

National Vegetable Industry Communication Strategy: Management and Implementation

Richard Mulcahy
AUSVEG Ltd

Project Number: VG09098

VG09098

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National Vegetable Industry Communication Strategy: Management and Implementation

Project Number: VG09098

**Mr Richard Mulcahy
Chief Executive Officer
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30 November 2012

FINAL REPORT



Horticulture Australia

HAL Project Number: VG09098 (30/11/2012)
National Vegetable Industry Communication Strategy: Management and Implementation

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1.0 Summary

The National Vegetable Levy was established in 1996 as a means to invest in research and development (R&D) projects to help advance the Australian vegetable industry and address major issues faced by Australian vegetable growers. Since the inception of the National Vegetable Levy a large range of issues has been addressed utilising these funds, including:

- Escalating input costs;
- Increased competition from overseas industries;
- Threat of plant and pest disease;
- Discontinuation of farming products;
- Change in legislation; and
- The volatile state of the Australian market, etc.

The purpose of the Horticulture Australia Limited (HAL) funded VG09098 – National Vegetable Industry Communication Strategy: Management and Implementation – project is to effectively communicate and ensure that all National Vegetable Levy payers throughout Australia are aware of the uses their R&D levy is being put to.

The National Vegetable Industry Communication Strategy: Management and Implementation project commenced in February of 2010 under the management of AUSVEG, and was undertaken to ensure that the National Vegetable Levy payers and other key industry stakeholders were provided with information regarding the outcomes of all relevant research and development projects and other relevant industry news, issues and data.

Throughout the projects' lifespan of almost three years, AUSVEG has utilised an extensive range of both traditional and contemporary communication tools to ensure that the communication strategy was implemented effectively and that information reached the widest possible audience.

Communication activities have included the following media:

- Publication of weekly newsletter *Weekly Update*;
- Production of bi-monthly publication *Vegenotes*;
- Publication of bi-monthly magazine *Vegetables Australia*;
- The AUSVEG website www.ausveg.com.au;
- Subject specific seminars i.e. Alternatives to Dimethoate and Fenthion Road show;
- Australia wide levy payer forums and seminars; and
- Annual Levy Payer Meetings.

It must be noted that *Vegetables Australia* and *Vegenotes* are their own projects and are not in any way funded by the National Vegetable Industry Communication Strategy: Management and Implementation Project, however, due to the collaborative nature of AUSVEG and the AUSVEG Communication Strategy and the teams charged with overseeing these projects, links are created and communication activities appear across these publications.

As this project incorporates over 130 commodities it was imperative that all communications activities undertaken throughout the life of the project accounted for the shared, as well as unique and individual issues affecting each of these commodities. Key outcomes of the National Vegetable Industry Communication Strategy: Management and Implementation project include:

- The establishment of a strong media presence in both metropolitan and regional/rural Australia, which has resulted in the ability for widespread penetration and awareness of key issues and outcomes relating to the Australian vegetable industry which has been essential to ensuring cost effective penetration of R&D related news.
- High level of grower participation in vegetable industry workshops, seminars and forums.
- Positive feedback and increased readership of the bi-monthly *Vegetables Australia* magazine, which has been independently certified as the most widely distributed horticulture magazine in Australia.
- Increasingly positive feedback and readership of the weekly e-newsletter, the *Weekly Update*, which regularly features important news and information for members of the vegetable industry and is now distributed to more than 3,000 growers and relevant stakeholders alike.
- Strong results from the independent review of the communications program undertaken by C-LAB in 2011.

These outcomes demonstrate that the National Vegetable Industry Communication Strategy project has fulfilled its aim of consistently and effectively providing payers of the National Vegetable Levy with a broad range of information in a manner accessible for all.

An independent audit of this project conducted in its second year confirmed the effectiveness and success of project implementation, as did the unanimous support for the continuance of the project by the Vegetable Industry Advisory Committee (IAC).

1.1 Summary of Recommendations from independent review

1. Allocate resources dedicated to updating the national database.
2. Provide a centralised agronomist hotline service.
3. Investigate the feasibility of training growers to utilise latest communications technology.
4. Incorporate mass text message services for important announcements.
5. Ensure face-to-face communications remains a core element of communications.
6. Utilise the supply chain to ensure messages are delivered on the ground.
7. Investigate the feasibility of merging *Vegetables Australia* and *Potatoes Australia*.
8. Build plain language communication requirements into R&D project briefs.
9. Improve State industry body collaboration.
10. Investigate reintroducing selected translations of articles for key communications.
11. Investigate an increase in photography budget for key communications.
12. Consumer and broader community communication to be added to stakeholders.
13. Continuation of current aggressive media coverage strategy.
14. Divert funding from the production of an annual Wall Planner to database development.

2.0 Introduction

The 2009 – 2012 Vegetable Communication Strategy (VICS) was developed with the primary objective of improving the methods and functions of the previous strategy in order to deliver more effective and efficient communication outcomes to the entirety of the Australian vegetable industry.

A survey was conducted in 2005 in order to gauge Australian vegetable growers awareness of the National Vegetable Levy and its resulting R&D expenditure. The results of this survey showed that the majority of Australian vegetable growers had little to no exposure to the R&D projects being undertaken with the use of their Levy funds. Since the initial survey, and the formation of the new Vegetable Industry Communication Strategy, there has been a successful campaign to increase the awareness amongst Australia's vegetable growers and relevant industry stakeholders as to the National Vegetable Levy and resulting R&D expenditure. This new awareness has been enabled through the adoption of a variety of media within the vegetable industry including:

- The AUSVEG website, www.ausveg.com.au;
- *Vegetables Australia*;
- *Vegenotes*; and
- Face to face communication.
- Other activities covered in section 3.0.

Since the adoption of these communication tools, the aims of the Vegetable Industry Communication Strategy had been to convey R&D issues and outcomes in a concise and easy to understand language to vegetable growers and all relevant industry stakeholders through the use of the aforementioned publications, and media. The ultimate aim of the strategy is for growers to become aware, and in turn, adopt more productive and profitable farming practices for the benefit of themselves and the industry.

With these aims in mind, the Communications Strategy also played a broader role in advancing the interests of the Australian vegetable industry. Through an effective execution of the Vegetable Communication Strategy, this project sought to achieve the following:

- a. Instil a better understanding of the methods, techniques and technologies available to Australian vegetable growers that address on and off farm issues such as efficiency, productivity and pest and disease management control;
- b. Enhance the sustainability, profitability and competitiveness of vegetable growing operations throughout Australia by increasing growers' knowledge and awareness of effective R&D initiatives;
- c. Facilitate an increased grower uptake of R&D outcomes; and
- d. Work to unify the Australian vegetable industry to best address the unique challenges facing the various sectors of the wider Australian horticulture industry.

In order to effectively achieve these outcomes it has been imperative to highlight any common issues that members of the Australian vegetable industry face, in order to best address these issues and provide the best results. This meant providing appropriate platforms for levy payers and all other relevant industry stakeholders to express and share their opinions, to learn from, and to interact with one another. These communications activities were deemed highly beneficial for all individual stakeholders, but also for the development of partnerships throughout the supply chain.

Once these main issues had been identified, in order to effectively implement the National Vegetable Industry Communication Strategy, AUSVEG outlined the requirement for the information gathered to be disseminated in a fashion that would enable all members of the Australian vegetable production industry to benefit from and utilise this information. This meant presenting and delivering information in ways that were accessible and intelligible for all growers and relevant industry stakeholders throughout Australia, taking into account the different limitations that may inhibit individuals from receiving or accessing this information.

To address this issue, AUSVEG utilised both traditional and contemporary methods and tools in its communications activities to deliver information to growers and industry stakeholders alike. These methods included:

- Maintaining an active presence in the industry through participation in industry events;
- Establishing and maintaining a strong presence in both metropolitan and regional/rural media throughout Australia;
- Producing and distributing several regular print and online publications; and
- Maintaining a useful and informative website, www.ausveg.com.au.

Through the successful establishment and execution of these methods, the National Vegetable Industry Communication Strategy played a decisive role in increasing Australia's vegetable growers understanding of the National Vegetable Levy and resulting research and development activities utilising Levy funds and matched dollars from the Australian Government; as well as their awareness of the outcomes of these research and development projects and how they can be adopted for the benefit of their businesses.

3.0 Method and Activities

Throughout the duration of the project AUSVEG utilised a range of communication methods in order to most effectively disseminate information to Australia's vegetable growers and relevant industry stakeholders. These outcomes were created through the various media available, including the website, various aforementioned publications, and attendance at field days and industry events, as well as through effective media relations.

The communications requirements for the entire commodity range as represented by AUSVEG were an important consideration within the National Vegetable Industry Communication Strategy, and various activities were tailored specifically towards addressing the specific needs of many groups within the entire industry.



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The information below details the communication methods and activities employed by AUSVEG over the lifespan of the project.

3.1 AUSVEG e-Newsletter (*Weekly Update*)

The AUSVEG weekly e-newsletter, *Weekly Update* is distributed in email format to over 3,000 people per week. The recipients are largely Australian vegetable and potato growers, as well as relevant members throughout the entirety of the supply chain. The e-newsletter works to create an important link between all aspects of the supply chain, including growers, researchers, agri-businesses and other industry stakeholders alike, and was an essential aspect of the implementation of the National Vegetable Industry Communication Strategy project.

It was decided early in the project that the *Weekly Update* would be more beneficial to make this available to the whole of industry instead of just levy payers, as it would further assist the dissemination process, as growers who may be too busy or unable to read the information communicated in the *Weekly Update* would still gain access to it through their agronomists, members of the supply chain or other stakeholders who have had access to it under the adopted system. This widespread access to the information has also resulted in people who did not know about the e-newsletter requesting that they be added to the distribution list, which in turn has aided us in expanding the national database of Australian vegetable growers. This readership data is further analysed in **appendix 9.9** of the report.

Over the lifespan of the project, AUSVEG has developed and updated the format of the *Weekly Update* on a regular basis in order to ensure that the information featured in the publication remained not only useful and relevant to its readers, but also visually appealing and easy to read. It was deemed important that readers should be able to engage easily with content included in the publication. As a result of this links to other external content, including websites, registration forms, information flyers, video or audio streams were included in every article.

Please see **Appendix 9.1** of the report for examples of the progression of the e-newsletter over the lifespan of the project.

3.2 AUSVEG Bi-Monthly Publications

3.2.1 *Vegetables Australia* Magazine

The *Vegetables Australia* bi-monthly magazine is a highly effective method of communication for the Australian vegetable industry. This is highlighted by it being independently certified by the Circulations Audit Bureau (CAB) as the most widely distributed magazine in horticulture.

As mentioned previously within this report, *Vegetables Australia* is a separately funded and executed project to that of the National Vegetable Industry Communication Strategy. However, the publication is an highly effective way to communicate research and development information and other relevant industry news, forums and events. It was noted within the initial proposal for this project that it would form part of the overall vegetable industry communications program also including projects VG09095 *Publication of Vegetables Australia bi-monthly grower magazine* and



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VG09096 *Production of Australian Vegetable Industry Vegnotes* series and as a result of which, *Vegetables Australia* shares an inextricable link with the activities of the National Vegetable Industry Communication Strategy and has worked to serve as a pivotal component of this project.

The leading publication for the Australian vegetable industry and Australian horticulture in general, is a comprehensive, but most importantly, effective means of communication, reaching around 6,000 people throughout Australia, including growers, processors, suppliers, researchers, agronomists, agri-businesses, industry officials and media representatives. *Vegetables Australia* is a full colour, 52 page magazine and is distributed on a bi-monthly basis. The magazine has undergone substantial updates over the course of the project.

AUSVEG communications staff tasked with executing the National Vegetable Industry Communication Strategy have worked effectively in collaboration with the writers of *Vegetables Australia* as a part of this project. This involves organising and negotiating the inclusion in this magazine of information relating to the use of the National Levy, specific R&D projects and outcomes, as well as notices of workshops and seminars, as well as other key industry events.

Vegetables Australia is primarily focussed on R&D and this means that a substantial amount of coverage of relevant R&D issues, outcomes and projects appear in each edition of the magazine. The articles cover problems or issues facing the industry or overviews of research being undertaken in these fields, regardless of whether the research has been completed or is ongoing. Key findings, illustrating how research and development outcomes may be implemented practically on-farm are also included in the magazine where possible.

The main concern regarding the content in the magazine is that it is presented in a format and style which is easy for growers to grasp and employ on farm. The publication also features content informing levy payers how the National Vegetable Levy is collected and used, and the on-farm benefits arising from the adoption of R&D outcomes.

