

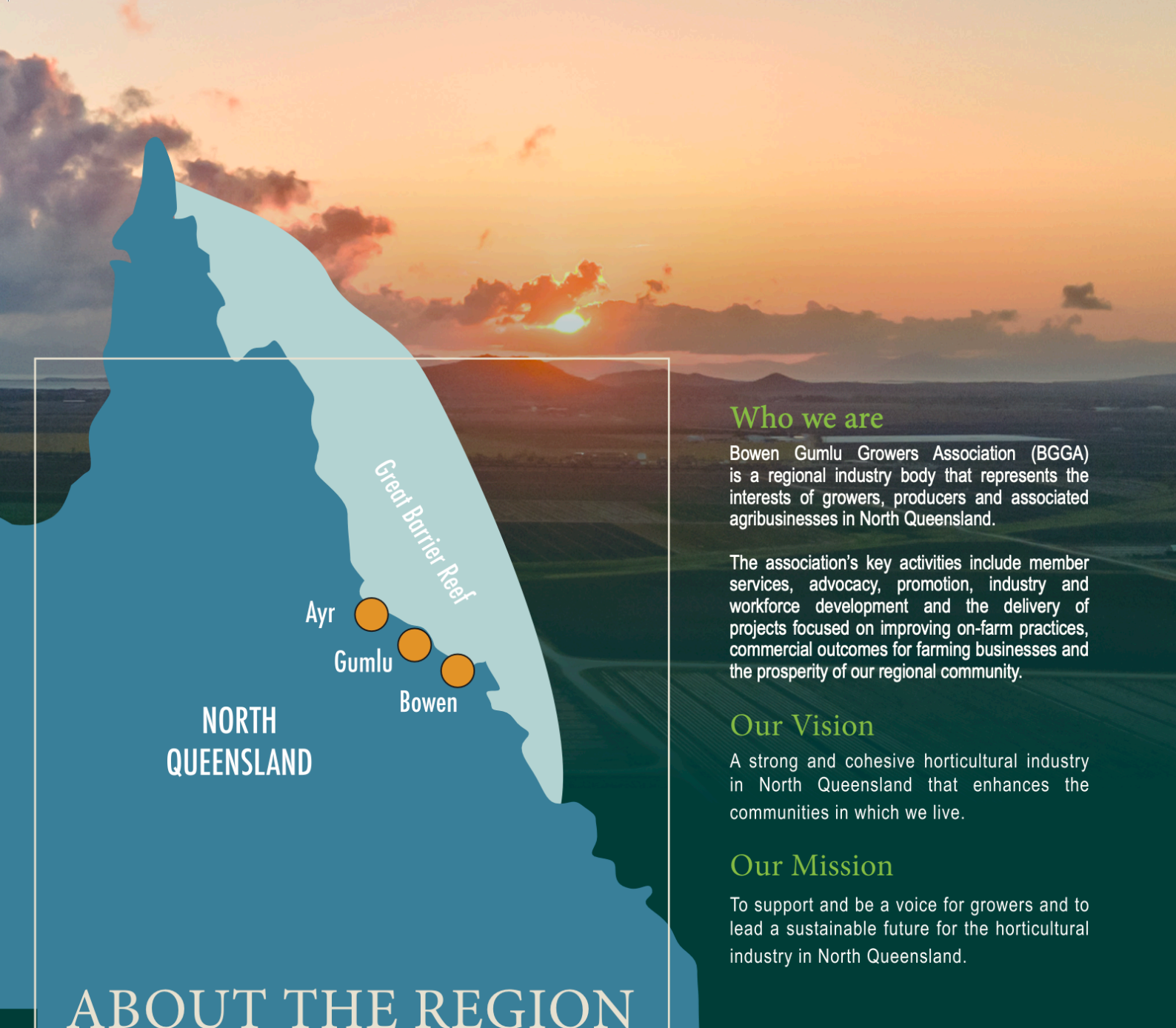


BOWEN GUMLU
GROWERS ASSOCIATION INC.

Partnership Prospectus

Collectively we grow





Who we are

Bowen Gumlu Growers Association (BGGA) is a regional industry body that represents the interests of growers, producers and associated agribusinesses in North Queensland.

