

Alpine Valleys

agribusiness forum

'Australian Alpine Valleys - Where the Best Grows to Perfection'

Project Report

Network to Success 2006-07

**Total Project Cost
\$5,525**

Australian Alpine Valleys Agribusiness Forum received funding to produce a series of newsletters to enable better communication with members and stakeholders..

There were five main aims of the project, all of which were achieved;

Connection of agribusinesses, networking and knowledge sharing between like businesses. The news letter as attached has provided the conduit to spread Agribusiness specific information through out the region. Recipients of the news letter certainly have a broader understanding of the opportunities that exist in the market place.

Increased awareness of agribusiness activities and opportunities The inbound buyers mission, awards and export opportunities have been well received with Japanese buyers able to access product for importation a highlight.

Higher level of input into the agribusiness forums The membership of the forum has grown by 40% in two years partly due to the success of the newsletter. The newsletter has formed part of a strategic communications strategy that has not only contributed to the overall strength of the sector but also the awareness of outside opportunities that people may be able to target.

Increased level of export and involvement in the Australian Alpine Valleys Agribusiness Forum's Alps to Asia campaign and other in-bound and out-bound trade missions The forum was involved in two export focussed activities over the last 12 months. One was the inbound trade visit from Japan hosting 5 food buyers for 4 days as well as an in market opportunity for exporters to participate in Food and Hotel Asia 2008. The FHA opportunity did not proceed due to not enough support.

Showcase and celebrate local agribusiness success The annual awards where attended by 80 Agribusiness people from across the region. The winners and nominees where well profiled in the electronic and paper media. The newsletter captured the moment. It is hoped the awards will encourage excellence and growth in the sector.