3.2.2 Vegnotes Series

Vegnotes links growers with the tools that they need to apply the information on their own farms in order to improve their businesses. Two R&D projects are presented in each edition, in an intelligible and technically based format with the main findings of the projects clearly explained. On average, stories are around 800 words in length and interviews with the researchers are also included intermittently.

This publication is mailed directly to approximately 6,000 Australian levy paying vegetable growers and industry members in conjunction with the bi-monthly *Vegetables Australia* magazine - the most widely distributed publication within the horticulture industry. Recipients receive the publication six times a year; in January, March, May, July, September and November.

Vegnotes contains no advertising, which makes it distinct from other horticulture publications. The four page publication is dedicated solely to R&D information. Providing growers with technical

and practical R&D information encourages better uptake of research outcomes. This represents an essential investment of levy funds to growers, as they are able to apply the information directly to their own businesses in a hands-on fashion.

3.3 AUSVEG Website Communications

3.3.1 Website www.ausveg.com.au

The AUSVEG website has been active throughout the lifespan of the National Vegetable Industry Communication Strategy, with the updated version launched in March 2010. Over the course of this project, the website has been maintained and further developed to ensure that it has remained easily accessible for all National Vegetable Levy payers and included useful information on research and development activities and outcomes, as well as other relevant key industry issues.

Since its inception, the AUSVEG website has received a substantial increase in registrations and views over the last two years. Some statistics of the websites viewership over the last three years are as follows:

- The average monthly views for the first financial year of operation (10/11) were 3,892.
- The total views for the first financial year of operation (10/11) were 46,700.
- The average monthly views for this financial year (11/12) were 5,156.
- The total views for this financial year (11/12) were 61,867.
- Over the lifespan of the website it has averaged 4,449 monthly viewers.
- Over the lifespan of the website it has received 137,918 total views.
- The current record of views is the most recent figure of 8,625 for August 2012.

These numbers show the increasing effectiveness of the AUSVEG website, the full set of figures and graph displaying the information is shown in **Appendix 9.6** of the report.

It should be noted that the success of the AUSVEG website has been a result of coupled resources between the Vegetable Communications and the Vegetable Industry Development Plan (VIDP) resource within AUSVEG.

3.3.2 R&D Knowledge Management System (KMS)

A major component of the AUSVEG website is the R&D Knowledge Management System (KMS) Project, which is geared towards the Australian vegetable Industry and funded through the National Vegetable Levy and matched funds from the Australian Government.

The system is password protected and is only available to registered levy payers or other approved personnel. This is to ensure that only members of the Australian vegetable industry are able to access the information relating to the expenditure of those Levy funds. Once registration has been completed, the system is accessed through the R&D link on the AUSVEG website. The research and development Knowledge Management System contains records of all projects undertaken as a result of the expenditure of the National Vegetable Levy funds with matched dollars from the Australian Government. To further extend the KMS to levy payers, efforts to recruit the agronomy community and supply chain to the website were also made to integrate and further extend R&D to levy payers.

AUSVEG is responsible for administering all user data on the website. This includes vetting and approving all new registrations on the site; uploading digital versions of all AUSVEG managed publications and making available any new R&D information relevant to the vegetable industry in the R&D Knowledge Management System aspect of the website. AUSVEG also ensured that all information on the research and development Knowledge Management System relating to service providers, industry development and industry plan and strategies was accessible and up to date.

3.4 Communication of National Vegetable Levy

3.4.1 The Levy System

AUSVEG has communicated information regarding the collection and process undertaken for funding and using the National Vegetable Levy in numerous publications, including *Vegetables Australia* magazine. Most recently an informative flyer was distributed within the September/October 2012 edition of *Vegetables Australia*, outlining how the Levy is collected and spent on R&D projects via HAL, with matched funds from the Australian Government, for the benefit of Australian Vegetable Levy payers. This flyer was included as a follow up to a similar article published recently in *Vegetables Australia*.

This flyer was developed as part of the National Vegetable Industry Communication Strategy program and provides a useful and informative pictorial of the process, clearly articulating how the R&D process works and the controls put in place so levy payers remain confident in the R&D system.

Please see **Appendix 9.7** to view the National Vegetable Levy information flyer included in the September/October 2012 edition of *Vegetables Australia* magazine.

3.4.2 Annual Levy Payer's Meetings

In conjunction communicating information on the National Vegetable Levy via the written word, AUSVEG arranges and facilitates Annual Vegetable Levy Payers' Meetings, which have been held each year since the commencement of the National Vegetable Industry Communication Strategy project (2010, 2011, and 2012). These meetings coincide with the AUSVEG National Convention, Trade Show and Awards for Excellence for their respective years, but in addition, in the past two years, a series of meetings of levy payers have been held in a number of regions with IAC, HAL and AUSVEG representatives hosting.

In addition to this, in order to reach levy payers who did not attend the National Convention in early 2012 a series of levy payer meetings were held around the country in every state.

Please see **Appendix 9.8** for a screenshot publicising the Annual Vegetable Levy Payer's Meeting.

Throughout the existence of the Annual Vegetable Levy Payer's Meetings, AUSVEG has invited various representatives to address the Levy payer's in attendance, including a representative from Plant Health Australia (PHA) in 2010 and a representative from the Levies Revenue Service (DAFF) in 2012.



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This is a valuable aspect of the AUSVEG Communication Strategy as it enables an effective means of communicating the benefits of the National Vegetable Levy directly to the levy paying growers.

3.5 General Industry Enquiries

AUSVEG regularly responds to all general enquiries, electronically through the dedicated enquiry email address; info@ausveg.com.au, or via telephone on the standard AUSVEG number; (03) 9822 0388.

Depending on the type of enquiry, these would either be handled at the time of contact, or would be forwarded to the appropriate individual or organisation in order to address the enquiry as soon as possible.

The AUSVEG enquiry email, info@ausveg.com.au, is monitored on a daily by the AUSVEG communications team. The general contact number for the AUSVEG offices, (03) 9822 0388, is answered throughout the office in order to ensure no outside calls are missed, and that levy payers are assisted wherever possible.

The information for both of these methods of contact feature prominently on the AUSVEG website, as well as in all AUSVEG publications including the *Weekly Update* e-newsletter and *Vegetables Australia* magazine.

3.6 Media Engagement

A key component of the AUSVEG communication activities implemented throughout the lifespan of this project has been AUSVEG's engagement with media outlets throughout Australia, and occasionally internationally. AUSVEG has actively engaged, on a regular basis, with metropolitan, regional and rural media around the country.

As mentioned previously, the need for both traditional and contemporary communication methods have been identified as important for the success of this project. As a result of the need for adequate dissemination of information and in order to achieve the widest possible audience, it was decided that a particularly useful way of achieving the required dissemination was through the media, utilising print, radio, television and online platforms, as they have the widest reach for affordable media and are well established.

AUSVEG has actively engaged with print, radio, television and online media around the country and built relationships with key media contacts from metropolitan, regional and rural media organisations in order to secure regular distribution of AUSVEG media releases.

The high volume and circulation of media releases has proven to be a highly successful component of AUSVEG's communication activities, with many articles relating to R&D attracting noteworthy media attention and coverage throughout Australia. For the distribution of media releases AUSVEG utilised the services of *Medianet*, allowing vegetable R&D news to be delivered directly to key media stakeholders through their distribution channels.



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Medianet was chosen for these services as they have a proven record as one of Australia's leading providers for the distribution of media releases and broadcast and media management. The employment of *Medianet's* services has garnered maximum media exposure for the releases being distributed by AUSVEG, and ensures that all mainstream media outlets around the country have received this information.

Examples of R&D media releases distributed by AUSVEG through *Medianet* regarding the vegetable industry include:

- "Quarterly report reveals men like it hot" (5 May 2010)
- "Top 10 most popular fresh vegetables revealed" (10 February 2011)
- "Only five per cent of Aussie men eat enough fruit and vegetables" (16 June 2011)
- "Only 7 per cent of the weekly shopping bill is spent on vegetables" (27 September 2011)
- "New research shows women who eat more veggies may have fewer strokes" (7 December 2011)
- "Good nutrition linked to a larger, healthier brain" (19 January 2012)
- "Alternative weaponry in the fight against fruit fly" (5 April 2012)
- "Low GI vegetables are a wonder food for people with diabetes" (12 July 2012)

A full list of AUSVEG media releases relating to the Australian vegetable industry, please see **Appendix 9.2** of the report.

In order for AUSVEG to evaluate the efficiency of its media communications activities and to assess the quantity of media coverage that the distribution of media releases was generating, AUSVEG also utilised the services of *Media Monitors*. *Media Monitors* provide transcripts and summaries of all broadcast media coverage in the metropolitan, regional, and rural media.

In order to only find relevant information, AUSVEG provided *Media Monitors* with several keywords to use in its monitoring process. Keywords have been managed and updated by AUSVEG as required in order to reflect new industry information and issues.

Examples of key words utilised by AUSVEG over the duration of its engagement with *Media Monitors* include:

- "AUSVEG"
- "Richard Mulcahy" (AUSVEG Chief Executive Officer)
- "Australian vegetable industry"
- "Horticulture Australia Limited" (HAL)

This monitoring service has proved an highly effective way to track AUSVEG's performance and exposure. Examples of the media summaries and press clippings received by *Media Monitors* are available on **Appendix 9.3** of the report. A quarterly graph detailing the number of media mentions AUSVEG received from January 2010 to October 2012 can be seen at **Appendix 9.4**.

In order to gather a more thorough understanding of its media coverage and audience reach AUSVEG adopted an additional media evaluation service in May 2012 provided by 360^m, which is

part of *Sentia Media* group which also includes *Media Monitors*. This service provided a 'Media Analysis Report' which provides a detailed quantitative analysis of all media coverage each month. These reports provide AUSVEG with valuable information on the volume, audience size and frequency of media coverage it has received each month.

Each 'Media Analysis Report' includes the following information:

- Summary;
- Coverage by type;
- Coverage by state;
- Leading media; and
- Leading by-lines and comperes.

Please see **Appendix 9.5** to view the 'Media Analysis Report' provided to AUSVEG for the month of July 2012.

Generating the media interest in industry specific R&D activities and outcomes required AUSVEG to first establish a strong rapport with journalists and media organisations Australia wide. This involved building the profile of AUSVEG and its communications staff in the media, which played a pivotal role in achieving AUSVEG's goal of communicating R&D issues and outcomes to vegetable growers utilising the media.

In order to establish this relationship with the media, AUSVEG worked to establish itself as a reliable source for providing commentary and advice to the media on a range of issues and queries relating to the industry whether they were associated with industry R&D or not. This in turn enabled AUSVEG to develop a strong presence in the media, ensuring that whenever industry research and development outcomes required communication through the media, adequate attention was given as AUSVEG was considered a valuable source of information and content for news stories.

To ensure effective and appropriate communication with all media outlets, it was required that AUSVEG staff be skilled at addressing all kinds of enquiries, including:

- Media enquiries;
- Industry stakeholder enquiries; and
- General public enquiries.

To handle these enquiries at a high standard, over the course of the three year project, AUSVEG periodically arranges for its entire communications staff to undergo professional media training at a nationally recognised media training institute based in Sydney. This involves completing an intensive training course, which provides staff with a range of necessary communications skills, including public speaking and presenting, interviewing techniques and dealing with media outlets. Most importantly, after the completion of this training, the trained staff members are always available to answer media enquiries, whenever they were requested, regardless of the issue, time or location.

3.7 National Vegetable Industry Database

Since its inception, AUSVEG has faced, and continues to face significant challenges in ensuring that its national database of levy paying vegetable growers is comprehensive and up to date. The lack of resources available and the sheer number of growers has made it particularly difficult to establish a truly national database of vegetable growers. This flaw is a key issue to be addressed in the next stage of the Vegetable Industry Communication Strategy.

Over the course of this project, AUSVEG has made every effort to update and maintain the database, in order to ensure that all relevant communications activities reach the widest possible audience.

Significant growth in the database has been made over the course of this project as a result of all aforementioned methods of communication. The volume of growers being reached through our publications results in growers who had not previously been aware of AUSVEG, being introduced through other growers, supply chain members or other relevant industry stakeholders.

3.8 Vegetable Industry Strategic Investment Plan

The development of the Vegetable Industry Strategic Investment Plan (SIP), managed by AUSVEG was subcontracted out to Consulting Implementation Services (CIS). The SIP sets out a vision for the Australian Vegetable Industry and will guide the investment of the vegetable research and development levy funds in order to achieve this.