The association's key activities include member services, advocacy, promotion, industry and workforce development and the delivery of projects focused on improving on-farm practices, commercial outcomes for farming businesses and the prosperity of our regional community.

Our Vision

A strong and cohesive horticultural industry in North Queensland that enhances the communities in which we live.

Our Mission

To support and be a voice for growers and to lead a sustainable future for the horticultural industry in North Queensland.

ABOUT THE REGION



Agriculture is the third largest industry by output and second largest employer in North Queensland. Horticulture is a major subsector with farm gate production worth approximately \$650m per annum.



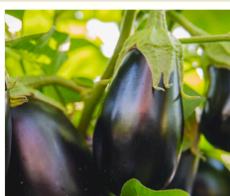
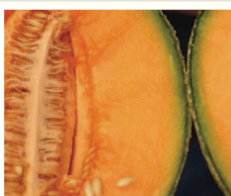
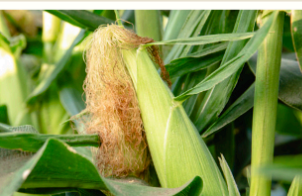
Bowen-Gumlu is the largest winter vegetable producing region in Queensland. Key commodities produced include tomato, capsicum, mangoes, cucurbits, beans and sweet corn.



Our growers employ approximately 1,500 workers throughout the year with an additional 2,000 during the harvest season.



99% of product leaves the region predominantly for southern markets and 10-15% for foreign export.



Why partner with BGGGA?

BGGGA relies on the support of our members and partners to undertake a number of important activities that deliver benefits and make a difference to the success and profitability of local growers and North Queensland's horticulture industry.

By partnering with BGGGA, you're ensuring the association has adequate resources to be able to represent the interests of growers and support and strengthen the region's horticulture sector.

Key focuses

BGGGA is dedicated to achieving our vision and mission by addressing the following key pillars as outlined in our Strategic Plan.

Representation and advocacy

Developing and managing our policy positions.

>> >> >>

Highlighting regional capability and priorities.

>> >> >>

Taking our message to a local, state and national audience.

Workforce development

Supporting workforce needs by developing long-term plans that align with government and industry frameworks.

>> >> >>

Delivering timely and relevant worker attraction and retention resources.

Promotion and marketing

Increasing promotion of our members, partners and North Queensland produce.

>> >> >>

Delivering targeted promotion and marketing to enhance awareness of the industry's challenges and achievements.

>> >> >>

Seeking opportunities to grow the industry.

Member services

Providing essential information and support.

>> >> >>

Improving business efficiency and enhancing collaboration.

>> >> >>

Helping grow the region's farming businesses and community.

Industry development

Developing the region and industry through collaboration with key stakeholders.

>> >> >>

Identifying challenges and progressing opportunities. Delivering innovative projects and solutions through research, development and extension initiatives.

Events

Delivering events that celebrate our industry and support future capability.

>> >> >>

Providing the opportunity for our industry to engage and collaborate.

Governance and management

Enhancing BGGGA's governance framework.

>> >> >>

Supporting the growth of a more professional and impactful organisation.



Recent achievements

BGGA has been working to support your business and the North Queensland horticulture industry. Some of our achievements include:

- » Launch of BGGA's new regional industry Strategic Plan.
- » Expansion of operational footprint into the Burdekin and broader North Queensland.
- » Delivery of a regional weather station network and grower online access.
- » Delivery of the workforce attraction toolkit and employer branding resources.
- » Hosting of Federal and State Agricultural Ministers, Deputy Prime Minister, Opposition Leader and foreign dignitaries.
- » Collaborated in the delivery of workshops on export, workforce planning, leadership, composting and pest management.
- » Renewal of VegNET (Regional Development Officer) contract with AUSVEG and Hort Innovation.
- » Commencement of plastic mulch alternatives field trial.
- » Developed marketing and communications plan and increased BGGA's online presence through regular website and social media updates.
- » Delivered successful industry Gala Dinner and Innovation Field Day events in 2022.
- » Completion of the 'I Spy a Fruit Fly' – Qld Citizen Science student project.
- » Appointment of a Chief Executive Officer and improved governance.
- » Leading the regional COVID-19 response for our industry and supporting grower access to Pacific Labour programs and quarantine during the worst of the pandemic.
- » Launch of the 'Pick Paradise' workforce attraction campaign.
- » Increased industry engagement with national bodies and as a leading member of the Queensland Horticulture Council.
- » Advocacy and development of position statements on the Agricultural Visa, Piece Rate reforms, Ad blue access, management of the Bowen Groundwater Area and accommodation support.
- » Renewal of QAWN (Workforce Development Officer) contract with the Department of Agriculture and Fisheries.
- » Production of regional capability media to support new export market development.
- » Increased frequency and distribution of monthly e-newsletters.
- » Recommencement of the Japanese Agricultural Exchange Program.
- » Progression of the 'Transformation of surplus tomato and capsicum waste' project with the Department of Agriculture and Fisheries and Fight Food Waste Cooperative Research Centre.

