

**Australian Fertiliser Services Association Ltd.**

# Information for AFSA Members



June 2020

Fourth Edition

[www.afsa.net.au](http://www.afsa.net.au)

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## ***Welcome to AFSA***

***We trust that you will enjoy the benefits  
that membership will bring you and your business***

### **Member Induction**

The Australian Fertiliser Services Association (AFSA) is proud to welcome you as a new member, to share with you the benefits of membership and assist you to become involved in the activities of the Association.

Membership brings advantages and with these, obligations, in the sense that members of AFSA should stand out from others in the industry through

- their professionalism
- the quality of the service they provide
- their environmental stewardship and
- the integrity of their business operations.

Membership of the Association is important, both to the member and to the Association and must be seen as important and valued by both parties.

Upon joining, new members will be presented with this Member's Information Pack and subsequently, as part of the induction process and if required, you will be provided with guidance on the application of the Code of Practice by an experienced member.

Participation in this introductory process is an important part of becoming a member because it will

- will allow you to quickly form linkages within the Association
- reinforces the importance of the Code of Practice from the AFSA and environmental perspectives
- provide guidance in the application of the Code and
- is an opportunity for new members to get a better understanding of the advantages of being a member of AFSA.

We look forward to having you involved with AFSA and sharing your knowledge and skills with our existing members.

## What is and who are AFSA?

*Formed in 1972, the Australian Fertiliser Services Association (AFSA) is the industry body for businesses and people who spread, distribute, sell, store, transport, manufacture or provide advice on the use of soil and plant nutrition products.*

Being a company limited by guarantee, the Association is governed by a board with committees and members in each state.

The AFSA Board has sub-committees that are responsible for assisting the Board to fulfill its overseeing responsibilities, providing advice and recommendations to the Board on the matters for which each committee is responsible.

### Industry Stewardship

- Promoting environmentally sustainable practices in the Fertiliser Services Industry
- Environmental and health aspects of the use of fertilizers
- Promoting the Fertcare and AccuSpread programs
- Better positioning the Industry and the Association for the future

### Member Services and Communications

- Increasing Membership
- Provision of services to members
- Communicating with members and other stakeholder groups
- Relationships with key stakeholder groups
- Overseeing special projects
- The National Conference

### Governance

- Compliance with legal and other requirements
- Policies and procedures
- Appointments and remuneration
- Organisational Performance
- Management of assets and intellectual property

### Finance & Audit

- provide oversight of the financial reporting process
- Annual budgeting and financial planning for AFSA National Board
- Reviewing of financial arrangements with State Committees
- Financial controls and risk management systems
- The engagement and performance of the external auditor

## AFSA State Committees

AFSA has State Committees in Victoria, South Australia, New South Wales, Tasmania and Western Australia. The role of the State Committees is to initiate action on behalf of members and contribute to implementation of the AFSA Strategic Plan.

The State Committee assist the Board with its responsibilities in relation to membership, industry and governance.

### **What does AFSA do?**

For over 48 years the Association has represented the interests of its members to government and the industry generally.

The networks within the Association are most valuable to members and are a feature of the Fertiliser Services Industry.

They enable members to identify and develop business opportunities, to address business and technical concerns and keep up to date with industry developments.

AFSA has developed strong and effective relationships with agricultural agencies and with key suppliers to the fertiliser industry to promote the sustainable use of fertilisers and soil ameliorates which gives us the ability to negotiate significant benefits for members.

The AFSA has developed and implemented a Code of Practice to improve operating standards within the industry, strengthen the focus on environmental stewardship and improve workplace health and safety.

This Code is the basis for the industry accreditation programme, **Fertcare**, which provides professional development and training for business owners and their staff members.

Coupled with **Fertcare**, the AFSA has been involved in the development of **Accu-Spread**, a programme that tests and accredits fertiliser spreading equipment for accuracy and evenness of spreading.

The objectives of **Accu-Spread** are to minimise environmental damage, improve productivity, reduce costly liability claims and improve operating standards in the industry.

