



AUSTRALIAN ORGANIC 2020 MEMBERS & PRODUCERS Q&A FOR GENERAL PUBLICITY

Australian Organic is reaching out to its members for expressions of interest in media publicity. We are looking for newsworthy stories to pitch to media.

We are particularly interested in hearing from producers based in regional areas, however we are also open to stories from all members to pitch to media. Stories may include exciting news and updates, new products or collaborations, unusual or interesting information, or how your business has been affected by the different challenges of 2020.

If a media outlet is interested in writing a story about your business, you will be contacted by our PR team, Blue Hill PR.

If you would like to share your story and feature in media publicity, please complete the questions below.

Once finished, please save this document and email to shari.burke@austorganic.com

Name, position and mobile phone number of person filling out this form?

Name of the business and location - suburb, city/town and state?



Nature of the business/products?

What year was it established?

How many employees currently work in the business?

What is the history of the business – who started it and why – does the business have an interesting back story?



Can you describe any innovations has your company made regarding your products?

How did your business fare during the various challenges of 2020 (please detail any pivoting of the business)?

What are the various organic/sustainable/ethical considerations and practices that you have employed in developing your products/services that you feel are important?

What are the particular issues, challenges and trends in your specific industry/sector that are facing your businesses?



What are the future goals for the business product wise and development wise?

END