



# INFORMATION

Fruit Growers Victoria Limited (FGVL) is Victoria's peak industry body for apple and pear growers.

It was formed in July 2005 as the merger vehicle for Northern Victoria Fruitgrowers' Association and the Orchardists and Fruit Cool Stores Association from the southern Victoria which both have proven histories of service to orchardists going back for more than 70 years.

As a primary producer organization, FGVL represents the interests of more than 400 fruit growing, packing and exporting businesses across Victoria. FGVL is agripolitical but apolitical and consequently works with all governments to advance business conditions for fruit industries.

The FGVL mission statement is;

*"...striving to provide Victorian fruit industry members with the best possible business environment."*

Since its creation FGVL has steadily become a stronger voice for all fruit growers and an excellent conduit for government to industry. It is now the "go to" organization for government and media for deciduous fruit in Victoria.

These strong and positive relationships are only possible because FGVL has the resources and personnel to deal with the many issues that arise. IT IS ESSENTIAL THAT THIS WORK CONTINUES because

***"if you are not at the table you could be part of the dinner!"***

The FGVL corporate structure is as a "not for profit", unlisted public company. This means that FGVL is owned by its members and controlled by its board of directors. The day to day management of the business of being an industry association is managed by a general manager appointed by FGVL board.

The FGVL board's role is to provide good governance, determine policy and provide direction to management. The Management Committee role is to manage the business of being an industry association in accordance with the board policies and directions.

There are currently eight FGVL directors who are all orchardists and they come from four of Victoria's six pome fruit growing districts. Directors are elected by members for 3 year terms with staggered retirement by rotation. Retiring directors may renominate.

Current directors are;

*Chairman Gary Godwill (Goulburn Valley). Deputy Chairman - Michael Russo (Gippsland), Treasurer & Chair of the Audit Committee - Matthew Lenne (Goulburn Valley), Brad Fankhauser (Gippsland), Jamie Craig (Goulburn Valley), Alex Turnbull (Goulburn Valley), Chris Radevski (Goulburn Valley) and Roger Apted (Eastern Metropolitan/Yarra Ranges).*

The FGVL constitution provides that directors may establish portfolios from time to time. The board has determined that portfolios will cover fruit production, markets, industry & development, stakeholder interface and governance.

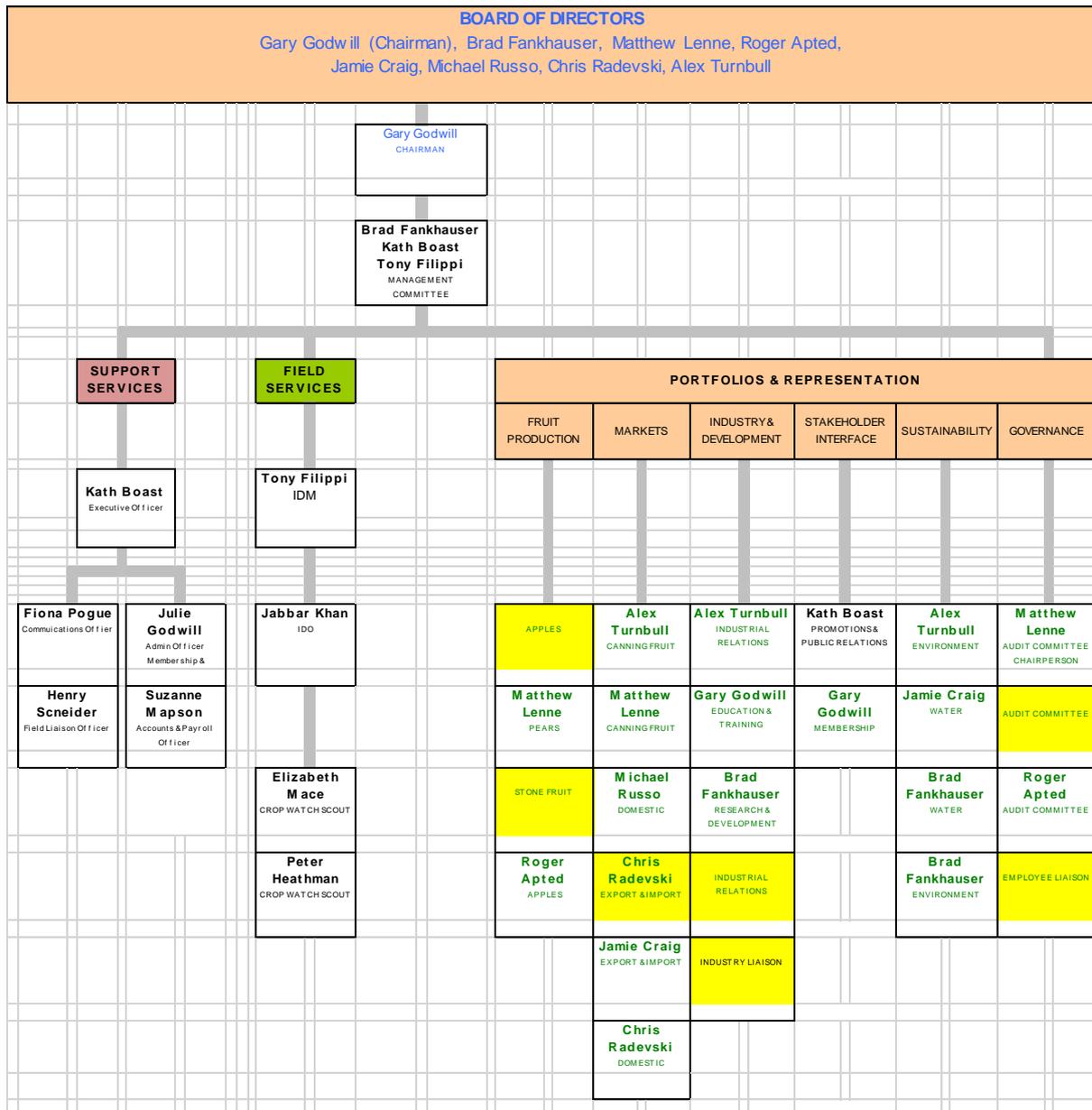
Current portfolios are;

