian Primary Superannuation Fund is a complying fund, therefore qualifying as an acceptable fund for contributions under Superannuation Guarantee Charge (*SGC*) legislation as well as contributions payable under Industrial Awards. As a complying fund, investment earnings in *Australian Primary Superannuation Fund* are taxed at a lower rate.

The Trustee Board has equal representation from employers and employees.

Insurance

FGV has preferred supplier status with two [2] insurance companies. These arrangements provide for an insurer who has an affinity with the fruit growing industry.

Wesfarmers Federation Insurance

Wesfarmers Federation Insurance is part of the Wesfarmers Group of companies – one of Australia's largest public companies.

"We specialise in insurance packages for agriculture and small businesses, and people tell us we're pretty good at it."

So much so that over 50 agricultural and small business associations recommends WFI to their members.

CGU

CGU [under its previous names of NZI and South British Insurance] have been providing a specialised insurance service to Victorian fruit growing businesses since the 1950's.

APPLICATION FOR MEMBERSHIP

Section A

Please use **BLOCK** letters throughout

1. Family Name	1. Given Name		
2. Family Name [Spouse]	2. Given Name [Spouse]		
3. Partnership			
4. Association Name			
Company Name			
Postal Address [Please include PostCode]			
Residential Address [Please include PostCode]			
Telephone Contact Details	Business Hours:	After Hours:	Fax:
	Mobile	Email Address	

[The above is required Information]

Please indicate **X** the level of membership for which you are applying:

- Grower membership *[Please also complete Orchard details [Section B & C] on Page 10]*
- Affiliate membership - \$480.00 including GST
- Subscriber membership - \$160.00 including GST
- Associate Association membership *[Please list name of nominated person and title, plus the name of the Association in Sections A-1 and 4 above]*

The above named hereby applies for membership of Fruit Growers Victoria Ltd. and agrees to pay the membership fee commensurate with the level of membership indicated.

<i>Signature</i>	<i>Date</i>
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APPLICATION FOR MEMBERSHIP

ORCHARD DETAILS

Section B

Trading Name of Orchard			
Do you operate a Packing Shed or Coolstore in conjunction with the Orchard?	Packing Shed <input type="checkbox"/> YES <input type="checkbox"/> NO	Cool Store <input type="checkbox"/> YES <input type="checkbox"/> NO	
Contact Person	Family Name		Given Name
Position			
Cannery Number			
Location of Orchards(s) <small>[If insufficient space please attach a separate sheet.]</small>	1.		
	2.		
	3.		
Postal Address <small>[Please include PostCode]</small>			
Contact Details	Business Hours	After Hours	Fax
	Mobile	Email address	

The membership levy is based on the total hectares of fruit trees.	Number of hectares
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Section C

LEVY AUTHORITY FOR PROCESSOR (SPC ARDMONA LTD)	
Trading Name of Orchard	
Location of Orchard and/or Blocks	
Cannery Number	
<p>The above named authorises you to deduct and pay to Fruit Growers Victoria Ltd., the Levy which has been declared and payable in respect of fruit supplied by me to you and this shall be your authority for such deduction and payment.</p> <p>This authority shall continue in force until six [6] months notice is given in writing by me/us to the Fruit Growers Victoria Ltd., revoking same.</p>	
Signature	Date