In developing the Strategic Investment Plan, extensive consultation was undertaken with stakeholders of all sectors of the Australian vegetable industry, including:

- National Levy payers;
- Researchers;
- Relevant private and public companies;
- Representatives from Horticulture Australia Limited;
- Members of the Vegetable Industry Advisory Committee;
- Members of the Vegetable Industry Working and Advisory Groups; and
- Representatives from AUSVEG.

In total, over 300 participants were consulted throughout this process. As a result of these consultations and the subsequent analysis of results, three strategic priorities for the industry were identified as areas with tangible and measurable benefits which would allow the industry to achieve its goal. These priorities are:

1. Consumer Alignment
2. Market & Value Chain Development
3. Farm Productivity, Resource Use and Management

It was decided that these priorities are the most relevant to the industry's needs, taking a holistic approach to meet the needs of all members of the chain, from consumers back to the growers and that these three 'pillars' would shape the strategic direction of Vegetable R&D investment.



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AUSVEG was heavily involved with the face-to-face consultations undertaken. This involvement resulted in an intensive five week program, split over two periods, of face-to-face interviews and focus group discussions, as well as a large part of the Annual Levy Payers Meeting agenda. AUSVEG's involvement in the process was instrumental, involving the marketing, logistics, administration and support for the SIP to be thoroughly consulted on. Additionally, AUSVEG's networks enabled CIS to target key growing regions and prominent members of the industry, to obtain the widest overall scope. The aim of the consultation was:

- To begin to develop a realistic vision of what the vegetable industry should aim at becoming over the next three to five years;
- To develop 'common' key themes in regards to the challenges and opportunities facing, and set to face the vegetable industry;
- To understand the view of the role and purpose of the National Vegetable Levy R&D expenditure;
- To identify possible approaches to addressing the challenges and opportunities; and
- To analyse the risk associated with any of these potential approaches.

At the conclusion of this process, CIS utilised the assistance of AUSVEG in presenting to the Horticulture Australia Board, the AUSVEG board, the Strategic Investment Plan Steering Committee, the Vegetable Industry Advisory Committee and the Working and Advisory Groups, groups at the 2012 AUSVEG National Convention, Trade Show and Awards for Excellence in Hobart.

Over the course of the development of the Vegetable Industry Strategic Investment Plan, CIS interacted with over 300 stakeholders, and the AUSVEG communications team was heavily involved throughout this entire process, without which levy payer; would have been unaware of the consultation taking place, or kept abreast of the progress of the SIP.

4.0 Evaluation

In the months of November and December of 2011, AUSVEG engaged an independent consultancy firm to formally review the National Vegetable and National Potato Industry Communication Strategies. The purpose of this review was to gauge the overall effectiveness of the communications activities undertaken by AUSVEG as a part of these projects and to identify areas that could be further developed, amended or improved for future renditions of this project. A report was prepared following consultation with key staff from both AUSVEG and HAL, as well as with growers and several other relevant key industry stakeholders.

It was determined following the completion of this review that AUSVEG had achieved the aims of the National Vegetable Industry Communication Strategy as originally proposed at the outset of this project. It was said that these goals were achieved through effective harmonisation of all of its communications platforms and activities, and through the optimisation of the use of available tools and resources. Overall it was concluded that AUSVEG implemented the National Vegetable Industry Communication Strategy in a highly professional and comprehensive manner.

The following extracts have been taken from the independent review into the effectiveness of communication activities undertaken by AUSVEG:

“Through the work of AUSVEG and allied stakeholders, significant progress has been made to improve the professionalism and penetration of communications over the past two years. Multiple communication channels are utilized to achieve the broad aims of the strategy including Vegetables Australia magazine, Potatoes Australia magazine, Vegenotes, weekly email updates and the extensive password-protected growers portal hosted on the AUSVEG website.”

Executive Summary, Page 3 of report.

The following outlines the result of the analysis of the stakeholders’ feedback of the communication strategy adopted by AUSVEG:

“The feedback from stakeholders regarding existing communications activities conducted by AUSVEG was overwhelmingly positive.”

Stakeholder Survey, Page 25 of report.

The review also stated that over the course of the National Vegetable Industry Communication Strategy project, regular positive feedback was received from growers and other members of the industry regarding the range of communications platforms utilized by AUSVEG. Particular praise was given to AUSVEG’s printed publications, including *Vegetables Australia*, which received overwhelmingly positive support from Australia’s vegetable growers and the broader vegetable industry.

AUSVEG’s engagement with the media was also recognised by the review as being a key to its success. By providing journalists with commentary on a whole range of issues associated with the Australian vegetable and potato industries, AUSVEG was able to increase its profile and the profile of the Australian vegetable and potato industries considerably over the duration of this project. This ensured that whenever AUSVEG sought to widely disseminate new research and development information to either rural, regional, or metropolitan areas, the corresponding media outlets around the country would afford AUSVEG with appropriate attention on these issues.

As a result of this increasingly positive relationship between AUSVEG and most major media outlets throughout Australia, AUSVEG now receives a high number of mentions in print, radio, television and online media each and every month. A large amount of media is often generated through agri-political issues - activities which are not funded by the National Vegetable Levy or matched funds from the Australian Government. While agri-political issues contribute to a large amount of this content, the positive distribution effects seen as a result of AUSVEG’s high profile in the Australian media benefit all AUSVEG media activities, including the dissemination of R&D news.

Overall it can be concluded that AUSVEG’s media engagement activities as part of this project were successfully implemented and have made a strong, positive contribution to Australian vegetable growers and the entire Australian industry.

It has been proposed that future communications activities will aim to highlight those vegetable growers who have successfully adopted and implemented R&D outcomes on-farm to the benefit of their production and business as a whole, ideally as a result of becoming aware of these outcomes through AUSVEG's communications activities. These stories will then be incorporated into the continuance of this project. It is hoped that by continuing to illustrate to growers how the R&D being completed as a result of the National Vegetable Levy can be of use to them, an even greater number of growers will be compelled to take an interest in, and adopt these same R&D outcomes on their own farms.

The independent review of the National Vegetable Industry Communication Strategy project did, however, find some areas unique to the industry which has complicated AUSVEG's ability to communicate R&D issues and outcomes to an even greater number of people within our target audience.

The major issue AUSVEG faced related to the difficulty in both establishing and maintaining an all-encompassing, up-to-date national database of vegetable Levy payers. This is due to a number of key issues, including:

- a. The reluctance of the industry, as well as lack of interest from the Government, to endorse a mandatory grower registration system, which would require all Levy payers to register their business on a national register;
- b. Limitations associated with the Australian vegetable industry, such as geographical issues, access limitations and lack of internet or online tools, etc.; and
- c. The volatile nature of Australia's horticultural industry on a whole, with growers disappearing and reappearing from production periodically depending on the market demand.

Despite being confronted with these difficulties, considerable time was invested in the amendment and updating of AUSVEG's distribution lists contained within *Constant Contact*, the online email marketing program. Specifically, amendments were made to the database used for the distribution of the *Weekly Update* e-newsletter.

A key issue AUSVEG faced with the database was the number of emails that had not been reaching their intended destinations and had been 'bouncing'. In January 2010, on the outset of the National Vegetable Industry Communication Strategy, in its current format, there was an average of 14% of these email 'bounces' occurring with every distribution. The number of failed emails peaked in October 2011 at 25.09%, due to the rapid increase in the numbers of people being added to the distribution list after the first two years of the project.

This excessively high number of failures resulted in AUSVEG dedicating a large amount of resources to amending and updating the distribution list to reduce the number of bounces as much as possible, which would result in the widest possible coverage of the information. Through contacting recipients and updating their details, AUSVEG was able to increase contact with the community, increasing the reach of this communications activity, while improving its accuracy. As a result of this only 1-2% of emails are failing to reach their destination.

It can be concluded through the analysis of the independent review into AUSVEG's Communication Strategy, as well as through the sheer distribution volumes achieved across all its publications, that throughout the life of this project, AUSVEG has consistently delivered a high quality and professional communicative strategy. In saying this, the future communications plan for the Australian vegetable industry contains significant structural changes, building upon these successes but giving the program a greater degree of flexibility.

5.0 Implications

The Australian horticultural industry is growing ever more volatile as a result of issues such as escalating inputs costs, increased competition from overseas industries, and constant threat of plant and pest diseases, discontinuation of farming products and changes in legislation, amongst other things. All of these issues are set to place further pressure on the sustainability, economic viability and competitiveness of levy payers' businesses.

As these problems continue to develop, it is imperative that the communications activities undertaken by AUSVEG equally develop and adapt to growers needs and to increase the amount of on-farm adoption of effective R&D outcomes. Also of great importance is the need to increase the amount of growers receiving and utilising the information and tools being provided to them as a result of the AUSVEG communications activities, which they will ultimately require in order to maximise the efficiency of their business in order to combat these developing issues.

While already fulfilling these requirements at high level, it is important for AUSVEG to continue to explore new ways of engaging with and reaching out to all members of the industry.

6.0 Recommendations

The following list of recommendations was established as a result of the independent review of the National Vegetable Industry Communication Strategy project undertaken by C-LAB Pty Ltd.

1. RECOMMENDATION 1

Allocate resources dedicated to updating national database.

This would involve allocating resources to create a Full Time Equivalent (FTE) position charged with updating the AUSVEG national database encompassing all growers paying the National Vegetable Levy. The staff members given this task would also ensure that all communications details are up to date.

2. RECOMMENDATION 2

Provide a centralised agronomist hotline service.

A centralised agronomist hotline service would enable AUSVEG to provide advice to growers and assist in ensuring that communications activities of relevant information is outlined in a way that is clear to growers. This idea is currently being developed under the vegetable industry's VG11038 Vegetable Industry Development Bridging Project.

3. RECOMMENDATION 3

Investigate the feasibility of training growers to utilise latest communications technology.

Training growers to utilise the latest available communications technologies would enable them to access the AUSVEG Knowledge Management System more easily, use email communications and other modern forms of electronic communications. This would take the form of a separate levy funded project.

4. RECOMMENDATION 4

Incorporate mass text message services for important announcements.

Given the high uptake and use of mobile phones throughout Australia, it would be worth investigating the value of utilising a mass text messaging service for important communications. It would only be used for important messages to ensure that the service is not being abused. This service has been trialled with growers and these trials will be continued. Ensuring that the content of these messages is valuable to growers is important. Using these messages to link to web content will also provide greater value for growers.

5. RECOMMENDATION 5

Ensure face-to-face communications remains a core element of communications.

A highlight from the independent review of the National Vegetable Industry Communication Strategy was the sustained importance of face-to-face communications with the industry. Despite this being more expensive in comparison to other communications techniques, there is an important role for industry representatives and educational bodies continuing to facilitate and/or attend regional workshops, seminars and meetings. There is a provision within the new vegetable communications plan to arrange more face-to-face meetings with growers on a periodic basis.

6. RECOMMENDATION 6

Utilise the supply chain to ensure messages are delivered on the ground.

This would involve effectively utilising the supply chain to ensure messages are delivered to growers on the ground through their supply chain affiliates.

Using this method would be an effective way to cover areas that are difficult to access and ensures that the supply chain is also kept up to date with the latest research and development outcomes. This would also enable AUSVEG to use the supply chain as a method of collecting and increasing database information.

7. RECOMMENDATION 7

Investigate the feasibility of merging *Vegetables Australia* and *Potatoes Australia*.

Significant resources are currently required to publish both *Vegetables Australia* and *Potatoes Australia*. Feedback for both publications is consistently positive and they remain one of the most effective means of delivering research and development outcomes to the industry. Combining the

publications would significantly reduce required resources, while working only to increase the relevance and distribution to the entire industry.

Whilst efficiencies have been identified in merging the magazines, it is unlikely to occur in the short term as new contracts have recently been signed for both of these publications.

8. RECOMMENDATION 8

Build plain language communication requirements into R&D project briefs.

Existing communications activities have been highly successful in conveying research and development outcomes in plain language, however, there is scope in the future for further improvements in this area, particularly in terms of how efficiently this is done. AUSVEG invests a significant amount of time in the re-writing of research and development outcomes so that they are presented in clear, concise and intelligible ways for growers. This process would be significantly reduced if a plain language communication requirement was established, to be used in the reporting of research and development outcomes prepared by Levy funded project leaders. New requirements regarding this now form part of tenders developed by HAL.

9. RECOMMENDATION 9

Improve State industry body collaboration.

Further communication and collaboration between all vegetable associations throughout Australia would further increase the ability for research and development issues and outcomes to be distributed to the widest possible number of Levy payers.

