



# Membership

The most effective way to address critical issues facing your organic business and support the industry is by joining Australian Organic Limited.

## Who is Australian Organic Limited?

Australian Organic Limited (AOL) is the peak national body advocating on behalf of its members and often more broadly the organic sectors it represents.

Established nearly 35 years ago, AOL is a for purpose organisation, established by industry for industry. AOL's work is underpinned by the most recognised organic mark, 'The Bud' now recognised as 62% of all Australian shoppers. The success of the Bud wouldn't be possible without the support of the industry.

## Why Join Australian Organic Limited?

Together we are stronger

To ensure a well chartered future, the AOL Board and Executive developed a clear five year Strategic Plan. Now into our third year, AOL has established a clear approach to represent the organic industry through measured and considered dialogue. Our core pillars to Protect and Promote the interests of the industry and to Engage and Consult with government and key sectors is imperative in supporting our industry's greatest challenges and opportunities.



### Protect

The rights of the consumer and the integrity of the industry.



### Promote

To establish the value of certified organic and build trust through education and awareness to consumers.



### Engage

To deliver on the needs of the organic industry, to execute the plan and remove barriers to trade.



### Consult

To identify industry and sector needs and plan a clear path forward.



## The Australian Certified Organic Bud certification logo

is the most recognised organic trust mark amongst Australian shoppers and has been so for over a decade.

## What are the benefits of becoming a member?

As a member of this dynamic industry you will receive exclusive access to the below benefits, and so much more.



### Australian Organic Market Report

Complimentary copy of the most recent Australian Organic Market Report to develop your business strategy valued at \$995.



### Marketing & Sponsorship Opportunities

Access to discounted marketing and sponsorship opportunities to reach over 6,000 Bud Organic Club members and 120,000 social media followers.



### Australian Organic Awareness Month

Exclusive opportunities to be a part of Australia's largest campaign celebrating certified organic products every September.



### Industry News & Monthly Member Update

Access the most recent industry news and updates, relevant to the organic industry and exclusive CEO updates.



### Trade Organic Export program

Free access to country-specific Trade Organic Export Masterclasses to explore export opportunities in international markets.



### Industry Forums & Networking Events

Access to discounted tickets for sector-specific information sessions and annual networking events to educate and connect the industry.



### Trade Exhibitions & Expos

Opportunity to attend trade exhibitions and expos at a discounted rate, alongside exclusive access to partnership opportunities.



### Advisory Boards & Committees

Opportunity to sit on advisory boards and committees and contribute to submissions, to influence on issues related to your sector.



**56%**

of organic shoppers check for certification marks on organic product labels.



**62%**

of shoppers recognise the Australian Certified Organic Bud certification logo (up from 51% in 2019).

## How do we use our member funds?

### We are working for you

Australian Organic Limited continues to invest Industry Development Levys (IDLs) and membership fees through progressing the organic industry by the following key activities:

- **Drive Domestic Regulation:** AOL is the driving force behind the domestic regulatory review and a key member of the Organics Industry Advisory Group (OIAG) established by the Hon. Minister Littleproud.
- **Promote Consumer Awareness:** AOL established Australia's largest annual organic campaign Australian Organic Awareness Month to support the growing demand for organic consumption and educate on the importance of looking for certification marks.
- **Engage with Federal & State Government:** AOL continues to develop relationships with Ministers, Departments and key industry partners such as the National Farmers' Federation (NFF) and the Australian Food & Grocery Council (AFGC).
- **Provide Market Analysis:** AOL invested in consumer and commercial research by supplying data and information to support trade negotiations.
- **Lobby ACCC on "fake organic" products:** AOL works with the ACCC on misleading claims and has successfully negotiated the inclusion of the National Standard for Organic & Biodynamic produce on the ACCC website and has been appointed a position on the ACCC Agricultural Consultative Committee.
- **Assist Organic Importers:** AOL has driven significant outcomes for organic importers regarding mandatory biosecurity changes relating to seeds and khapra beetle through fostering strong relationships with federal and state Biosecurity teams.
- **Support Export Opportunities:** Provided the Department of Foreign Affairs and Trade input into Free Trade Agreements, collaborated with international industry counterparts and launched an Export website Trade Organic and masterclass program that provides resources on organic exports and international markets.
- **Educate New Generations:** Launched the new Australian Organic Schools Program to encourage learning about organic principles and practices in Australian schools.

## Membership Structure & Fees

### Certified Operator

\$275 incl. GST

ACOS Operators licensed to the Bud; includes AGM voting rights.

### Associate Non-Voting

\$550 incl. GST

For any business, organisation or individual.

### Associate Voting

\$1,800 incl. GST

For any business, organisation or individual, includes AGM voting rights.

Become a member today and join the strongest voice to support your organic business.

Contact Marie Deletoille: E: [marie.deletoille@austorganic.com](mailto:marie.deletoille@austorganic.com) | T: 07 3350 5716