



# 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 industry body advocating on behalf of its members and more broadly the organic sectors it represents.

Established in 1987, AOL is a for purpose organisation, created by industry for industry. AOL's core pillars to Protect and Promote the interests of the industry and to Engage and Consult with government are imperative in supporting our industry's greatest challenges and opportunities.

Australian Organic Limited owns and maintains the **Australian Certified Organic Standard (ACOS)** and our work is underpinned by the most recognised organic mark; **'The Bud'** logo is now recognised by 62% of all Australian shoppers.



## Why Join Australian Organic Limited?

Together we are stronger

AOL has united a growing community of certified organic operators. Together, we work to promote and protect the maturing organic sector. We have been representing our members for 35 years and we invite you to join us to have your say in shaping the future of the organic industry. When you join Australian Organic Limited, we provide you with:

- A direct voice to government to address our industry's greatest challenges and opportunities
- Industry research and resources to help position your business for success
- Marketing support through industry awareness & promotional campaigns

By becoming a voting member of Australian Organic Limited, you help to shape the future of the organic industry through your contribution at our Annual General Meeting.



### 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.

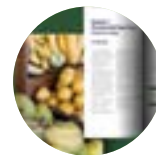


### Consult

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

## 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 digital copy of the most recent Australian Organic Market Report to develop your business strategy.



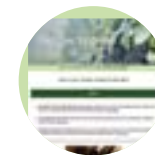
### Marketing & Sponsorship Opportunities

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



### Monthly Member & CEO Update

Access the most recent industry news and updates relevant to the organic industry, including a regular email from our CEO.



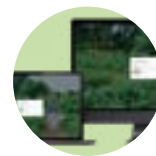
### Industry Awards & Wine Awards

Free submission to the highly respected annual Industry Awards and Wine Awards and discount tickets to attend the event.



### Conference, Forums & Networking Events

Access to discounted tickets for events to educate and connect the industry, foster growth and innovation.



### Exclusive member portal

Access to a range of resources, publications and webinar recordings.



### Advisory Committees

Opportunity to represent and advocate for your sector on advisory committees, as well as contributing to submissions.



## 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.



56%

of organic shoppers check for certification marks on organic product labels.<sup>1</sup>



63%

of shoppers recognise the Australian Certified Organic Bud certification logo (up from 51% in 2019).<sup>2</sup>

<sup>1</sup> Australian Organic Market Report 2021

<sup>2</sup> Australian Organic Consumer Trust Survey 2022

## 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:

- **Government Advocacy:** AOL continually advocates on behalf of the certified organic industry by working with government on key industry issues such as organic domestic regulation, market access, biosecurity and relevant industry matters.
- **Promote Consumer Awareness:** AOL continues to educate consumers on the benefits of organic and the importance of checking for certification marks through the Bud Organic Club website, newsletter and social media platforms. AOL has also established **Australian Organic Awareness Month**, the nation's largest campaign to promote the benefits of organic produce.
- **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).
- **Research & Development:** AOL, through the strategic direction of our Board and advisory committees, engage key research and industry bodies to work towards establishing further organic oriented Australian agricultural research.
- **Provide Market Analysis:** AOL invests 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:** AOL contributes on export by providing the Department of Foreign Affairs and Trade input into Free Trade Agreements, collaborating with international industry counterparts and maintaining an export website **Trade Organic** and masterclass program that provides resources on organic exports and international markets.
- **Educate New Generations:** AOL manages the Australian Organic Schools Program to encourage learning about organic principles and practices in Australian schools.

## Membership Structure & Fees

### Ordinary Certified

\$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