This would also involve the implementation of a centralised database, which would significantly assist the communications of each state body and would provide a common purpose amongst industry bodies Australia wide.

A centralised database would greatly increase efficiencies regarding industry communications, however there are near insurmountable issues relating to privacy laws.

10. RECOMMENDATION 10

Investigate reintroducing selected translations of articles for key communications.

A large portion of the Australian vegetable industry is from non-English speaking backgrounds. It has been recommended that AUSVEG look in to translating key articles for dissemination for these individuals. It would need to be investigated how many people would utilise this service, and whether or not it would significantly improve the overall communications activities undertaken.

11. RECOMMENDATION 11

Investigate an increase in photography budget for key communications.

In order to maintain and further increase the professionalism of the AUSVEG publications it is recommended that additional funds be allocated to professional photography. This recommendation ties in with the amalgamation of the two publications *Vegetables Australia* and *Potatoes Australia* as

it would reduce resources and allow further allocations to areas such as photography. Improved budgets for photography have been embraced in new publication projects.

12. **RECOMMENDATION 12**

Consumer and broader community communication to be added to stakeholders.

This involves adding the consumers of and broader community to the external stakeholder list for relevant communications activities.

13. **RECOMMENDATION 13**

Continuation of current aggressive media coverage strategy.

Following the high praise of AUSVEG's aggressive media coverage strategy it is proposed that this should be continued and further developed as an effective means of raising the profile of the industry, while communicating key messages to the entire industry in metropolitan, regional and rural Australia.

14. **RECOMMENDATION 14**

Divert funding from the production of an annual Wall Planner to database development.

This funding diversion should also explore other potential methods of communications to effectively and efficiently communicate with growers and agronomists, and reflect a more contemporary form of communication. This recommendation has been implemented in the new communications project.

7.0 Acknowledgements

AUSVEG wishes to acknowledge and thank the following individuals and organisations for their contribution, service or assistance in what has been the highly successful implementation of the National Vegetable Industry Communication Strategy: Management and Implementation project:

- Horticulture Australia Limited (HAL);
- Members of the Vegetable Industry Advisory Committee (IAC);
- Sentia Media, including Media Monitors and 360^m;
- Direct Mail and Marketing;
- C-LAB Pty Ltd;
- Contributors and advertisers for *Vegetables Australia* magazine;
- Commissioned freelance photographers; and
- Vegetable R&D researchers, consultants and others belonging to institutions, universities and any other relevant bodies.



Horticulture Australia

8.0 Bibliography

Leesong, D, 2012. *“Communication Strategy for the Vegetable and the Potato Industry”*, C-LAB Pty Ltd, 28 November.

9.0 Appendices

9.1 AUSVEG e-Newsletter (Weekly Update)

AUSVEG Weekly Update – Tuesday 28 June 2011 (sample)

AUSVEG Weekly Update
www.ausveg.com.au

Dear Subscriber,

AUSVEG is the national peak industry body representing the interests of Australian vegetable and potato growers, and is committed to securing the industry's future. We represent the interests of growers to government and assist growers by making sure the National Vegetable Levy and National Potato Levy are invested in research and development (R&D) that best meets the needs of the industry.

In This Week's Issue...

- 2012 AUSVEG Convention
- Land Sector Working Group
- Soil organic matter calculator
- APVMA permits
- Asian honey bee
- Workshop in New Zealand
- Economic Brief: Ian James - Economic Sub Program, National Vegetable Industry Development Program
- Calendar of Events
- 2012 AUSVEG Convention

Tasmanian Minister for Tourism, Scott Bacon, together with AUSVEG National Marketing Manager, Mr Simon Coburn, announced the location of the 2012 AUSVEG National Convention, Trade Show and National Awards for Excellence last Friday in Hobart.

AUSVEG's annual event will next year take place from May 10-12 at West Point Hotel Casino in Hobart.

The 2012 Convention is estimated to generate approximately \$1 million in expenditure for Tasmania.

Weekly Update
 Tuesday 28 June 2011

Join Our Mailing List

Click the link above to sign up to the AUSVEG Mailing List. Alternatively you can email info@ausveg.com.au to register your details or to nominate someone else who might be interested.

Minor Use Permit Updates

To access a list of recent Minor Use Permit updates, [please click here](#).

Quick Links

- Visit [AUSVEG Online](#)
- Email [AUSVEG](#)

Associations

Land Sector Working Group

AUSVEG CEO, Richard Mulcahy, attended the Land Sector Working Group meeting chaired by the Federal Minister for Agriculture, Fisheries and Forestry, Senator The Hon. Joe Ludwig in Canberra yesterday.

The working group has been formed as a council to investigate opportunities for the land sector under a carbon price.

The Land Sector Working Group comprises CEOs from a range of organisations.

Mr Mulcahy also had private discussions with the Minister before and after the meeting.

Mr Mulcahy also had informal discussions with Federal Health Minister The Hon. Nicola Roxon MP and later met with one of her senior advisors to discuss the role of vegetables in healthy diets.

Soil organic matter calculator

Growers now have access to a computer-based tool that can estimate the amount of organic matter returned to the soil following different crop rotations and soil amendments.

The program can calculate organic carbon inputs for each crop. It calculates this based on crop yields and the amount of residual organic matter remaining after harvest.

[Click here](#) for more information.

APVMA permits

The Australian Pesticides and Veterinary Medicines Authority (APVMA) has issued a new permit.

Permit ID	Description	Date Issued	Expiry Date	Comments	Permit holder
PER12863	Chlorothalonil / radish / White blister	9 June 2011	30 June 2016	For use in all states (except VIC)	Growcom

[Click here](#) for more information.

Asian honey bee

The strategy, *Honey bee industry and pollination continuity strategy should Varroa become established in Australia* has been finalised.

The strategy identifies further important work that should be implemented as soon as possible.

[Click here](#) to view the strategy online.

AUSVEG Weekly Update – Tuesday 18 September 2012 (sample)

Having trouble viewing this email? [Click here](#)

AUSVEG Weekly Update
 Tuesday 18 September 2012

Dear Subscriber,

AUSVEG is the national peak industry body representing the interests of Australian vegetable and potato growers, and is committed to securing the industry's future. We represent the interests of growers to government and assist growers by making sure the National Vegetable Levy and National Potato Levy are invested in research and development (R&D) that best meets the needs of the industry.

In this issue...

- 2013 AUSVEG National Convention now heading to the Gold Coast, Queensland
- Senate committee to hold inquiry into New Zealand potato imports
- Greens introduce Country of Origin labelling Bills in Australian Parliament
- AUSVEG in the media
- Applications for 2012 Italy/Israel Female Grower Study Tour still open
- Adelaide Produce Markets wins back-to-back Awards at 2012 Royal Adelaide Show

The 2013 AUSVEG National Convention, Trade Show and Awards for Excellence will now be returning to Jupiters Casino on the Gold Coast in Queensland next May.

The event was due to be held in Adelaide, South Australia.

place in Queensland from Thursday 30 May to Saturday 1 June 2013.

The AUSVEG National Convention, Trade Show and Awards for Excellence attracts more members of the Australian horticultural industry than any other national event, and is a must attend for growers, suppliers, wholesalers and agribusinesses alike.

The 2011 AUSVEG National Convention was held in Queensland and attracted around 1,000 delegates, and 2013 is on track to match that event.

For more information please visit the AUSVEG website by clicking [here](#), or contact us via email at convention@ausveg.com.au.

Senate committee to hold inquiry into New Zealand potato imports

On Wednesday 12 September, Senators Colbeck, Xenophon, Nash, McKenzie and Madigan moved in the Senate that the Department of Agriculture Fisheries and Forestry (DAFF) Biosecurity's proposed plans for the importation of fresh potatoes from New Zealand for processing be referred to the Rural and Regional Affairs and Transport References Committee for inquiry and to report by Wednesday 21 November 2012.

The inquiry is to assess the validity of scientific evidence underpinning the Pest Risk Analysis (PRA) included in the New Zealand Potatoes Import Risk Analysis (IRA) of 2009; the extent of scientific knowledge of the Tomato-potato pathogen; and any other related matters.

To see the AUSVEG media release in regards to this, and to listen to a sound recording of the announcement made in the Senate please [click here](#).

For more information regarding the inquiry please click [here](#).

DON'T TAKE THE RISK!
 STOP NZ IMPORTED POTATOES

Greens introduce Country of Origin labelling Bills in Australian Parliament

Leader of the Australian Greens, Senator Christine Milne, and Deputy Leader Adam Bandt MP, moved bills in both the Senate and House of Representatives this week that aim to overhaul current Country of Origin Labelling (CoOL) requirements for food products. These would remove the ambiguity of the current system and ensure that Australian

Department of Primary Industries Networking Event - Food & Fibre Marketing Cooperatives

[Weekly Update online readers feedback survey](#)

[Quirky story of the week](#)

[Calendar of Events](#)

Leading Strategic Partners

9.2 Media releases regarding the Australian vegetable industry:

1. "Composition of Vegetable IAC's announced" (19 February 2010)

Newspaper: Daily News, Countryman.
2. "Women in Horticulture breakfast highlights new direction for vegetable industry"
(2 March 2010)
3. "AUSVEG welcomes funding for Tasmanian vegetable export opportunities" (8 April 2010)

Radio: 2NM (Muswellbrook).
Newspaper: Ballarat Courier.
4. "Quarterly report reveals men like it hot" (5 May 2010)
5. "Tomatoes, mushrooms and pre-packed salads up to five times more valuable to consumers, veg industry quarterly report finds" (6 May 2010)
6. "Carrots, lettuce and potato are among consumers' top 10 favourite vegetables"
(10 May 2010)

Radio: 2NM (Muswellbrook), ABC (Northern Tasmania, Launceston), ABC (Far North, Cairns), ABC (Northwest WA, Karratha), ABC (Ballarat), ABC 774 (Melbourne), ABC (North and West SA, Port Pirie), ABC (North Queensland, Townsville), ABC (Central Australia, Alice Springs), Radio National, ABC (South East SA, Mt Gambier), ABC 666 (Canberra), ABC 936 (Hobart), ABC (Central Victoria, Bendigo).

Newspaper: Sunday Telegraph, Herald Sun, Weekly Times, Ballarat Courier, Adelaide Advertiser, Tasmanian Country.

Internet: Australian Food News, Fruitnet.com.
7. "Drip-free tomato pioneer from Bundaberg wins Innovative Marketing Award" (3 June 2010)

8. “Fall in vegetable production recorded as retail prices hit lowest winter levels in five years”
(12 August 2010)
Radio: ABC NewsRadio, ABC 666 (Canberra), ABC (North Queensland, Townsville), ABC (Southern Queensland, Toowoomba), ABC (North and West SA, Port Pirie), 2GZ (Orange), ABC (Gippsland, Sale), 2NM (Muswellbrook), ABC (Ballarat), ABC (Illawarra, Wollongong), ABC (Riverland SA, Renmark), ABC (Goulburn Murray, Wodonga), ABC (Northern Tasmania, Launceston), ABC 891 (Adelaide), ABC (South Western Victoria, Warrnambool), ABC 936 (Hobart).
Newspaper: Daily Telegraph, Coffs Coast Advocate, Bendigo Advertiser, Weekend Post, North Queensland Register, Sydney Morning Herald, Border Mail.
9. “Vegetable consumers motivated by superficial and seasonal factors” (30 August 2010)
10. “Veg consumers shopping more regularly and purchasing smaller portion sizes”
(24 September 2010)
Radio: 2NM (Muswellbrook), ABC (Central Victoria, Bendigo), ABC 702 (Sydney), ABC 612 (Brisbane), 2GB (Sydney), 2TM (Tamworth), ABC 666 (Canberra), 2DU (Dubbo), 2CC (Canberra), 3WM (Horsham), Curtin FM (Perth).
Newspaper: News Mail, Fraser Coast Chronicle, Coffs Coast Advocate, Ballarat Courier, MX (Sydney), Sunshine Coast Daily, Hobart Mercury, Canberra Times, Border Mail, Newcastle Herald, Northern Territory News, Geelong Advertiser, Weekly Times, Countryman, Herald Sun.
11. “Females lead males in vegetable purchasing” (21 October 2010)
Radio: 2NM (Muswellbrook).
Newspaper: Coffs Coast Advocate, Farm Weekly.
12. “Leading vegetable growers set to take on global challenge” (25 October 2010)
Radio: 4WK (Toowoomba).
Newspaper: Ballarat Courier.
13. “Soil health and sustainable farming a key issue for Werribee growers” (25 October 2010)
14. “Locusts set to swarm in northern Victoria” (12 November 2010)
Radio: 2NM (Muswellbrook).

