

- ① Funding for these events was provided by the Australian Government Department of Agriculture under their Leadership in Agriculture Grant
- ① The objectives are to grow industry leadership capacity across the Australian Flowers Industry and to confirm support for the Flower Council of Australia* as the national flower industry entity.
- ① The grant consortium were:
 - *Flower Association of Queensland (Flowers Australia)*
 - *Wildflowers Australia*
 - *Flower Grower Group of NSW*
 - *Flowers Victoria*
 - *Flower Council of Australia*



Industry Associations

◎ Purpose and Benefits

- Voice
- Policy Influence
- Bulk Buying Power
- Industry Training
- Advice – IR
- Networking
- Social Value
- Information/Data
- Best Practice



Association Challenges

- Industry Associations in Australia
- Declining in number
- Federating or merging or developing new services or new income streams to remain both viable in a business sense and relevant to their industry and their members
- Need for industry leaders to understand the industry of Industry Associations



Industry Associations

Income

- Membership Fees
- Events and Conferences
- Grant Funding
- Sponsorships
- Professional Services
- Industry Training
- Certifications
- Accreditations



Industry Leadership Roles

- ◎ Board Membership
- ◎ Project Team Membership
- ◎ Sub-Committee Membership
- ◎ Innovation Groups
- ◎ Trialling Industry Firsts
- ◎ Running Industry Events
- ◎ Running Local Industry Networking Events
- ◎ Volunteer Activities to Association such as:
 - Website Management
 - Industry Communications
 - Research Projects



Industry Associations

Governance Principles for Association Board Members

- ◎ **Definitions**
- ◎ “How the association makes and implements decisions”
- ◎ “The associations rules for governing the association”
- ◎ **Why is good governance important**
 - Dealing with government and member funds
 - Industry stakeholders
 - Our associations is essential for our industry



Association Boards

- ⦿ Challenges for Association Board Members
 - Time
 - Working with competitors for the common “industry” good
 - Consulting with the industry on direction and ideas



Effective Association Boards

- Provide governance for the Association
- Provide duty of care to industry (fiduciary)
- Recruit and support manager of association or equivalent
- Maintain confidentiality
- Monitor activities against purpose and plans
- Monitor finances of association
- Monitor industry activity, innovations and issues
- Are industry ambassadors
- Advocate industry concerns and solutions
- Driven by industry sustainability

Ideal personal strengths to be on Association Boards



Futuristic

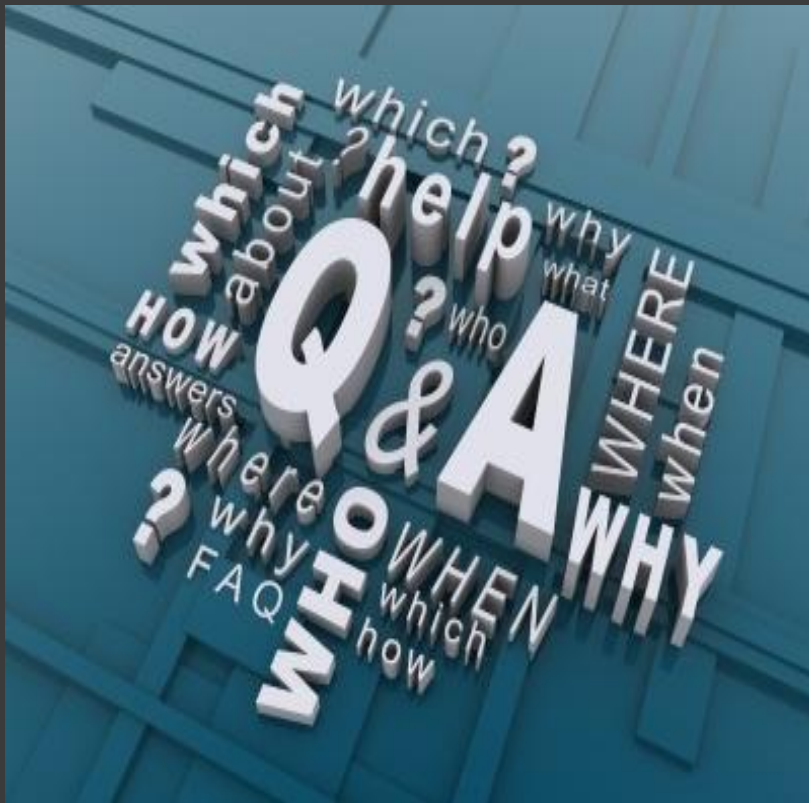
Ideation;
Persuasiveness

Strategic;
Intellection; Context

Focus; Analytical

Competitive; Achiever; Includer;
Connectedness; Responsibility; Learner

Q&A – This was an interactive Q&A where existing flower industry association leaders were asked a series of questions relating to their experiences in industry leadership roles and board memberships



Flower Industry Leadership Experiences

What do you love about being on a Board?

- ✓ Putting something back into the industry
- ✓ Team
- ✓ Looking at the industry from a broader perspective

Flower Industry Leadership Experiences

Thinking back what were your biggest learning curves as a new Board Member?

- ✓ Understanding the different perspectives different people bring
- ✓ Understanding how to work with so many different personalities
- ✓ The challenge of consulting with industry players to ensure the views presented are not just your own
- ✓ Trying to get information on what different growers and florists are achieving and how they are innovating and adapting to meet industry challenges
- ✓ Trying to meet the expectations of industry members

Flower Industry Association Experiences

Nominate your experience with innovation think-tanks and do-tanks and other industry leadership roles?

- ✓ A range of answers including discussing the difference between idea-generation workshops (think-tanks) and project teams with allocated responsibilities (do-tanks)

Flower Industry Association Experiences

What are some of the various Associations recent achievements or benefits of joining?

- ✓The Flower Growers NSW spoke of mounting a successful campaign to limit imports and another around a certified “Product of Australia” trademark
- ✓The Australian Association of Floral Designers spoke of their continued achievements in driving high standards and education in the sector
- ✓Flowers Victoria outlined how membership includes magazine subscriptions and access to Vic Farmers Federation team of employment specialists and employment lawyers
- ✓Wildflowers Australia spoke about being a national body proudly representing the interests of all wildflower growers and florists

Flower Industry Q&A

Your industry's biggest challenges these next few years?

✓ This question was put to all of the participants at both workshops and there was a wide range of answers including:

- ✓ Declining consumer demand
- ✓ High cost of becoming a grower or shop-front florist
- ✓ Lack of clarity around applicable employment laws
- ✓ Bio-security and business threat of imports
- ✓ No one national industry voice
- ✓ Non qualified people can enter industry
- ✓ No compulsory industry certifications/accreditations

Industry Association Experiences

Tell us another industry association (outside the Australian flower sector) whom you admire and respect and why?

- ✓ The Californian Wildflowers Association was nominated as was the Australian Nursery and Garden Association as industry association achievers

Q&A

How can we get into an industry leadership role?

✓ There are many ways and best to contact one of the various associations directly:

- ✓ Flowers Victoria - Alana Pittard
- ✓ Flower Growers NSW – Wayne Inglis
- ✓ Australian Association of Flower Designers – James Milner
- ✓ Wildflowers Australia – Bettina Gollow
- ✓ Flowers Queensland/Australia – Jason Nealon

Industry Leadership

- What can you bring to a Flower Industry Association or Board?