



AUSTRALIAN  
**FOOD &  
GROCERY**  
COUNCIL

## YOUR MEMBERSHIP



## YOUR INDUSTRY ADVOCATE

**You are part of a thriving industry** that is vital to the wealth of the nation, delivering jobs, economic growth and helping people to live well. Advocating for our food and grocery supply members is a core focus of the Australian Food and Grocery Council (AFGC).

**We give you access to key stakeholders** through our established relationships. Member funds are invested in representing the suppliers behind Australia's iconic food and grocery brands.

Unlike category specific membership alternatives that often focus on isolated issues, AFGC **delivers you industry-wide insights and the ability to have a greater influence** through collective action on commercial, economic, regulatory, health and environmental issues.

**Joining is critical to ensuring the sustainability of your industry.** For food and grocery suppliers, AFGC membership offers a way for you to grow your business and make a positive impact to the future of the industry.

Your contributions will **inform and enable our work as the voice of the industry.** This allows you to express your needs and shape future policies and strategies.

## BENEFITS OF BEING A MEMBER

Your organisation will receive a range of benefits by giving an unlimited number of employees access to member-only services. Becoming an **industry member** entitles you to:



### Member-only events and seminars

You will receive invites to exclusive events where you will connect with new people and gain key insights.



### Free member resources

You will be given access to the members centre for guides, tools and more.



### Special offers, limited to members

You will be sent invitations to member-only free events and get generous savings on other events.



### Member briefs

You will receive weekly emails with vital updates for your business.



### Member support services

You can pick up the phone and speak to our team for help with any questions or issues.



### Training for members

You can send your team to a course, seminar or forum.



### Choice of member newsletters

You select the e-newsletters that you and your colleagues want to receive each quarter.



### Member representation

You can participate in a survey, roundtable, or working group.

Associate membership is ideal for organisations that offer services for food and grocery suppliers and want to support for our members. Affiliate membership is available for other industry associations that want to partner with us to address joint issues.

## JOIN AND YOU CAN...

### Grow your revenue through competitive advantage

**Receive tangible returns.** Full members receive business intelligence, advice and intervention that can give their business a competitive edge. We offer information on local and global markets. You can access insights on retail supply chains, food labelling, making health claims, international trade and sustainable practices.

### Make savings and reduce costs

**Remove barriers.** Our members gain trading term insights and advice on the Food and Grocery Code of Conduct that can result in improved trading relationships and savings. We also help members to remove some of the barriers to domestic and international trade. Receiving information from AFGC on food safety, regulatory requirements, supply chain efficiency, and product recall procedures can avoid unnecessary costs.

### Contribute to a thriving, sustainable industry

**Have your say.** Industry members contribute to overall policy and strategy, influence sector-specific issues and help shape the future of Australian food and grocery industry. You can do this by participating in a survey, providing input into a submission or joining a committee.

### Learn new skills and expand your network

**Think big.** Grow your business, increase profitability, enrich your teams and expand your network through AFGC events and training. Developed specifically for the Australian food and grocery manufacturing industry, members attend AFGC events for free or at preferential rates.

### Access insights, tools and advice

**Stay informed.** The AFGC has analysed and decoded a wealth of industry intelligence, extracting only information that's most relevant to the sector. Members are kept up-to-date and remain compliant by tapping into this knowledge through publications, tools, member-only seminars and direct access to AFGC staff.

### Be represented in advocacy for your industry

**Stronger together.** Capitalise on AFGC expertise in government relations, corporate relations and issues management. Benefit directly from strategic relationships the AFGC has forged with politicians, regulatory bodies, major retailers, like-minded associations, key experts and influencers.

### Protect the reputation of the industry

**Promote your industry.** We recognise the scale of our member contributions to Australia's community, economy and environment. Industry members are featured on our media channels at least once a year.



*"The State of the Industry Report, combined with updates provided in weekly member's briefs gives us the latest industry information to discuss with our key stakeholders."*

*“The tipping point for joining was the Food and Grocery Code of Conduct (FGCC) but we have received extra value through member events, briefs and training.”*

Event sponsorship opportunities are also available. Network with potential clients and enhance your organisation's profile within the food and grocery industry.

