

Strategic Plan Appendix

Key Focus Areas

AHT's focus is to protect and sustainably grow Australia's international horticulture trade. There are key areas of policy and process that impact on the sustainability of Members businesses engaged in international horticulture trade. They are:

- Product market access, tariff, and non-tariff trade barriers
- Government regulation and information management systems
- Government service delivery and biosecurity clearance management

The key AHT activities to effect improvements in international horticultural trade are through:

- Representing AHT Member interests to government and industry organisations
- Facilitating innovative, adaptive, and economically sustainable border clearance processes
- Supporting appropriate and efficient protection of Australian and trade partner biosecurity

To consult with other stakeholders and communicate outcomes for members, AHT engages through:

- Advocacy
- Member and external communication
- External expert consultation

AHT Relationships

AHT ensures Member perspectives are communicated by maintaining relationships with Federal and State Government and industry organisations engaged in the development of trade policy and process that shape the operating environment for Member businesses. Key organisations include:

Government

- Department of Agriculture, Fisheries and Forestry (DAFF)
- Department of Foreign Affairs and Trade (DFAT)
- Department of Infrastructure and Regional development
- Austrade
- Other Departments with interests in:
 - Infrastructure
 - Biosecurity
 - Market Access
- State Government Departments/Authorities

Industry

- AHT members
- Value chain participants (including international)
- Peak Industry Bodies
- Horticultural Innovation Australia
- Australian Fresh Produce Alliance
- International trade partner representative organisations

Advocacy

AHT maintains communications with government and industry organisations engaged in development of policy and processes that affect Member interests. They include:

- Federal Senators and Members of Parliament (by product and region)
- Federal Ministers (by portfolio)
- Federal Government Departments
- State Government Departments/Authorities
- Peak Industry Bodies
- Other international trade-related industry representative organisations

Internal consultation

- Member communications (primary focus)
- Board meetings
- Annual General Meeting and Conference

Internal communication

- Email newsletter E-News
- AHT website (including Member login)
- Direct updates to Members (IANs, FTA/APSA,)
- Annual Conference
- Commodity statistic reports from PEMS and Fresh Intelligence

External consultation

Australian Fresh Produce Alliance (AFPA)

Hort Innovation Australia (HIA)

Government

Department of Agriculture, Fisheries and Forestry (DAFF)

- Horticultural Exports Industry Consultative Committee (HEICC)
- Imported Fresh Produce Working Group (IFPWG)
- Imported Food Consultative Committee (IFCC)
- Direct

Department of Foreign Affairs and Trade (DFAT)

- Austrade
- Direct

Other

- National Farmers Federation – Hort Council
- National Fruit Fly Council
- State Government
- State based representative groups
- Direct

Peak industry bodies (PIB's)

External communication

AHT's external communications comprises of:

- Letters
- Submissions
- AHT website

Industry media releases

- Fresh Source
- FreshPlaza
- Fruitnet/Asiafruit
- Good Fruit & Vegetables
- Fresh Fruit Portal
- Queensland Country Life
- The Land
- The Weekly Times