



# Australian Oilseeds Federation

Working together to enhance opportunities for the Australian Oilseeds Industry's Growth and Competitiveness

## Membership

**“AOF is the peak industry body for the Australian oilseeds value chain embracing consumers of food, feed, health and industrial products.” AOF Vision - Strategic Plan 2010**

### AOF Value through service

The Australian Oilseeds Industry stands on a new era of growth and development. Through improved productivity and quality, product-mix and supply-chain efficiency it has the potential to grow from the current \$2.5 billion to \$3.3 billion by 2015.

Since its inception in 1970, AOF members have consistently supported the Federation in its many vital and necessary functions in realizing this growth.

AOF acts as a leader and facilitator. It provides direction to the industry, improves communication and secures stronger linkages within the industry for the betterment of the industry.

AOF delivers a range of services focused on enhancing industry growth and competitiveness and providing high value to members.

#### The range of services include:

- Industry issue lobbying and representation
- Facilitating improved market access/export development
- Industry training/education
- Standards and protocols for trading and handling of oilseeds and oilseed products
- Strategic plan and industry goals identification and implementation
- Increasing industry awareness of innovations and potential opportunities
- Information and communication to/amongst the key interest groups
- Promoting Australian grown and Australian made oilseeds and oilseed products
- Oilseed related R&D with government, industry and R&D bodies
- Promoting environmentally responsible practices within the oilseed industry

#### AOF works for the benefit of the whole industry and, as such, its activities are based on:

- effective positioning of the industry for competitive advantage
- sound understanding of the needs of members
- being flexible and responsive
- taking account of the needs of consumers for seed, oil and meal
- ensuring accountability and good corporate governance

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## Benefits of AOF membership

All members have direct access to development of lobbying activities, knowledge and research, and marketing programs sponsored by AOF.

They receive vital market intelligence through the AOF monthly crop report and the quarterly AOF news, which covers the latest research findings, industry data and information. This is supported by fast fact publications and the AOF's up to date website [www.australianoilseeds.com](http://www.australianoilseeds.com) including 'members only' area.

AOF also provides representation for the industry in domestic and international forums, networking opportunities with industry experts and other groups; and information about upcoming meetings, workshops and conferences.

AOF members benefit from the strategies, programs and activities developed and funded by AOF to meet the industry's challenges. For the Australia's oilseeds industry, continued growth in domestic and global markets presents many significant opportunities and many significant challenges. AOF plays a key role in meeting these challenges and realising its potential.

AOF programs build on the solid foundations of the past but are anchored to emerging market trends and opportunities for growth. Programs are geared towards market preference through value add in production, quality and reliability as the platform to realising increased value, growth and production. It involves such activities as:

- Supporting the development of grower capacity through improved varieties and crop protection, management practices and extension activities, to secure the industry's long term position in domestic and export markets;
- Fostering the ongoing uptake of innovation across the industry, investment in product development and ensure the industry has access to all appropriate technologies;
- Improving the image and position of Australian oilseeds and oilseed products among domestic and export Consumers
- Fostering the continued adaptation of the value chain to deliver improved competitiveness; and developing a stronger industry voice.

Please tick the following boxes if you would like to receive information from The Canola Association Australia and/or Australian Sunflower Association.

CAA

ASA



## Membership Application

### Primary Contact:

Name: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Title: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
City/Town: \_\_\_\_\_  
State: Postcode: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Web: \_\_\_\_\_

### **We would like to apply for Corporate Membership of AOF:**

Our cheque for \$1100.00 is attached (incl GST)

Credit card details: Visa/Mcard

Card No: -----

Name: \_\_\_\_\_ Exp: -----/-----

Our details of electronic transfer for \$1100 (incl GST) is attached

(Bank details below)

ACCOUNT NAME: Australian Oilseeds Federation

ACCOUNT NUMBER: 230672 BSB: 032 298

BANK NAME & BRANCH: Westpac Crows Nest NSW

When complete: Post Membership Application to:  
AOF P.O. Box H236, Australia Square. NSW 1215  
or fax to 02 80077549. [www.australianoilseeds.com](http://www.australianoilseeds.com)