- Apple Production,
- Pear Production,
- Stone Fruit Production,
- Canned Fruit Market,
- Domestic Market,
- Export & Import Markets,
- Industrial Relations,
- Education & Training,
- Research & Development,
- Promotions & Public Relations,
- Water & Environment,
- Audit & Probity,
- Employee Liaison.

All of these activities are governed by board policies which are subject to annual review.

Portfolios equip FGVL with extra operational resources through the efforts of its directors. However, the board is mindful that it is important to ensure that the demarcation of governance and management responsibilities is not blurred as this could result in confusion and miscommunication.

Consequently the FGVL operational structure has at its helm a Management Team. The Management Team comprising Brad Fankhauser, Kath Boast & Tony Filippi then reports back to the board as a whole. This has provided a clear understanding of where responsibilities lie.



***Agri-political role:***

FGVL is apolitical. We will both work with the government of the day and hold them accountable.

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

FGVL appears, 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 FGVL 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 two successful fire blight rally's - June 2004 and July 2011. Both events enables thousands of 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 FGVL.

***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.

FGVL members receive weekly newsletters "Core Facts" and "Industry RoundUp" which are 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, FGVL 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 FGVL 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 FGVL 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, FGVL also regularly sponsors and supports development courses, including production, human resources, business management and quality assurance.

### ***Promotion***

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

FGVL 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 events such as the Melbourne Food and Wine Festival, Healthy Eating and Lifestyle Expo, and the MS Fun.

A very successful in-school campaign associated with the theme "Fruit for Life" was established in Southern Victoria which has now grown to include primary schools in the North East and Goulburn Valley. FGVL also supports schools with healthy eating days and school fetes.

In part due to grower's desire for pear promotion, the Pear Fest has been a vehicle in the Goulburn Valley since 2008 to promote all things pears. This promotion has grown considerably with ongoing support from HAL and APAL. The change of format in 2011 to focus on Melbourne consumers was highly successful and pear promotion continues to evolve.

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***

FGVL 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, FGVL members can freely offer to participate as a member of any of these bodies.

### ***FGVL 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***

FGVL 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 was extended into the Goulburn Valley.

### ***Industrial***

FGVL negotiates the Horticulture Award, Packing Shed Agreement and picking and packing rates. FGVL 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.

FGVL is also a key participant in the ongoing revision of the Federal Horticulture Award as legislation changes, as well as the development of piecework agreements for pruners/thinners/pickers, including Employment Agreements tailored for specific properties, on request.

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

### ***Labour***

FGVL 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 FGVL membership is the intangible benefit of belonging to a highly regarded industry organisation.

FGVL, 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 FGVL 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 FGVL 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.FGVL.com.au](http://www.FGVL.com.au)), logo and web link displayed
- ★ Distribution of promotional material to grower members at reasonable rates.
- ★ Advertising in the newsletter.
- ★ Joint representation with grower members on common issues.
- ★ Opportunity to display up to one [1] 1/4 page of free advertising in one Newsletter per year [*booking is essential*].
- ★ Invitation to workshops, grower nights and FGVL sponsored activities.
- ★ Publication of the list of Affiliate members in the FGVL "Corefacts" newsletter.

- ★ Encouragement of FGVL grower member's support of Affiliate member businesses.
- ★ Use of a meeting room at the FGVL Offices in Mooroopna [*booking is essential*].
- ★ A copy of the Fruit Growers Victoria publication, "Core Facts" [electronically only].
- ★ Recognition and acknowledgment in the FGVL Annual Report.

### **3. *Subscriber members***

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



## **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	Business Hours:	After Hours:	Fax:

Contact Details	Mobile	Email Address
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*[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 - \$550 including GST
- Subscriber membership - \$220 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.*

Signature	Date
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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		Cool Store
	<input type="checkbox"/> YES <input type="checkbox"/> NO	<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	

<p><b>The membership levy is based on the total hectares of fruit trees.</b></p>	<p>Number of hectares</p>
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**Section C**

<p><b>LEVY AUTHORITY FOR PROCESSOR (SPCA LTD)</b> Request for deduction by SPCA must be returned to FGVL no later than February in any membership year.</p>	
<p>Trading Name of Orchard</p>	
<p>Location of Orchard and/or Blocks</p>	
<p>Cannery Number</p>	
<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>	
<p>Signature</p>	<p>Date</p>