15. "Aussie veggie growers set to tour the Netherlands and Germany" (16 November 2010)

Newspaper: Border Mail.
16. "Gatton veggie growers set to become environmental leaders" (22 November 2010)
17. "Vegetables found to reduce risk of mouth cancer in women" (3 December 2010)

Newspaper: AAP Newswire, Daily Advertiser, Daily Liberal, Herald Sun, Illawarra Mercury, Sunshine Coast Daily, Weekend Coast Bulletin, Weekend Post, Western Advocate, Northern Territory News.
18. "Price decreases create Christmas bargains in salads and soft cooked veg"
(24 December 2010)
19. "Vegetable prices falling rapidly" (1 February 2011)
20. "Top 10 most popular fresh vegetables revealed" (10 February 2011)
Radio: ABC 891 (Adelaide), 2GB (Sydney), ABC (Upper Hunter, Muswellbrook), ABC (Newcastle), ABC 612 (Brisbane).
Newspaper: Northern Star, Hobart Mercury, Daily Telegraph, Herald Sun, Gold Coast Bulletin, Toowoomba Chronicle, Queensland Country Life, Daily Advertiser.
21. "Western Australian vegetable growers urged to have their say" (21 February 2011),
"South Australian vegetable growers urged to have their say" (21 February 2011)
22. "Next wave of growers to be educated in leadership" (16 March 2011)
23. "Carnarvon growers leading the way on enviro issues" (22 February 2011)
24. "AUSVEG challenges veggie growers to get online" (5 May 2011)
Radio: ABC (South East SA, Mt Gambier)
Newspaper: Queensland Times, Coffs Coast Advocate.
25. "AUSVEG CEO promotes revolutionary research tool to Industry Leaders" (13 June 2011)

26. “Vegetable prices recovering rapidly” (14 June 2011)

- Radio: ABC 702 (Perth), Curtin FM (Perth), 2GB (Sydney), Melbourne Talk Radio, MIX 94.5 (Perth), 2TM (Tamworth), 4BC (Brisbane), Hot Tomato (Gold Coast), River FM, Hot FM 91.1 (Sunshine Coast), ABC NewsRadio, 2UE (Sydney), 2WG (Wagga Wagga), 3BO (Bendigo), ABC (South Western Victoria, Warrnambool), ABC (Ballarat), ABC (Goulburn Murray, Wodonga), ABC (South East SA, Mt Gambier), STAR FM 91.9 (Bendigo), ABC (Gippsland, Sale), 2GZ (Orange), 2NM (Muswellbrook), ABC (Southern Queensland, Toowoomba), Southern Cross Ten, ABC (Riverina, Wagga Wagga).
- Newspaper: Sunday Tasmanian, Sunday Mail Brisbane, Northern Star, Queensland Times, Shepparton News, Stock & Land.
- Television: Channel 10 (Brisbane), Channel 10 (Perth).

27. “Only five per cent of Aussie men eat enough fruit and vegetables” (16 June 2011)

- Radio: 2CC (Canberra), WAVE FM (Wollongong), Zinc FM (Townsville), Zinc FM (Cairns), Zinc FM (Sunshine Coast), Hot Tomato (Gold Coast), 4BC (Brisbane), 6PR (Perth), 96 FM (Perth), 2UE (Sydney), 3SR FM (Shepparton).

28. “AUSVEG welcomes Minister’s support for rural R&D” (16 June 2011)

29. “Carrots reign supreme again as Australia’s most popular vegetable” (24 June 2011)

- Radio: GOLD FM 104.3 (Melbourne), Cruise (Adelaide), MIX FM (Adelaide), 2SM (Sydney), 4WK (Toowoomba).
- Newspaper: Geelong Advertiser, Canberra Times, Queensland Times.

30. “Big jump in the number of Aussies who say they ‘love to cook’” (30 June 2011)

31. “AUSVEG strengthens the link between researchers and growers” (20 July 2011)

32. “Vegetable prices down by 10 per cent” (27 July 2011)

- Radio: 2WG (Wagga Wagga), ABC (South Western Victoria, Warrnambool), ABC (Gippsland, Sale), ABC (South Western Victoria), ABC (Ballarat), 4WK (Toowoomba), ABC (South East NSW, Bega).
- Newspaper: Northern Star, Good Fruit & Vegetables.

33. “Preparation and variety the key to higher vegetable consumption” (9 September 2011)

34. "The United Nations puts the world obesity crisis into the spotlight" (21 September 2011)
35. "Only 7 per cent of the weekly shopping bill is spent on vegetables" (27 September 2011)
Radio: ABC 666 (Canberra), ABC (Central Victoria), 2NM (Muswellbrook), 2TM (Tamworth).
Newspaper: Queensland Times, Daily Telegraph, North West Star, Coffs Coast Advocate, Good Fruit & Vegetables.
Television: WIN (Cairns), WIN (Toowoomba), WIN (Wide Bay), WIN (Townsville), WIN (Mackay), WIN (Rockhampton).
36. "Next gen of leaders vital for the future of industry" (19 October 2011)
37. "Light up a healthy Halloween with a pumpkin lantern" (28 October 2011)
38. "New study confirms high safety standards of Australian produce" (29 November 2011)
39. "Christmas comes early for consumers with vegetable prices down by 18%"
(7 December 2011)
Radio: ABC (Ballarat), ABC (Illawarra), ABC (Central Australia), ABC 936 (Hobart), 2NM (Muswellbrook).
Newspaper: Herald Sun, Ballarat Courier, Queensland Times, Toowoomba Chronicle, Northern Daily Leader.
Television: Southern Cross Ten.
40. "New research shows women who eat more veggies may have fewer strokes"
(7 December 2011)
Radio: 2DU.
Newspaper: Ballarat Courier.
41. "Healthy eating in the new year: as easy as veggie pie" (5 January 2012)
42. "Gen Y oblivious to the daily recommended serving sizes of fruit and veg" (10 January 2012)

Newspaper: Warrnambool Standard, Barrier Truth.
43. "Western Australian vegetable industry decides its future" (15 January 2012)
44. "South Australian vegetable industry puts forward its best" (15 January 2012)
45. "Victorian vegetable growers step up to the mark" (17 January 2012)

46. "Tasmanian vegetable industry decides its future" (18 January 2012)
47. "Queensland leading thinkers become part of the solution" (19 January 2012)
48. "New South Wales vegetable growers rise to the occasion"
(20 January 2012)
Radio: ABC (Northern Tasmania), ABC (Southern Queensland), ABC
(Capricornia, Rockhampton), ABC (Tropical North), ABC (Wide Bay).
Newspaper: Sunraysia Daily, Tasmanian Country.
49. "Victorian vegetable growers prepare for rabbit season" (18 January 2012)
Radio: 2NM (Muswellbrook), ABC (South Western Victoria), ABC (Ballarat),
ABC (Central Victoria), ABC (Swan Hill), 3BO (Bendigo), ABC
(Goulburn Murray, Wodonga), 3SR (Shepparton), ABC (Gippsland).
Newspaper: Herald Sun.
50. "Good nutrition linked to a larger, healthier brain" (19 January 2012)

Newspaper: Ballarat Courier.
51. "AUSVEG gets behind Healthy Weight Week" (23 January 2012)
Radio: 2EC (Bega), 2NM (Muswellbrook).
52. "Don't chop local vegetables out of your Australia Day barbie" (24 January 2012)

Newspaper: Queensland Times, Illawarra Mercury.
53. "From farm gate to your plate – journal reveals latest trends in vegetable industry innovation" (15 March 2012)
54. "Seminar to hone in on tropical pests and diseases affecting the top end" (23 March 2012)
Radio: ABC (Central Australia, Alice Springs).
Newspaper: Northern Territory News.
55. "Bees the key to 30 per cent of our diet" (27 March 2012)
Radio: 2NM (Muswellbrook), ABC 891 (Adelaide), ABC (Southern
Queensland, Toowoomba).
Newspaper: Stock & Land, Daily Liberal.
56. "Possible implications for weight control from study that finds intact vegetables make you feel more full" (29 March 2012)

57. "Alternative weaponry in the fight against fruit fly" (5 April 2012),
"Special seminar for Brisbane Markets on alternative treatments for fruit fly" (23 April 2012)

Radio: 4BC (Brisbane), 2NM (Muswellbrook), ABC (Wide Bay, Bundaberg).
Newspaper: Sunraysia Daily, News Mail, Fraser Coast Chronicle.
58. "Future technologies seminar to assist growers in feeding future generations" (3 May 2012)
Radio: 2MCE (Orange).
Newspaper: Canberra Times.
59. "Veg industry's SIP launches today directing \$65 mil in R&D" (10 May 2012)
60. "New research highlights local support for Aussie growers" (18 May 2012)
61. "Aussies need a health wake-up call with only 6% of adults eating enough vegies"
(22 June 2012)
62. "New environmental website for veg growers" (6 July 2012)
63. "Low GI vegetables are a wonder food for people with diabetes" (12 July 2012)
64. "Australian households throw out over \$1.1 billion worth of fruit and veg every year"
(19 July 2012)
65. "Vegetable growers have new tools in the fight against Powdery mildew in carrots"
(26 July 2012)
66. "Food for Sport: Olympics should inspire Australians to eat more healthy food"
(27 July 2012)
67. "Vegetable growers help direct of \$10 million of levy fund investment" (10 August 2012)
68. "AUSVEG calls on McDonald's to create a McVeg burger to support local industry"
(13 August 2012)

9.3 Samples of media summaries and press clippings:

▶ **2EC (Bega)**
07:30 News - 23/12/2011 - 07:30 AM
Newsreader
Station Ph: 02 6492 1633

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

The Australian **Vegetable** Industry's strategic investment plan white paper has now been released to the public. **Courtney Burger**, Senior Communications Officer, **AUSVEG** says this has been ongoing since 2010.

© Media Monitors 2011

Interviewees: **Courtney Burger**, Senior Communications Officer, **Ausveg**
Duration: 0:36
Summary ID: W00046870714

[Place an Order](#)

Carrots on top as the No.1 veggie

Ballarat Courier, Ballarat VIC 18 Jul 2012
 General News - page 25 - 96 words
 Photo: No - Type: News Item - Size: 29.59 cm² - ID: 154602963



CARROTS have been deemed the most popular **vegetable** in Australian households according to new data compiled by market analysis and consulting firm Freshlogic. More than 60 per cent of Australian households put **carrots** in their shopping trolleys each week and **potatoes** rank closely behind at 55 per cent.

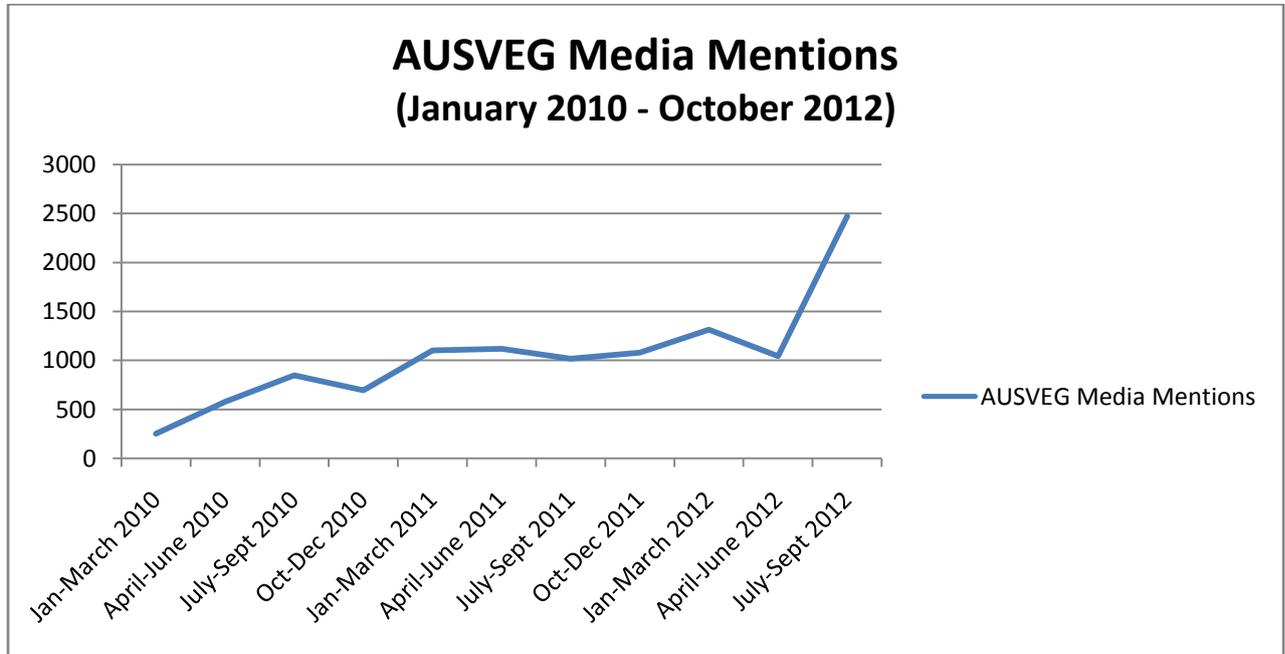
[Read full text](#) - [Download print article](#)

Keywords
 carrots (2), vegetable (1), Andrew White (1), CARROTS (1), AUSVEG (1), potatoes (2), vegetables (2)

 16,097 CIRCULATION

9.4 Media Mentions Data

Number of AUSVEG media mentions in three-month periods (January 2010-October 2012):



9.5 Media Analysis Report

Media Coverage Report July 2012



Summary

360^m
MEDIA INSIGHT,
STRATEGIC COUNSEL.

