



SA CITRUS INDUSTRY 'BLUE PRINT' and TERMS OF REFERENCE

1 Introduction

- 1.1 Having received a report upon a review of the citrus industry, prepared by retired Court Judge Alan Moss, Hon Gail Gago MLC, Minister for Agriculture Food and Fisheries has established the SA Citrus Industry Transition Working Party (SACITWP) to facilitate the transition to a one new united State based citrus industry body.
- 1.2 The review identified:
 - 1.2.1 the need for one strong united industry body at the State level with the ability to contribute to and benefit from national citrus industry arrangements
 - 1.2.2 inefficiencies in the current funding arrangements:
 - 1.2.2.1 There is a duplication of a number of functions described in the *Citrus Industry Act 2005* and the *Primary Industry Funding Schemes (Citrus Growers Fund) Regulations 2005*.
 - 1.2.2.2 The citrus growers pay levies twice through the two separate mechanisms and contribute the majority of funding contributions.
- 1.3 The purpose of this document is not to bind or restrict the SACITWP in its deliberations, but it is intended to inform the working party's debate around the structure and role of the new State industry body.

2 National body

- 2.1 The review also revealed strong industry support for an effective national citrus industry body. As the citrus industry moves forward it is becoming more and more nationally and internationally focussed. Both the problems facing the industry and the opportunities open to it are less and less able to be addressed at a State level.

2.2 This is the case in areas such as:

2.2.1 International marketing

All the issues surrounding access to international markets are essentially national ones.

2.2.2 National marketing

The increasing national power of the big supermarket chains, make it very desirable for the citrus industry also to have a national voice.

2.2.3 Research and development and bio-security

The funding for these important functions is increasingly concentrated at a federal level and central coordination of these functions greatly increases value and efficiency.

2.2.4 Collection of information

While local information is still valuable, all sectors of the citrus industry are looking for national and international information. This is obviously best collected and collated at a national level.

2.2.5 Uniformity of standards and labelling

It is imperative to the development and expansion of all markets that this be achieved.

2.2.6 Promotion

Regional promotion does not achieve much in the way of results as only a small fraction of production is consumed within the regions. Promotions need to target the big markets where the products are sold and this is best done nationally.

2.3 These and many other reasons all point to the necessity for a strong national citrus industry body.

3 Single representative State based citrus industry body

The national citrus industry body is still a developing organisation. At present only a few SA industry participants are members of the national body. The review revealed that the SA citrus industry wishes to have a State based industry body to represent the local industry. It will be important however, that this body be forward looking and prepared to work towards the goal of a strong national body and not become mired in parochial issues.

4 Essential characteristics of the State body

The following would appear to be the essential characteristics of a single State based representative body for the citrus industry:

- 4.1 there be one representative body
- 4.2 the body is to be owned and managed by the citrus industry with the opportunity for all parts of the citrus value chain to be involved
- 4.3 the body is to be independent of government. Government's role is limited to facilitating the transitional process
- 4.4 the body should work towards the development of a strong national citrus industry representative body
- 4.5 the body should be adequately funded to perform its functions
- 4.6 contributions to funding should be as fair and equitable as reasonably possible.

5 Roles of the State body

It is suggested that the State body should have, at least, the following roles:

- 5.1 represent the citrus industry to government, business and the community
- 5.2 provide, or facilitate access to, information and services to all parts of the citrus industry
- 5.3 advocate for and contribute to the funding of industry research and development
- 5.4 provide industrial advice and representation for members.
- 5.5 work with government agencies on issues such as bio-security, plant health and food safety
- 5.6 work with the national citrus industry body on value chain and market development and uniform standards
- 5.7 fund, or contribute funding for, effective marketing and promotion.

6 Function of the SACITWP

The SACITWP is appointed by the Minister for Agriculture Food and Fisheries (the Minister), following discussion with key industry groups, and is required to:

- 6.1 formulate the detailed structure and governance for the single citrus industry representative body (the industry body)

- 6.2 work with the citrus industry to transition to the new industry structure
- 6.3 provide a report to the Minister for Agriculture Food and Fisheries no later than the 30 May 2012.

7 Roles and tasks of the SACITWP

The SACITWP is required to perform the following roles and tasks:

- 7.1 consider the contents and recommendations of the Review report
- 7.2 consider the contents of this *SA Citrus Industry 'Blue Print' and Terms of Reference*
- 7.3 decide upon the structure, role and function of the industry body
- 7.4 decide upon a name or title for the industry body
- 7.5 decide upon fundamental constitutional requirements for membership and governance of the industry body
- 7.6 consider any relevant regulatory function or legislative instruments required
- 7.7 facilitate the implementation of the creation of the new industry body
- 7.8 decide upon the nature of the relationship of the industry body with Citrus Australia Limited (CAL) and negotiate that relationship in principle with CAL
- 7.9 make recommendations upon the nature and level of funding for the industry body. Consideration shall be given to the equitable raising of funds from all members of the industry body
- 7.10 make recommendations for the raising of funds from citrus industry participants which do not become members of the industry body and whether such funds should be applied to the aims and objectives of the industry body
- 7.11 review the previous role of the SACIDB and CGSA and decide what functions of the SACIDB and CGSA should be continued by the industry body
- 7.12 identify the services which the industry body should provide to its members or assist its members to access
- 7.13 conduct in principle negotiations with CAL and PIRSA concerning provision of services to the members of the industry body
- 7.14 such other roles and tasks as may be determined by the Minister.

8 Membership

The Minister has appointed the following persons as members of the SACITWP:

Member Name	Representation	Votes
Neil Andrew	Chair	One + One
Richie Roberts	Costa Exchange	One
Betty Lloyd	Grower	One
Jeff Knispel	Nippy's Fruit Juice	One
Cathy Lowe	Grower	One
Peter Hill	Grower	One
Judith Damiani	Citrus Australia	Nil

PIRSA will participate on the SACITWP as an ex-officio.

9 External guests

The SACITWP may seek additional input and expertise from guests to answer specific questions or shed light on a particular issue. Where external input is requested or required, the SACITWP will agree upon:

- 9.1 who will be invited
- 9.2 what questions will be asked of external invitees
- 9.3 the process that will be followed.

10 Designating alternate members

No alternates will be considered.

11 Communication

Comment and written communication from and about the SACITWP will only be made by the Chair.

12 Voting

- 12.1 PIRSA and CAL members shall not vote.
- 12.2 Each other member shall have one deliberative vote.
- 12.3 The Chair shall have one casting vote in addition to a deliberative vote.

13 Minutes and meeting papers

13.1 Copies of the minutes are to be provided to all members within ten working days of each meeting.

13.2 Copies of the meeting agenda and meeting papers are to be provided to all members at least seven days prior to each meeting.

14 Frequency of meetings

Meetings will be held at least monthly, unless otherwise determined by the Chair after consultation with the members.

15 Quorum

A minimum of the Chair and three other voting members is required for the meeting to be recognised as an authorized meeting for recommendations or resolutions to be valid.

16 Remuneration of members and secretariat

16.1 The Chair and members will be remunerated at rates determined by the Minister after consultation with the Chair and will include reimbursement of travel expenses).

16.2 PIRSA will provide secretariat services for the SACITWP at a level determined by PIRSA after consultation with the Chair.