



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL



MEDIA KIT

2019-2020



ABOUT AFGC

The Australian Food and Grocery Council (AFGC) is the peak body for the food and grocery supply industry. We can showcase your brand to our highly engaged member community of **over 200 companies**, many who own iconic food and grocery brands.

SHARING YOUR INSIGHTS

AFGC welcomes member and partner contributions to our communications channels. Let us know if you have a great story, event or insight to share. Our team will work with you to find the best way to get your message to the right audience within our member community.

SOCIAL MEDIA FOLLOWING



2,000+



850+



2,600+

NEWSLETTERS

You can share insights with our member companies through the following quarterly newsletters:

- **Sci-tech** - provides information about changes in food science, non-food technologies and other regulatory matters
- **Supply Chain** - shares the latest developments in retail supply chain issues
- **Sustainability** - advises on regulatory changes and other concerns that may impact member companies
- **Trade Update** - provides insights into global market trends, changes in commodities and partners that support trade activities.



WORKING GROUPS

AFGC working groups focus on key areas of interest to our members and the work we do to represent the views of the industry. You can suggest presentations to inform the work of these groups, including:

- **Committees** - discuss key issues relating to Health, Science and Nutrition, Supply Chain, Sustainability, Corporate Affairs and Trade
- **Forums** - explore allergen management, needs of Small-to-Medium Enterprises, or category specific issues
- **Task-forces** - focus on finding a solution to a key issue for the benefit of the industry.

MONTHLY STATISTICS

6,000+

unique
website visitors

15,000+

website
page views

2,000+

email
subscribers

EVENTS

Please see our website for the AFGC annual calendar of events and to download a copy of our Sponsorship Prospectus. Contact us to discuss hosting one of our member-led events or promoting one of your events.

CONTACT US

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