This report summarises the media coverage of AUSVEG for July 2012.

- > A total of 1,089 media reports were analysed during July, up significantly from 180 last month. Radio continued to be the most prominent media type, with 975 reports, followed by press with 61 articles. The number of television reports increased to 53 from none in June.
- > Overall coverage reached a total potential cumulative audience of 8,911,747, almost 14 times the June figure (641,273). Press reporting reached 54.0% of the total audience.
- > Broadcast coverage was most frequent in New South Wales (285 radio and 10 television reports), while Queensland had the most press articles (25).
- > The seven leading radio stations and the top two television stations were part of the ABC network, with Radio National the most prominent (39 reports). In television, 29 reports appeared on ABC1 and 20 on ABC News 24. *Queensland Country Life* was the leading press outlet, publishing nine articles.
- > Eleanor Hall, host of ABC Radio's *The World Today*, was the leading journalist to cover AUSVEG (60 reports), while Whitney Fitzsimmons presented 21 reports on ABC1's *Business Today*. Roger Hanson wrote three articles in *Tasmanian Country* and one in Hobart's *The Mercury*.

NOTE

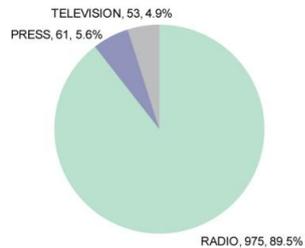
FOR MORE INFORMATION ABOUT THE METHODOLOGY USED IN THIS REPORT, SEE PAGE 10.

DISCLAIMER: While 360^m endeavours to provide accurate, reliable and complete information, 360^m makes no representations in relation to the accuracy, reliability or completeness of the information contained in this report. To the extent permitted by law, 360^m excludes all conditions, warranties and other obligations in relation to the supply of this report and otherwise limits its liability to the amount paid by the recipient for this report. In no circumstances will 360^m be liable to the recipient or to any third party for any consequential loss or damage, including loss of profit, in connection with the supply of this report.

Coverage by Media Type

360^m
MEDIA INSIGHT
STRATEGIC COUNSEL

Chart 1 All Media



NOTE

CHART 1 SHOWS THE VOLUME AND PROPORTION OF COVERAGE IN EACH MEDIA TYPE, WHILE THE TABLE ALSO SHOWS THE AUDIENCE OR CIRCULATION OF THIS COVERAGE.

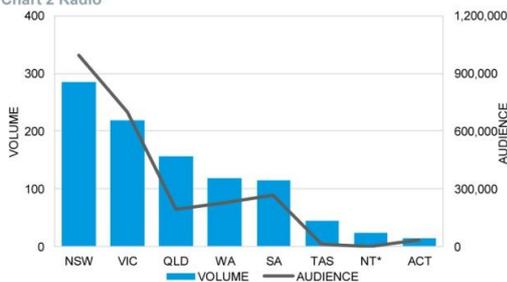
Table 1

MEDIA TYPE	VOLUME	AUDIENCE/CIRCULATION
RADIO	975	2,424,400
PRESS	61	4,816,347
TELEVISION	53	1,671,000
TOTAL	1,089	8,911,747

Coverage by State

360^m
MEDIA INSIGHT
STRATEGIC COUNSEL

Chart 2 Radio



NOTE

THESE CHARTS AND TABLES SHOW THE VOLUME AND AUDIENCE OR CIRCULATION OF COVERAGE IN EACH STATE IN EACH MEDIA TYPE.

Table 2

STATE	VOLUME	AUDIENCE
NSW	285	993,200
VIC	219	701,000
QLD	157	193,900
WA	118	227,000
SA	114	269,000
TAS	45	9,000
NT	23	N/A*
ACT	14	31,300
TOTAL	975	2,424,400

DISCLAIMER: *Audience figures are not available for some media outlets.

Chart 3 Press

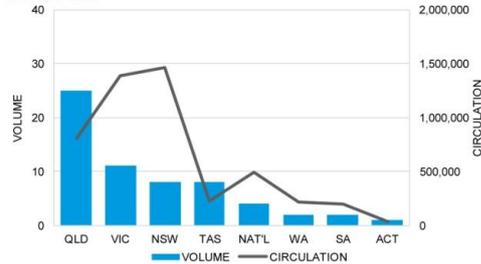


Chart 4 Television

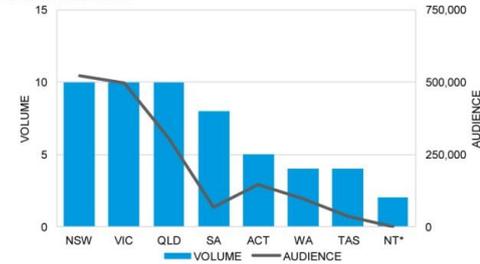


Table 3

STATE	VOLUME	CIRCULATION
QLD	25	803,190
VIC	11	1,385,398
NSW	8	1,465,104
TAS	8	220,776
NATIONAL	4	496,012
WA	2	216,378
SA	2	200,048
ACT	1	29,441
TOTAL	61	4,816,347

Table 4

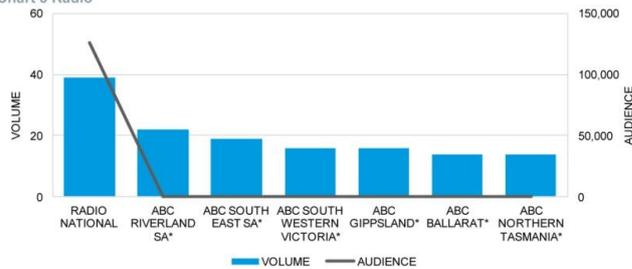
STATE	VOLUME	AUDIENCE
NSW	10	521,000
VIC	10	499,000
QLD	10	306,000
SA	8	68,000
ACT	5	147,000
WA	4	94,000
TAS	4	36,000
NT	2	N/A*
TOTAL	53	1,671,000

DISCLAIMER: *Audience figures are not available for some media outlets.

Leading Media

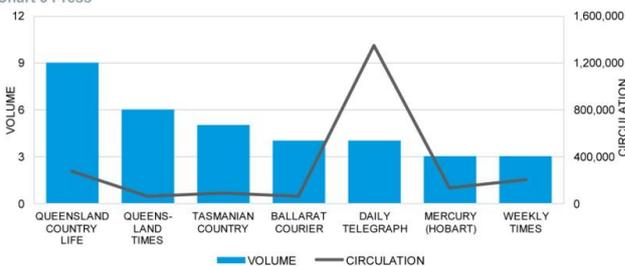
360^m
MEDIA INSIGHT
STRATEGIC COUNSEL

Chart 5 Radio

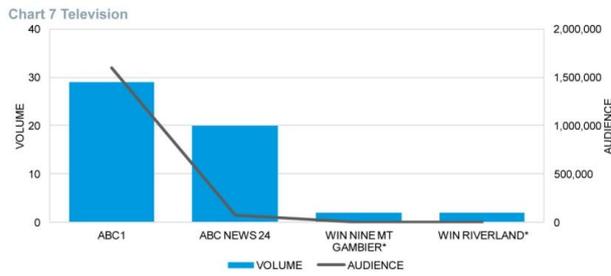


NOTE
THESE CHARTS SHOW THE VOLUME AND AUDIENCE OR CIRCULATION OF THE LEADING OUTLETS IN EACH MEDIA TYPE.

Chart 6 Press



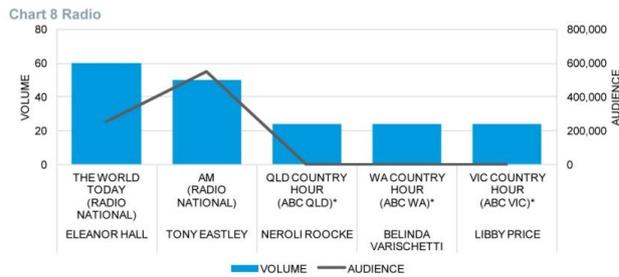
DISCLAIMER: *Audience figures are not available for some media outlets.



DISCLAIMER: *Audience figures are not available for some media outlets.

Leading Bylines & Comperes

360 m
MEDIA RIGHTS STRATEGIC COUNCIL



NOTE
THESE CHARTS SHOW THE VOLUME AND AUDIENCE OR CIRCULATION OF THE LEADING BYLINES OR COMPERES IN EACH MEDIA TYPE.

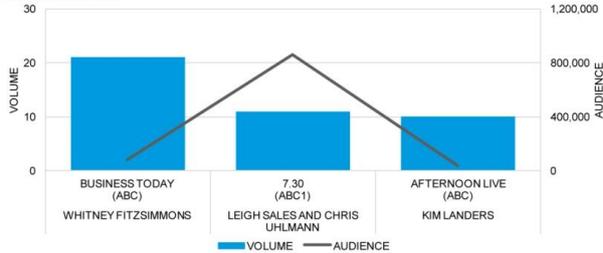
Table 5 Press

BYLINE	MEDIA	VOLUME	CIRCULATION
ROGER HANSON	TASMANIAN COUNTRY	3	50,598
THE MERCURY (HOBART)		1	45,482
MEGAN POPE	FRASER COAST CHRONICLE (MARYBOROUGH)	2	16,890
SOPHIE ELSWORTH	THE COURIER-MAIL	1	187,897
THE CAIRNS POST		1	22,075
SIMON BENSON & STEVE LEWIS	THE DAILY TELEGRAPH	2	672,696
JANA FRAWLEY	THE DAILY TELEGRAPH	1	336,348
THE ADVERTISER (ADELAIDE)		1	186,951

DISCLAIMER: *Audience figures are not available for some media outlets.

BYLINE	MEDIA	VOLUME	CIRCULATION
ALICE GORMAN	QUEENSLAND COUNTRY LIFE	2	61,734
STEVE LEWIS	HERALD SUN (MELBOURNE)	2	938,754
LESLIE WHITE	WEEKLY TIMES (VIC)	2	136,756

Chart 9 Television



Methodology

360^m
MEDIA INSIGHT
 STRATEGIC CHANGE

Media Coverage Reports by 360^m provide valuable information on the **volume** of media coverage and **audience reach** in various regions and categories to assist clients in evaluation of publicity and planning media strategy.

Media Analysis Reports by 360^m provide more information through qualitative and quantitative analysis. This includes the favourability of media coverage measured in terms of positioning, prominence, messages communicated, and other key variables. Media Analysis Reports are recommended where thorough understanding of the likely impact and effects of media coverage is required. Contact 360^m for more information on this product.

For more information, see our website: <http://www.360m.com.au/analysis>, or contact your Service Team.

