



The Australian Alpine Valleys Agribusiness Forum

January 2005

AlpValleys Role

- To provide a voice for the North East Victorian Agribusiness Community
- To help develop regional agribusiness capability
- To promote investment opportunities in North East Victoria

Vision

Customers will prefer products and services from the Alp Valleys Region

Mission

- To ensure products and services from the Alp Valleys Region are better marketed than those of their competitors
- To assist producers develop organisations and systems to profitably market their products and services

“Doing Business in Asia” a Drawcard for AlpValleys

Agribusinesses in North East Victoria are keen to hear about doing business in Asia. That was the message received loud and clear at an export seminar, featuring David Ch’ng – Associate Professor at the Business School of Melbourne University – and David Shearer of the Department of Primary Industry, which took place in Rutherglen at the end of November.

Representatives from local wine and food industries attended, as well as a wide range of agribusiness consultants, members of the Catchment Management Authority, regional development and government bodies.

David Shearer provided a fascinating snapshot of how one group of Victorian agrifood producers have responded to opportunities in exporting to South East Asia.

David Ch’ng enthralled all participants, late into the evening, with his unique interpretation of the hurdles facing producers wishing to carry out business in Asia, and how to successfully overcome them.

AlpValleys was generously assisted by Regional Development Victoria in bringing David Ch’ng to our region.



AlpValleys Deputy Chair Lachlan Campbell; Sepcial Guest Speaker David Ch’ng; and AlpValleys Chair Peter Long – pictured here at the export seminar “Doing Business in Asia” which featured at the AlpValleys AGM in November

**North East Victorian Agribusinesses invited to share
Marketing and Business Planning experiences**

AlpValleys "Marketing and Business Planning" forum

The Old Priory, Beechworth
Tuesday 8th February 2005 commencing 4.00pm

AlpValleys, and consultants Dennis Toohey & Associates, have been working with agribusiness groups to improve marketing effectiveness and increase market share.

A forum to be held in Beechworth in February is a key activity in this VAN (Victorian Agribusiness Network) project, at which participating groups will present their strategic initiatives, their ideas and insights gained during the project. These groups are:

- Australian Green Tea Growers Association
- Alpine Valleys Vignerons
- Alpine Valleys Food and Wine Group
- Glenrowan Vignerons Association
- Towong Shire Agribusiness Group (Upper Murray Farming Systems & Snowy Mountains Essential Oils)

Information on Government Grants available to agribusiness will also be provided by speakers from Regional Development Victoria, Department of Primary Industries, North East Area Consultative Committee and the National Landcare Program.

***Everyone involved in agribusiness in North East Victoria is invited to attend
Presentations will commence at 4.00pm. Dinner will be served at 7.15pm and
formal events will conclude 8.30pm.***

**Cost: \$10.00 per person (includes dinner, GST). RSVP: Claire Griffiths phone 03 5727 9359,
email admin@alpvalleys.com.au by Friday 4th February 2005.**

Agribusiness Regional Profile

The (almost) final draft of the North East Victoria Regional Agribusiness Profile, being prepared by The Regional Development Company in conjunction with MacroPlan Australia for AlpValleys, is now being reviewed, and the final report will be made available to the Board in mid February. Details will be available soon of the launch of this report, at which participants will get the first glimpse of the opportunities available for agribusiness in the region.

Water Closer to the Source

Policies, Opportunities, Development

**Forum – La Trobe at Beechworth
2.00pm to 5.30pm**

Wednesday 23rd February 2005

Themes include:

**National Water Initiative
State Water Reform
Regional Case Studies**

Agribusiness investor perspective

*For more information call the North East CMA
Phone (02) 6043 7600*

AlpValleys Contacts

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Members - Website Link

AlpValleys members are reminded that they can obtain a free link from the Forum website to their own site. Several members have already taken advantage of this offer. AlpValleys website is now experiencing a huge number of hits, and generating considerable interest. Visit www.alpvalleys.com.au for more information, or to download a membership application form.