



AMIC ANNUAL PARTNER PROGRAM



The Australian Meat Industry Council is the voice of Australian businesses in the crucial and complex post-farmgate meat industry. Our 1,500 plus members employ tens of thousands of people and are significant contributors to their local economies.

We are continually working towards a more competitive and prosperous meat and livestock supply chain that is good for members, good for industry and good for communities.

We do this by advocating for effective and strategic policy, supporting our industry on important issues and providing members with tools to build and grow their businesses so they remain competitive and profitable within the Australian and global supply chain.

BECOME A PARTNER

A partnership with AMIC signifies a commitment to the future prosperity of the Australian post-farmgate meat industry.

We view each of our valued partnerships as a mutually beneficial opportunity to engage with our members. It is your choice whether you have access to one, two or all of our industry sectors, which includes processing and export, smallgoods manufacturers, and retail (independent local butchers).

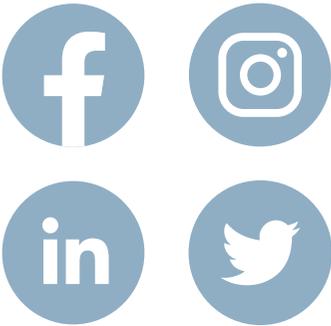
The AMIC partnership program is for non-members that do not meet AMIC's member criteria.

Members have the opportunity to sponsor individual AMIC events outside of this program.

ACCESS



AMIC members from processing and export, smallgoods manufacturers and independent local butchers



9,016

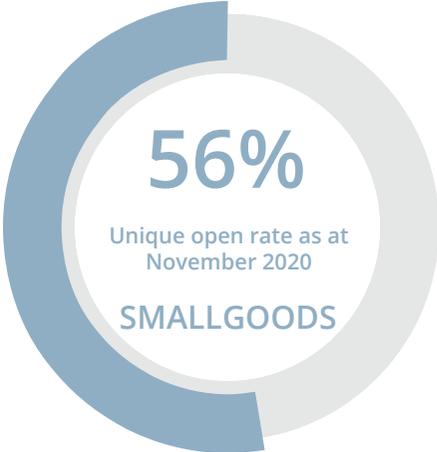
total followers across Facebook, Instagram, LinkedIn and Twitter (as at January 2021)

Newsletters

AMIC is above our peers' average performance of 31.5%*



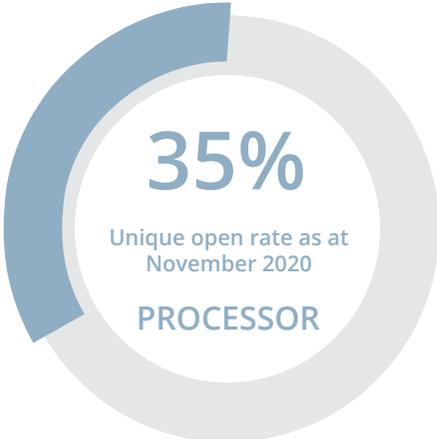
Butchers Advocate
Monthly distribution: 1,131



Charcuterie News
Bi-monthly distribution: 68



People Matters
Monthly distribution: 1,420



Prime Cuts
Weekly distribution: 872

*Source: Mailchimp as at January 2021

OPPORTUNITIES



EVENTS

- Processor Conference
- Smallgoods Summit
- Meat Business Women
- State award dinners
- National award dinners
- Member network meetings

COMPETITIONS

- Apprentice of the Year
- Sausage King
- Smallgoods
- Best Butchers Burger

DIRECT TO MEMBERS

- Prime Cuts e-newsletter to processors
- Butchers Advocate e-newsletter to retail
- Charcuterie News e-newsletter to smallgoods
- People Matters e-newsletter to all members on HR/IR updates
- Webinars
- Electronic Direct Mail (eDM)
- Member portal
- Website acknowledgement and link

NATIONAL BENEFITS

	PLATINUM ON APPLICATION National All sectors	GOLD \$20K National Two sectors	SILVER \$10K National One sector
Logo on AMIC website (under relevant partner level)	✓	✓	✓
Business flyer in new member pack	✓	✓	
Partner welcome eDM to members	✓	✓	✓
Business initiatives and program promotions via AMIC socials	6	3	2
Article / Product / Service promotion in AMIC newsletters	10	6	3
Dedicated partner promotion eDM to members	2	1	
Member networking opportunities	as negotiated	as negotiated	
Option to host and theme webinar discussions	1		
Specific group benefits	as negotiated	as negotiated	
Complimentary tickets to AMIC National Events*	6	4	2
Event signage (placement in line with partner level)	✓	✓	✓
Event flyer in delegate packs	✓	✓	✓
Use of AMIC logo as a partner for promotional purposes	✓	✓	✓

Cost excludes GST

* As agreed.

Number and frequency of events vary in each state

STATE PARTNER BENEFITS

	BRONZE \$5K State One Sector
Logo on AMIC website (under State Partner level)	✓
State Partner welcome eDM to retail members in State	✓
Dedicated partner promotion eDM to members	3 state specific
Member networking opportunities	✓
Opportunity to be on the panel of judges for AMIC Competitions (i.e. Sausage King, Best Burger, or Smallgoods)	✓
Partner recognition in State AMIC Competitions	✓
Pull up banner at State Competition Finals	✓
Partner acknowledgement at State Dinner with logo on media wall backdrop, invites, menus, on-screen	✓
Complimentary tickets to the State Dinner	2 tickets
Opportunity to provide promotion items for the State Dinner gift bags for attendees	✓

Cost excludes GST

Number and frequency of events vary in each state

ASSOCIATE/AFFILIATE

AMIC offers Associate and Affiliate memberships for \$2,500

Associate members include consultants and service providers:

Such as:

- Accounting
- Consulting
- Certification
- Education
- Finance
- Insurance
- Legal
- Logistics
- Packaging
- Technology
- Industry media

Affiliate members include:

- Industry bodies and associations
- Category specific advocacy and services
- Organisations with a direct interest in the industry (that do not meet member criteria)

Benefits

- New member pack flyer
- 1 editorial in e-newsletter
- 1 social media dedicated post link
- Logo on website sponsor page under partner level
- Subscription to AMIC e-newsletters
- Access to member only portal
- Priority opportunity to sponsor events over non-members
- Opportunity to contribute to AMIC committees
- Opportunity to contribute to industry submissions

Cost excludes GST

GET IN TOUCH

For further information on how you can partner with AMIC, please contact:

Oliver Stankovski

General Manager, Project Services

M. 0437 757 005

E. ostankovski@amic.org.au

www.amic.org.au