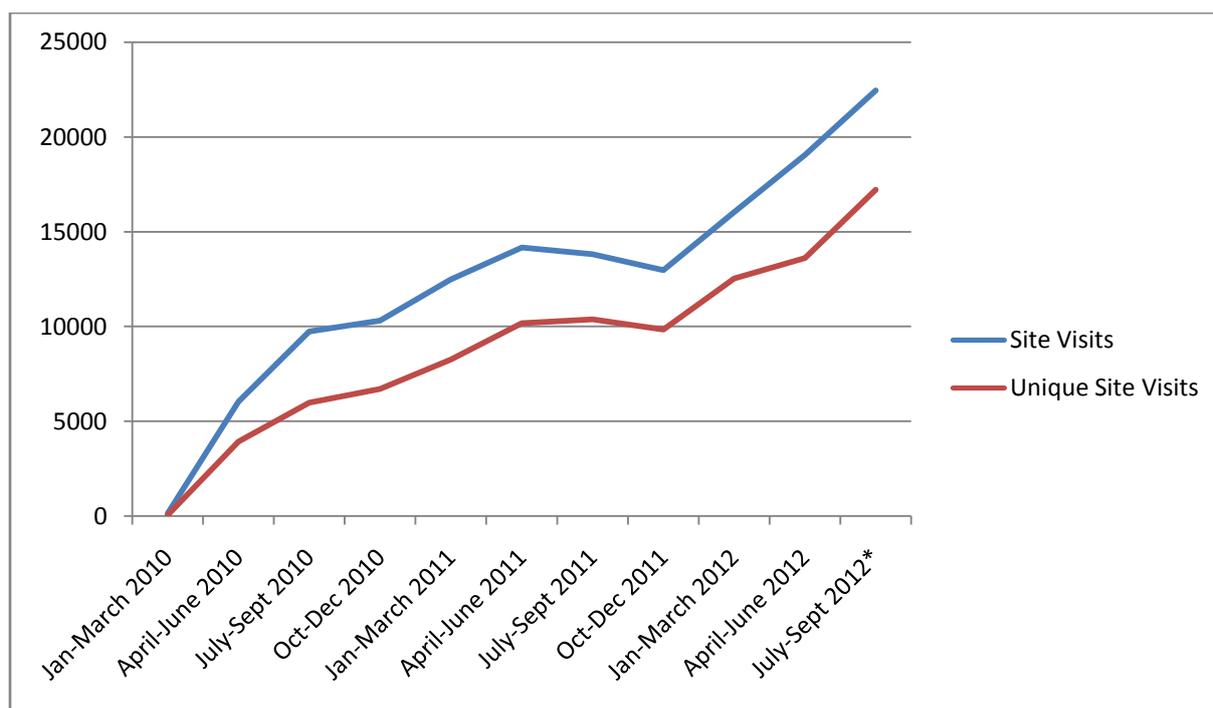
9.6 AUSVEG Website Data

Data for the total number of visits to the AUSVEG website over the past three years has been compiled in three-month periods beginning January 2010. The data is detailed in the table below and is pictorially represented in the accompanying line graph. 'Visits' refer to the total number of site visits, while 'Unique Visitors' refers to the number of individual people who visited the site (i.e. not the same visitor returning to the site multiple times).

**AUSVEG Website Visit Data
January 2010 - October 2012**

3-Month Period	Site Visits	Unique Site Visits
Jan-March 2010	138	50
April-June 2010	6,031	3,924
July-Sept 2010	9,741	5,976
Oct-Dec 2010	10,304	6,701
Jan-March 2011	12,482	8,245
April-June 2011	14,173	10,173
July-Sept 2011	13,819	10,379
Oct-Dec 2011	12,972	9,829
Jan-March 2012	16,031	12,534
April-June 2012	19,045	13,608
July-Sept 2012*	22,454	17,209

*Data obtained on 25 September 2012



9.7 Levy Information Material

Flyer outlining levy processes and spending.

HOW THE VEGETABLE LEVY WORKS

Understanding how the National Vegetable Levy works is imperative for growers.

This flyer demonstrates how the National Vegetable Levy is funded and spent on projects through Horticulture Australia for the benefit of vegetable levy payers.

The National Vegetable Levy is collected by the Levies Revenue Service (LRS) - an agency within the Australian Government's Department of Agriculture, Fisheries and Forestry (DAFF). These levies are collected at the first point of sale at the rate of half of one per cent of the sale value - these funds are then matched dollar-for-dollar by the Australian Government. The total levy funds for vegetables and all of Horticulture are managed by Horticulture Australia Limited (HAL), an industry-owned Rural Research and Development Corporation (RRDC) that coordinates and invests research and development (R&D) levy funds on behalf of Australia's horticulture industry. A common misconception is that levy funds are distributed by peak industry representative bodies such as AUSVEG, but this is not the case. AUSVEG's involvement in the investment of levy funds is limited to its recommendations to HAL about the composition of the Vegetable Industry Advisory Committee

(IAC) and ensuring due scrutiny is applied to any research projects being put forward. As the national peak industry body

to HAL about how R&D levy funds should be invested to best meet the needs of the vegetable industry. While HAL

The Vegetable IAC meets in person several times a year and has regular teleconferences. Project proposals are debated on their merit and appropriateness by the IAC in these meetings and if approved, they are recommended to HAL for approval. Vegetable IAC members are often called upon to be part of specific project steering committees in order to provide advice during projects, to ensure they continue to meet industry needs.

AUSVEG sits on the Vegetable IAC as an "ex-officio"; this means that it has no voting rights to endorse projects but does provide it the right to speak on projects and ensure that the project is properly scrutinised. The current Chair of the Vegetable IAC is Mr Jeff McSpedden from Bathurst NSW.

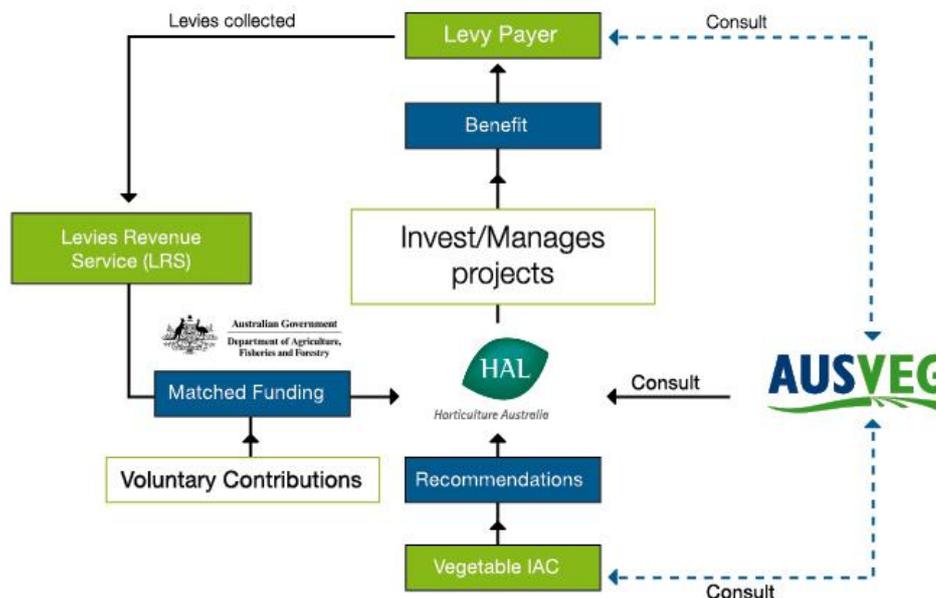
If you would like to know more about how your levy is spent please contact AUSVEG on (03) 9822 0388 or email info@ausveg.com.au.

“A common misconception is that levy funds are distributed by peak industry representative bodies such as AUSVEG, but this is not the case.”

representing vegetable growers, AUSVEG is responsible for ensuring that the skills required to serve on the committee are met by the individuals they recommend.

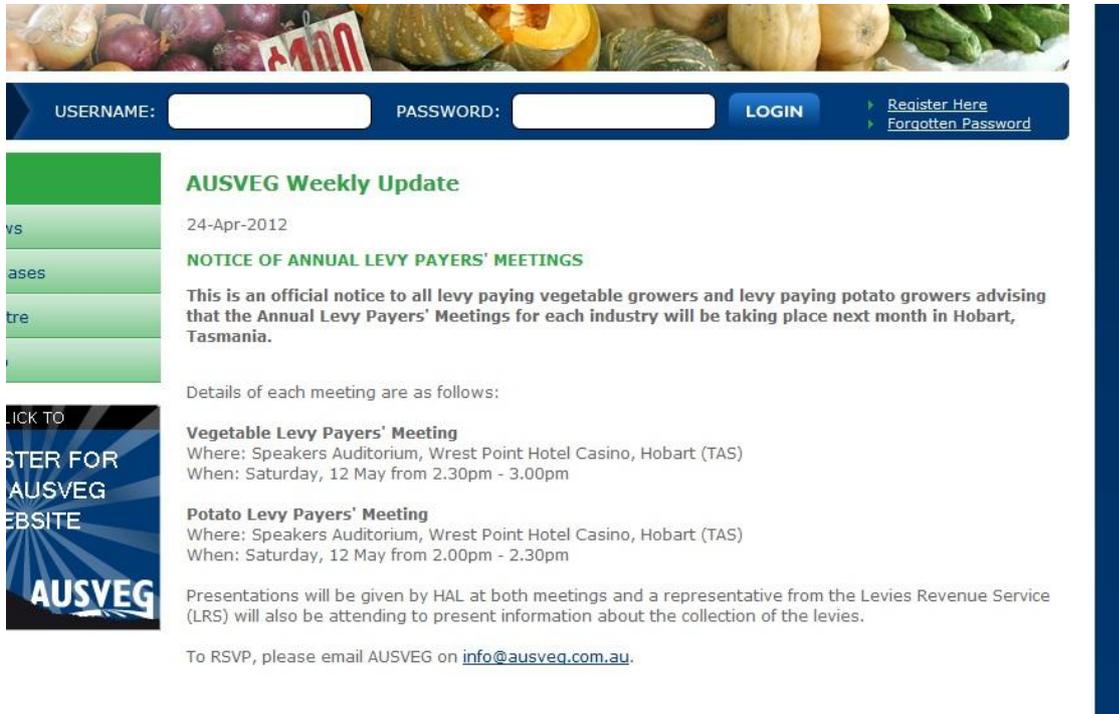
The Vegetable IAC is under the oversight of the HAL Board and makes recommendations

is responsible for managing levy funds, it is the industry's responsibility (through grower representation on the Vegetable IAC and the new three Design Teams) to recommend how levy funds should be invested in alignment with the industry's strategic priorities.



9.8 Annual Levy Payers Meeting Information

Screenshot demonstrating promotion of Annual Levy Payers Meeting



The screenshot shows the AUSVEG website interface. At the top, there is a navigation bar with a login form containing fields for 'USERNAME:' and 'PASSWORD:', a 'LOGIN' button, and links for 'Register Here' and 'Forgotten Password'. Below the login bar is a green sidebar with a menu. The main content area features a 'Weekly Update' dated 24-Apr-2012, titled 'NOTICE OF ANNUAL LEVY PAYERS' MEETINGS'. The notice states that annual meetings for vegetable and potato growers will be held in Hobart, Tasmania, on Saturday, 12 May. It provides details for two meetings: the Vegetable Levy Payers' Meeting (2.30pm - 3.00pm) and the Potato Levy Payers' Meeting (2.00pm - 2.30pm), both at the Speakers Auditorium, Wrest Point Hotel Casino. Presentations by HAL and the Levies Revenue Service (LRS) will be given. A footer note asks users to RSVP via email at info@ausveg.com.au.

AUSVEG Weekly Update
24-Apr-2012

NOTICE OF ANNUAL LEVY PAYERS' MEETINGS

This is an official notice to all levy paying vegetable growers and levy paying potato growers advising that the Annual Levy Payers' Meetings for each industry will be taking place next month in Hobart, Tasmania.

Details of each meeting are as follows:

Vegetable Levy Payers' Meeting
Where: Speakers Auditorium, Wrest Point Hotel Casino, Hobart (TAS)
When: Saturday, 12 May from 2.30pm - 3.00pm

Potato Levy Payers' Meeting
Where: Speakers Auditorium, Wrest Point Hotel Casino, Hobart (TAS)
When: Saturday, 12 May from 2.00pm - 2.30pm

Presentations will be given by HAL at both meetings and a representative from the Levies Revenue Service (LRS) will also be attending to present information about the collection of the levies.

To RSVP, please email AUSVEG on info@ausveg.com.au.

