



# AUSTRALIAN HORTICULTURE TRADE



**Australian Horticulture Trade (AHT)**

**Strategic Plan 2023**

## Australian Horticulture Trade (AHT)

### Purpose

AHT is the Peak Industry Body (PIB) tasked to represent and promote Members collective interests across Australia's Exported and Imported Horticultural supply chain.

### Structure

AHT is a cross commodity, member subscribed association dedicated to, and operated to ensure the purpose of the organisation is achieved.

Members are key Industry companies, related organisations, service providers and regulatory authorities participating in or associated with exported and imported horticulture commodities and trade. They can include:

- Exporters
- Importers
- Fresh Produce Wholesale Markets
- Peak Industry Bodies
- Logistics providers
- Authorised Officers
- Treatment providers
- Accredited plant, disease, and insect assessment organisations
- Food, Plant and Health Regulatory or Safety authorities

Since 1987 AHT has led engagement with all key stakeholders to protect and improve Australia's competitive strengths in international horticulture trade. [www.horticulturetrade.com.au](http://www.horticulturetrade.com.au)

## **Vision**

To be recognised as the trusted voice of the Australian horticulture industries improvement of cross border fresh horticultural products and the management and maintenance of functional, bio-secured market access pathways for fresh produce.

## **Mission**

To understand our various horticultural industries challenges and offer business-centred policy and process solutions.

## **AHT Goals**

- Connected with and recognised by the broad community of key government and non-government stakeholders
- Improvement and expansion of market access for imported and exported fresh horticultural products
- Appropriate, timely and cost-effective border clearance systems and processes
- Competitive and cost-efficient logistics systems
- Engaged and knowledgeable Members active in policy, process, and operational improvement
- Financially sustainable management delivering Member value and growth
- Capability to respond and represent Members (when applicable) on anti-competitive regulation or behaviour impacting Member businesses
- Sustainability, longevity, and long-term future

## AHT Strategies

- Government and non-government organisations recognise AHT as the representative voice of businesses in international cross commodity horticulture trade
- Maintain relevant stakeholder contacts
- Communicate AHT Member perspectives to government and non-government stakeholders participating in policy and process development
- Maintain surveillance for anti-competitive behaviour affecting Member access to services or costs
- Maintain communication with Members to monitor issues impacting on their business sustainability
- Investigate additional revenue opportunities
- Create core funding model for long-term financial stability
- Recruit, mentor, and train Member representatives for Board succession

## AHT Goals, Strategy and Action

Goal	Strategy	Action (Task)
<b>Connected with key government and non-government stakeholders</b>	Government and non-government organisations recognise AHT as the representative voice of businesses in international horticulture trade	<ul style="list-style-type: none"> <li>• Seek periodic meetings with the Federal Ministers and their Parliamentary Secretaries or Departmental Heads of Ministries in Agriculture, Trade and Investment plus Infrastructure and Regional Development - to keep them informed on member issues and priorities</li> <li>• Provide AHT representation at relevant industry/trade events</li> <li>• Develop and update AHT promotional materials and website</li> </ul>
	Maintain relevant stakeholder contacts	<ul style="list-style-type: none"> <li>• Maintain an up-to-date directory of key organisational contacts across relevant government and non-government organisations (domestic and international)</li> </ul>

		<ul style="list-style-type: none"> <li>• Maintain a directory of relevant industry media contacts and provide media access service for reporting on issues affecting Members</li> </ul>
<b>Improvement and expansion of market access for imported and exported fresh horticultural products</b>	<p>Communicate AHT Member perspectives to government and non-government stakeholders participating in policy and process development</p>	<ul style="list-style-type: none"> <li>• Maintain AHT representation in Government-Industry working groups on market access and border management</li> <li>• Inform government departments of business risks, barriers, and opportunities for gaining, maintaining, or expanding market access</li> <li>• Advocate for removal of tariff and non-tariff trade restrictions</li> <li>• Develop and disseminate AHT position/discussion papers on existing or emerging market access opportunities</li> <li>• Communicate with relevant non-government organisations to assess and align common objectives, priorities, and activities</li> <li>• Participate in government and industry events and policy consultations</li> <li>• Provide support to and participate in Government initiatives with international trade delegation visits</li> </ul>
<b>Appropriate, timely and cost-effective border clearance systems and processes</b>	<p>AHT Member perspectives are communicated to relevant government departments</p>	<ul style="list-style-type: none"> <li>• Participate in Government-Industry consultative groups and forums – communicate member perspectives presentations at events and policy meetings</li> <li>• Inform and seek member feedback - collate and submit responses to government calls for stakeholder input</li> <li>• Maintain AHT representation in Government-Industry working groups on market access and border management</li> </ul>
<b>Competitive and cost-efficient logistics systems</b>	<p>Maintain surveillance for anti-competitive behaviour affecting Member access to services or costs</p>	<ul style="list-style-type: none"> <li>• Consult with Members on trends and changes in supply chain logistics affecting their businesses</li> <li>• Represent member perspectives on issues impacting logistics providers, air and sea freight plus regulatory systems and their costs</li> </ul>

<b>Engaged and knowledgeable Members participating in policy and process improvement</b>	Maintain communication with Members to monitor issues impacting on their business sustainability	<ul style="list-style-type: none"> <li>• Maintain the AHT website and resources</li> <li>• Compile and distribute trade data and international market analyses</li> <li>• Distribute AHT industry news email</li> <li>• Distribute AHT information resources on specific issues to members</li> <li>• Conduct annual Members conference in association with the AHT AGM</li> <li>• Periodically conduct Member surveys to monitor impacts of policy and process on Member businesses</li> <li>• Conduct periodic AHT Member forums on key issues in State capital cities</li> </ul>
<b>Financially sustainable management delivering Member value and growth</b>	Budgetary oversight	<ul style="list-style-type: none"> <li>• Manage, audit, and annually report AHT financial data</li> </ul>
	Investigate additional revenue opportunities	<ul style="list-style-type: none"> <li>• Scope potential for and develop submissions for funding e.g., Cold Chain Management, Training</li> <li>• Develop new financial and operational model for an AHT-managed offshore pre-clearance (OPI) program</li> </ul>
	Create core funding model for long-term financial stability	<ul style="list-style-type: none"> <li>• Assess core funding support opportunities</li> </ul>
Sustainability, longevity, and long-term future	Recruit, mentor, and train Member representatives for Board succession	<ul style="list-style-type: none"> <li>• Consult with Members and scope potential candidates for Board positions</li> </ul>