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BGGA has proven itself to be an innovative, supportive organisation for its members and we have benefited greatly from being in partnership with the group. The partnership has given us ample opportunities to share our agriculture employment opportunities with local communities as well as ensuring farms in the area are aware of Harvest Trail services. BGGA always goes above and beyond to get the best result for farmers in their region. We highly recommend BGGA.”

Keely Van Wensveen,
Claims and Recruitment Manager, Q.I.T.E.





Future priorities and projects

- » Supply chain, consumers and market access
- » Future workforce
- » Business transformation, quality and agtech
- » Diversification, enhancing value chains and regional promotion
- » Biosecurity, extension and the environment
- » Water security
- » Advocacy, communication and the community
- » Association growth and advancement
- » Viability and competitiveness of farming businesses



Marketing insights



Facebook

- » 1,880 followers located in North Qld, SEQ, NSW and Victoria.
- » Approx. 40 new followers and average reach of 6,000 per month.

LinkedIn

- » 130 followers.
- » Averaging 20 new followers and 300 impressions a month.

Instagram

- » #pickparadiseseql – 532 followers
- » #agriexchangebowen – 292 followers

E-newsletter

- » Distributed monthly to a growing database of member and non member growers, partners and industry.

Website

- » Partner logos and web links displayed on home page with an average of 3,500 views and 10 click throughs per month.

EDMs (electronic direct mail)

- » Platinum and Gold partner logos and web links included on EDMs.
- » Approx. 15 EDMs sent to member and non member growers, partners and industry each month.

** Figures as at November 2022*

“

Syngenta has had a long partnership with Bowen Gumlu Growers. Through their grower communications we are able to reach key growers at the right time, and they have proved an invaluable resource when we have hosted local events. We value their insight and include them at all our key horticultural events”.

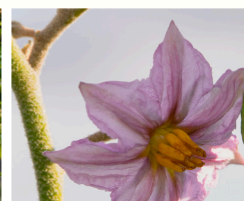
Sonja Mitchell,

Customer Marketing Lead – Horticulture, Syngenta



Partner benefits

	Platinum	Gold	Silver	Bronze	Local
Partner logo on BGGGA's website with link to business site.	✓	✓	✓	✓	✓
Partner logo included in slideshow at BGGGA's industry Gala Dinner attended by up to 300 industry representatives.	✓	✓	✓	✓	✓
Ticket(s) to BGGGA's industry Gala Dinner.	4	2	2	2	1
Logo included on partner banner, which is displayed at a minimum of six (6) BGGGA events through the year including industry workshops and community forums.	✓	✓	✓	✓	✓
Invitation to BGGGA's AGM networking event and member networking events.	✓	✓	✓	✓	✓
Access to 'Proudly supporting BGGGA' logo for corporate communications and promoting your partnership.	✓	✓	✓	✓	✓
Logo and website link displayed in monthly e-newsletter.	✓	✓	✓	✓	✓
Access to advertisements/articles/editorials in monthly e-newsletter.	6	4	4	2	1
Access to quarterly Facebook 'spotlight' posts and feature post upon joining (current distribution of 1,880 followers).	✓	✓	✓	✓	
Opportunity for partner material to be included in BGGGA's promotional pack provided to members and prospective members each year.	✓	✓	✓		
Access to quarterly meeting with BGGGA's Chief Executive Officer regarding industry update and partner business development into regional grower network.	✓	✓			
Coordination of one-on-one consultation with BGGGA grower members.	✓	✓			
Opportunity for distribution of a co-branded annual survey to BGGGA members.	✓	✓			
Promotion of group package and bulk order specials to BGGGA's grower e-distribution list of member and non-member grower contacts.	✓	✓			
Opportunity for co-branded Electronic Direct Mails to BGGGA's grower e-distribution list of member and non-member grower contacts.	✓	✓			
Planning support and local area marketing for partner events or field days in the region.	✓	✓			
Annual planning session with BGGGA's Chief Executive Officer for partner strategic development and marketing plan.	✓				
Invitation to attend strategic meeting opportunities with BGGGA's Management Committee and VIPs such as Ministers and Directors to promote partner involvement in industry objectives and issues.	✓				
Priority seating at BGGGA's Gala Dinner with other VIP attendees where possible.	✓				
Access to BGGGA Chief Executive Officer or Management Committee for attendance at up to two (2) industry liaison events each term requested by the partner.	✓				
Coordination of a site visit / tour of the partner's operation for growers during the term.	✓				
As requested by the partner, coordination of a meeting between the partner's board/senior staff and BGGGA's Management Committee.	✓				
Distribution of other partner promotional material to BGGGA members up to three (3) times a year.	✓				
Provision of up to four (4) columns/articles/interview for partner publications or media per year.	✓				
Other specific strategic outcomes as per negotiation with the partner.	✓				