9.9 AUSVEG Weekly Update Readership Data

AUSVEG Weekly Update distribution number and email 'bounces' (September 2012 > January 2010):

AUSVEG Weekly Update			
Distribution Data: September 2012 > January 2010			
Date Sent	Email Name	Sent	Bounces
9/11/2012	AUSVEG Weekly Update - 11 September 2012	3024	1.80%
			-53
9/04/2012	AUSVEG Weekly Update - 4 September 2012	3029	2.20%
			-66
8/28/2012	AUSVEG Weekly Update - 28 August 2012	2959	1.10%
			-32
8/21/2012	AUSVEG Weekly Update - 21 August 2012	2959	1.10%
			-32
8/14/2012	AUSVEG Weekly Update - 14 August 2012	2952	0.50%
			-16
8/07/2012	AUSVEG Weekly Update - 7 August 2012	3012	1.40%
			-43
7/31/2012	AUSVEG Weekly Update - 31 July 2012	3006	2.30%
			-68
7/24/2012	AUSVEG Weekly Update - 24 July 2012	2994	1.60%
			-47
7/17/2012	AUSVEG Weekly Update - 17 July 2012	2997	3.60%
			-108
7/10/2012	AUSVEG Weekly Update - 10 July 2012	3032	1.80%
			-56
7/03/2012	AUSVEG Weekly Update - 3 July 2012	3665	19.40%
			-711
6/26/2012	AUSVEG Weekly Update - 26 June 2012	3662	19.30%
			-708
6/19/2012	AUSVEG Weekly Update - 19 June 2012	3613	19.20%
			-694
6/12/2012	AUSVEG Weekly Update - 12 June 2012	3552	18.70%
			-665
6/05/2012	AUSVEG Weekly Update - 5 June 2012	3513	18.70%
			-658
5/29/2012	AUSVEG Weekly Update - 29 May 2012	3272	19.30%
			-630
5/22/2012	AUSVEG Weekly Update - 22 May 2012	3167	19.60%
			-620
5/01/2012	AUSVEG Weekly Update - 1 May 2012	3164	19.00%
			-602
4/24/2012	AUSVEG Weekly Update - 24 April 2012	3161	19.00%
			-601
4/17/2012	AUSVEG Weekly Update - 17 April 2012	3152	18.80%
			-591

4/11/2012	AUSVEG Weekly Update - 11 April 2012	3151	18.80%
			-592
4/03/2012	AUSVEG Weekly Update - 3 April 2012	3148	18.80%
			-593
3/27/2012	AUSVEG Weekly Update - 27 March 2012	3142	18.80%
			-592
3/20/2012	AUSVEG Weekly Update - 20 March 2012	3146	18.20%
			-573
3/13/2012	AUSVEG Weekly Update - 13 March 2012	3125	18.40%
			-574
3/06/2012	AUSVEG Weekly Update - 6 March 2012	3026	19.00%
			-574
2/28/2012	AUSVEG Weekly Update - 28 February 2012	3024	18.20%
			-550
2/21/2012	AUSVEG Weekly Update - 21 February 2012	3024	17.80%
			-539
2/14/2012	AUSVEG Weekly Update - 14 February 2012	3023	18.00%
			-545
2/07/2012	AUSVEG Weekly Update - 7 February 2012	3000	18.10%
			-544
1/31/2012	AUSVEG Weekly Update - 31 January 2012	3001	18.00%
			-539
1/24/2012	AUSVEG Weekly Update - 24 January 2012	3009	17.90%
			-540
1/17/2012	AUSVEG Weekly Update - 17 January 2012	2992	18.50%
			-554
1/10/2012	AUSVEG Weekly Update - 10 January 2012	2992	18.10%
			-542
12/20/2011	AUSVEG Weekly Update - 20 December 2011	2994	17.50%
			-525
12/13/2011	AUSVEG Weekly Update - 13 December 2011	2993	17.20%
			-515
12/06/2011	AUSVEG Weekly Update - 6 December 2011	2993	17.40%
			-520
11/29/2011	AUSVEG Weekly Update - 29 November 2011	2990	25.20%
			-752
11/22/2011	AUSVEG Weekly Update - 22 November 2011	2985	17.20%
			-512
11/15/2011	AUSVEG Weekly Update - 15 November 2011	2986	17.20%
			-515
11/08/2011	AUSVEG Weekly Update - 08 November 2011	2990	19.90%
			-594
11/01/2011	AUSVEG Weekly Update - 02 November 2011	2991	16.30%
			-489
10/25/2011	AUSVEG Weekly Update - 25 October 2011	2971	16.90%
			-501
10/18/2011	AUSVEG Weekly Update - 18 October 2011	2973	17.20%
			-510
10/11/2011	AUSVEG Weekly Update - 11 October 2011	2974	17.70%
			-526
10/04/2011	AUSVEG Weekly Update - 4 October 2011	2973	25.90%

			-771
9/28/2011	AUSVEG Weekly Update - 27 September 2011	2974	25.10%
			-745
9/20/2011	AUSVEG Weekly Update - 20 September 2011	2975	17.10%
			-508
9/13/2011	AUSVEG Weekly Update - 13 September 2011	2978	24.80%
			-739
9/06/2011	AUSVEG Weekly Update - 6 September 2011	2981	15.60%
			-465
8/30/2011	AUSVEG Weekly Update - 30 August 2011	2709	16.40%
			-443
8/23/2011	AUSVEG Weekly Update - 23 August 2011	2702	14.50%
			-393
8/16/2011	AUSVEG Weekly Update - 16 August 2011	2699	15.30%
			-414
8/09/2011	AUSVEG Weekly Update - 9 August 2011	2693	15.40%
			-414
8/02/2011	AUSVEG Weekly Update - 2 August 2011	2694	16.10%
			-435
7/26/2011	AUSVEG Weekly Update - 26 July 2011	2687	15.00%
			-402
7/19/2011	AUSVEG Weekly Update - 19 July 2011	2693	14.90%
			-400
7/12/2011	AUSVEG Weekly Update, 12 July 2011	2691	14.90%
			-401
7/05/2011	AUSVEG Weekly Update - 5 July 2011	2693	14.80%
			-399
6/28/2011	AUSVEG Weekly Update - 28 June 2011	2691	14.60%
			-393
6/21/2011	AUSVEG Weekly Update - 21 June 2011	2690	14.90%
			-401
6/14/2011	AUSVEG Weekly Update - 14 June 2011	2644	14.80%
			-391
6/07/2011	AUSVEG Weekly Update - 7 June 2011	2644	14.60%
			-386
5/31/2011	AUSVEG Weekly Update - 31 May 2011	2641	14.30%
			-377
5/25/2011	AUSVEG Weekly Update - 25 May 2011	2644	14.10%
			-374
5/17/2011	AUSVEG Weekly Update - 17 May 2011	2647	14.30%
			-379
5/10/2011	AUSVEG Weekly Update - 10 May 2011	2646	14.20%
			-377
5/03/2011	AUSVEG Weekly Update - 3 May 2011	2643	14.30%
			-378
4/27/2011	AUSVEG Weekly Update, 27 April 2011	2643	14.30%
			-378
4/19/2011	AUSVEG Weekly Update - 19 April 2011	2644	14.40%
			-382
4/08/2011	AUSVEG Weekly Update - 8 April 2011	2645	13.80%
			-366

4/05/2011	AUSVEG Weekly Update - 5 April 2011	2647	16.50%
			-436
3/29/2011	AUSVEG Weekly Update - 29 March 2011	2648	14.20%
			-377
3/22/2011	AUSVEG Weekly Update - 22 March 2011	2649	13.80%
			-366
3/15/2011	AUSVEG Weekly Update - 15 March 2011	2597	13.80%
			-358
3/08/2011	AUSVEG Weekly Update - 8 March 2011	2599	13.50%
			-350
3/01/2011	AUSVEG Weekly Update - 1 March 2011	2608	13.20%
			-344
2/22/2011	AUSVEG Weekly Update - 22 February 2011	2606	13.20%
			-345
2/15/2011	AUSVEG Weekly Update - 15 February 2011	2574	13.20%
			-341
2/09/2011	AUSVEG Weekly Update - 9 February 2011	2574	13.10%
			-337
2/01/2011	AUSVEG Weekly Update - 1 February 2011	2586	12.90%
			-334
1/25/2011	AUSVEG Weekly Update - 25 January 2011	2546	12.50%
			-319
1/18/2011	AUSVEG Weekly Update - 18 January 2011	2545	12.40%
			-316
1/11/2011	AUSVEG Weekly Update - 11 January 2011	2526	12.80%
			-324
12/21/2010	AUSVEG Weekly Update - 21 December 2010	2508	12.40%
			-310
12/14/2010	AUSVEG Weekly Update - 14 December 2010	2481	14.60%
			-361
12/07/2010	AUSVEG Weekly Update - 7 December 2010	2243	17.00%
			-382
11/30/2010	AUSVEG Weekly Update - 30 November 2010	2242	12.20%
			-273
11/23/2010	AUSVEG Weekly Update - 23 November 2010	2245	12.10%
			-271
11/17/2010	AUSVEG Weekly Update - 17 November 2010	2242	11.70%
			-262
11/09/2010	AUSVEG Weekly Update - 9 November 2010	2242	11.40%
			-255
11/03/2010	AUSVEG Weekly Update - 3 November 2010	2243	11.50%
			-258
10/26/2010	AUSVEG Weekly Update - 26 October 2010	2241	11.50%
			-258
10/19/2010	AUSVEG Weekly Update - 19 October 2010	2246	11.20%
			-252
10/12/2010	AUSVEG Weekly Update - 12 October 2010	2159	9.70%
			-209
10/05/2010	AUSVEG Weekly Update - 5 October 2010	2153	9.40%
			-203
9/28/2010	AUSVEG Weekly Update - 28 September 2010	2151	9.80%

			-211
9/22/2010	AUSVEG Weekly Update - 22 September 2010	2147	9.80%
			-210
9/15/2010	AUSVEG Weekly Update - 15 September 2010	2146	9.20%
			-198
9/07/2010	AUSVEG Weekly Update - 7 September 2010	2147	9.50%
			-204
8/31/2010	AUSVEG Weekly Update - 31 August 2010	2120	9.40%
			-199
8/24/2010	AUSVEG Weekly Update - 24 August 2010	2117	9.10%
			-193
8/17/2010	AUSVEG Weekly Update - 17 August 2010	2110	9.00%
			-189
8/10/2010	AUSVEG Weekly Update - 10 August 2010	2085	9.00%
			-187
8/03/2010	AUSVEG Weekly Update - 3 August 2010	2035	7.80%
			-159
7/27/2010	AUSVEG Weekly Update - 27 July 2010	2032	7.80%
			-159
7/20/2010	AUSVEG Weekly Update - 20 July 2010	1853	6.60%
			-123
7/13/2010	AUSVEG Weekly Update - 13 July 2010	1852	6.50%
			-121
7/06/2010	AUSVEG Weekly Update - 06 July 2010	1856	6.20%
			-116
7/01/2010	AUSVEG Weekly Update - 29 June 2010	1856	6.20%
			-116
6/22/2010	AUSVEG Weekly Update - 22 June 2010	2176	19.90%
			-432
6/15/2010	AUSVEG Weekly Update - 15 June 2010	1853	20.10%
			-372
6/08/2010	AUSVEG Weekly Update - 8 June 2010	1851	19.80%
			-367
6/01/2010	AUSVEG Weekly Update - 1 June 2010	1850	19.60%
			-362
5/26/2010	AUSVEG Weekly Update - 25 May 2010	1854	19.50%
			-362
5/18/2010	AUSVEG Weekly Update - 18 May 2010	1855	19.50%
			-361
5/11/2010	AUSVEG Weekly Update - 11 May 2010	1860	19.40%
			-360
5/04/2010	AUSVEG Weekly Update - 4 May 2010	1862	19.30%
			-360
4/13/2010	AUSVEG Weekly Update - 13 April 2010	1784	19.30%
			-345
4/06/2010	AUSVEG Weekly Update - 6 April 2010	1756	19.80%
			-347
3/30/2010	AUSVEG Weekly Update - 30 March 2010	1759	19.30%
			-340
3/23/2010	AUSVEG Weekly Update - 23 March 2010	1640	18.10%
			-297

3/16/2010	AUSVEG Weekly Update - 16 March 2010	1641	17.90%
			-294
3/09/2010	AUSVEG Weekly Update - 9 March 2010	1553	18.00%
			-279
3/02/2010	AUSVEG Weekly Update - 2 March 2010	1553	17.40%
			-270
2/23/2010	AUSVEG Weekly Update - February 23 2010	1553	17.40%
			-270
2/17/2010	AUSVEG Weekly Update - February 16 2010	1553	17.30%
			-269
2/09/2010	AUSVEG Weekly Update - February 9 2010	1551	17.30%
			-268
2/02/2010	AUSVEG Weekly Update - February 2 2010	1285	15.30%
			-197
1/28/2010	AUSVEG Weekly Update - January 27 2010	1284	15.40%
			-198
1/19/2010	AUSVEG Weekly Update - January 19 2010	1283	15.60%
			-200
1/12/2010	AUSVEG Weekly Update - January 12 2010	1278	15.60%
			-200
1/05/2010	AUSVEG Weekly Update - January 5 2010	1149	14.00%
			-161