## GET INVOLVED

You will receive great value-for-money by getting involved in a range of conferences, seminars, working groups, roundtables and other events. Attending two or three events a year gives members a return of over \$3,500 on their annual membership investment.

We have designed our events and groups to provide:

- ➔ **Insights** on key industry issues to help you prepare for future changes
- ➔ **Training** and tools that help develop skills that are key to business success
- ➔ **Connections** with other members and stakeholders that can support your business.

### CONFERENCE

The annual **Food and Grocery Australia** (FGA) Conference is held in May. This event offers Chief Executive Officers (CEOs), Sales Directors/ Executives and others the latest information on local and global consumer and retail trends. You also benefit from networking opportunities including the welcome reception, gala dinner and breaks over the duration of the event.

The **Future Leaders Forum** is held in September each year. It is designed for young professionals that want to grow their career in the food and grocery supply industry. This one-day event is often used to recognise high performing team members and gives them additional skills and insights to help transform their employer's business.

### SEMINARS

The **Supply Chain Seminar** is held in June. It offers supply chain executives the opportunity to learn from industry leaders and network with industry peers. This is a focused supermarket retail supply chain event that will help you anticipate future trends and share practical experiences.

Visit [afgc.org.au](http://afgc.org.au) to view our current events calendar.

The **Sustainability Seminar** is held in June each year. If you are involved in responsible sourcing, food and waste recycling or driving environmental initiatives, this event will provide the latest insights. It outlines some of the current and emerging risks to the food and grocery supply industry, along with trends that may represent future opportunities for your business.

### FORUMS

The **SME CEO Forum** is held in February, May and August each year. This is a member-only event that is offered free of charge to CEOs that run SMEs and want to network with their peers. Each event sees different guest speakers share knowledge to benefit members, along with AFGC providing updates on its activities and priorities.

There are a number of **targeted member forums** that you can become involved in, including:

- Trading Partner Forum
- Australian Breakfast Cereal Manufacturers Forum
- Quick Service Restaurant Forum
- Non-food Forum
- International Trade Advisory Group
- Grocery Industry Advisory Group.

## FIND OUT MORE...

To find out more about the benefits of being a member:

T +61 2 6273 1466

afgc@afgc.org.au

www.afgc.org.au

Connect with us:



@AustFoodGrocery



AFGC AusFoodGrocery

## TRAINING

Learn about the functions of the **Product Information Form (PIF)** and how to tailor it to your business needs. PIF training will show you how to use the portal to improve the efficiency of the exchange of product data between system users. The PIF is an industry-agreed questionnaire designed to help you consolidate a wide variety of information about food products and ingredients in a consistent and standardised format. PIF is a single document that meets information needs for legal and regulatory compliance.

Participate in the **Food and Grocery Code of Conduct** training sessions to help your business understand Code obligations, legal requirements and how to get maximum benefit. If you are involved in retailer and supplier trading relationships, this training will help you to improve business outcomes. These sessions are delivered with our partner NextGen.

Attend a training session on **Australian Competition Law** to discover the impact it could have on your business. If you want to understand why this law is important to you, how to avoid compliance issues and the ways it intersects with the Food and Grocery Code of Conduct, then this session will answer your questions. The training is delivered regularly for our members or an in-house session can be organised for larger businesses.

## EDUCATION

The Australian Grocery Academy (AGA) was initiated by AFGC's Grocery Industry Advisory Group to create a unique education program. AGA is for building the skills of high potential employees such as category development managers, national account managers and national business managers. The program is run annually and consists of four modules:

1. Insight led selling and category management
2. Commercial management
3. Advanced customer management and negotiation
4. Highly effective personal performance

## COMMITTEES

As an industry member you can nominate representatives to join one of our focused standing committees. These member committees help steer future policy directions on:

- **Health, Nutrition and Scientific Affairs** in terms of regulation and food safety
- **Sustainable Practices** for balancing economic and environmental needs
- **Supply Chain** delivery of efficient and effective outcomes in supply chain
- **Corporate Affairs** for building and maintaining the reputation of the industry.

*“AFGC has a strong impact on key issues and can quickly take the temperature of the market.”*

*AFGC is committed to sustainability. Please consider the environment before printing.*

*Sustaining Australia*