Partnership application

We would like to thank you for partnering with BGGGA.
With your support, we will continue to strengthen our local industry and region.

Company name:			
ABN:			
Owner/Manager's name:			
Phone:			
Mobile:			
Email:		E-newsletter subscription	<input type="checkbox"/> Yes <input type="checkbox"/> No
Address:			
Postal Address: <small>(if different from above)</small>			
Website:			

Administration contact:			
Email:		E-newsletter subscription	<input type="checkbox"/> Yes <input type="checkbox"/> No
Phone:			
Accounts contact: <small>(if different from above)</small>			
Email:		E-newsletter subscription	<input type="checkbox"/> Yes <input type="checkbox"/> No
Phone:			
Advertising contact: <small>(if different from above)</small>			
Email:		E-newsletter subscription	<input type="checkbox"/> Yes <input type="checkbox"/> No
Phone:			

Partnership levels

Please tick your chosen partnership.

- ☐ **Platinum: POA from \$10,000 +GST**
- ☐ **Gold: \$5,000 +GST**
- ☐ **Silver: \$2,500 +GST**
- ☐ **Bronze: \$1,000 +GST**
- ☐ **Local: \$500 +GST**

Payment details

A tax invoice will be issued upon receipt of this form. Payment can be made by bank deposit or credit card.

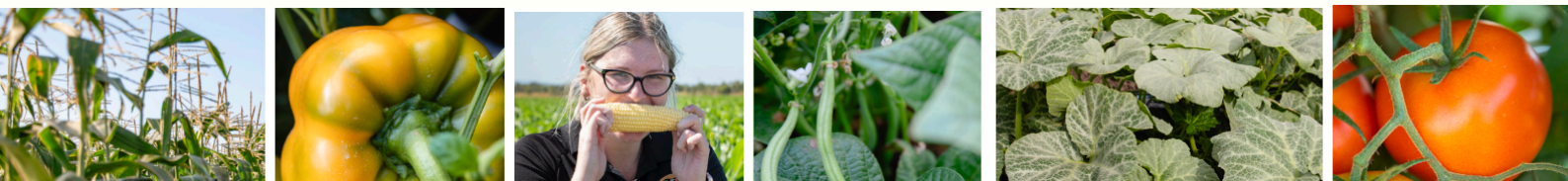
Please email your form and a high-resolution logo in jpeg format to:
Email: admin@bowengumlugrowers.com.au
Post: PO Box 489, Bowen, Qld 4805

Signature: _____

Name: _____

Position: _____

Date: _____





BOWEN GUMLU
GROWERS ASSOCIATION INC.

Connect with us

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www.bowengumlugrowers.com.au

Facebook - <https://www.facebook.com/bowen.growers/>

LinkedIn - <https://www.linkedin.com/company/bowen-gumlu-growers-association/>

YouTube - <https://www.youtube.com/channel/UCyHC14KxNSbNBMODR1TFRxw>

Instagram – <https://www.instagram.com/pickparadiseqld>