## **Why are we here?**

## **What are we aiming to achieve?**

### **AFSA purpose, key objectives and values**

#### **Our purpose**

- ✓ Operate as the industry body for businesses and people who spread, distribute, sell, store, transport, manufacture or provide advice on the use of fertilisers or soil ameliorant products
- ✓ Represent the interests of its member organisations in respect to government, the environment and the fertiliser industry in general
- ✓ Encourage the investment of funds in education, research and development in the fertiliser industry
- ✓ Develop strong and effective relationships with
  - members through networking and capacity building opportunities
  - agricultural agencies to promote the sustainable use of fertilisers and soil ameliorants
  - key suppliers to the fertiliser industry to be able to negotiate significant benefits for members
- ✓ Work towards improving the operating standards within the fertiliser industry
- ✓ Engage in any other activities in the interests of the members and the fertiliser industry

#### **Our Key Objectives**

- ✓ Diversify and increase membership
- ✓ Have the AFSA seen as a positive force for environmental sustainability and food security
- ✓ Conduct the affairs of the Association in a businesslike and ethical manner

#### **Our Values**

- ✓ Integrity - Doing what we say we will do
- ✓ Respect - Towards our members and other stakeholders
- ✓ Openness - Open honest governance without hidden agendas

## How do I contact other members?

AFSA is a national body with branches in each state except Queensland and these branches form the basis of our member networks.

The branches provide a forum for members to contribute to the development of the Association, to participate in knowledge sharing and to learn about what is happening in the Association and the industry.

AFSA members are encouraged to participate in these forums provided by their state committee, for information exchange, learning about their industry and sourcing information to help them in conducting their businesses

Names and contact information for AFSA Board of Directors – [click here](#)

Contact information for State Committees in each State - [click here](#)

A full listing of AFSA members is also available on our website - [click here](#)

Or please feel free to contact either:

***AFSA Company Secretary***

*Owen McCarron*

E: [owen.mccarron@connexusglobal.com](mailto:owen.mccarron@connexusglobal.com)

M: 0419 006 100

***AFSA Executive Officer***

*Krysteen McElroy*

E: [bkmcelroy22@outlook.com](mailto:bkmcelroy22@outlook.com)

M: 0408 655 108

We also invite you to [follow us on Twitter](#) or become a [friend on Facebook](#) to keep up to date on the latest news in the fertiliser services industry.





## **What are the advantages of AFSA membership?**

### ***A Common Voice***

- The opportunity to raise issues and concerns about the industry through an association with a national membership base

As the peak body for the fertilizer services industry, AFSA acts on behalf of its members when dealing with government agencies with regards to development of government legislation and policy including:

- ✓ new spreading technologies
  - ✓ changes in government regulations on employment conditions
  - ✓ workplace, health and safety
  - ✓ environmental impacts and legislation
  - ✓ new fertiliser and soil conditioning products
  - ✓ business management
  - ✓ and any other critical issues as they arise
- By collaborating with Fertilizer Australia we can ensure AFSA members` views and concerns are heard by the major companies which strengthens our members` position

### ***Having a Competitive Edge***

- AFSA Code of Practice is viewed as the industry standard for operators involved in the storage, transport and spreading of fertiliser
- Certification and licensing programmes for operators and machinery, ie Fertcare and Accu-spread
- Advance warning of changes in government policy and legislation that impacts on the industry
- AFSA member discounts or special access to industry events and conferences

### ***Collaboration & Networks***

- Contact with other members which enables discussion, exchange of information and support on topics of common interest
- Opportunities to identify with the professionals within the industry

### ***Industry Knowledge and Support***

- The extensive industry network through AFSA membership, means you are only a phone call away from a colleague who is happy to help you out, through:
  - ✓ Advice over the phone
  - ✓ Access to products and product knowledge and pricing
  - ✓ Knowing where to locate spare parts
  - ✓ Knowing who may be able to provide a relief operator
  - ✓ Advice and knowledge about equipment

- Annual conferences at both state and national level, member forums, field days and industry tours
- Members who act honestly in their business dealings and who follow the Code can expect the support of the Association when it is needed, such as when unfair allegations are made against a member.

### ***Industry Partners***

- As a member of AFSA you are also now an Associate Membership of Family Business Australia (FBA) – this partnership will provide the support to help our family businesses succeed. You can [learn more at this link](#)
- Access to the benefits of the Association’s business partnership programme with Gallagher. Gallagher’s have also developed insurance packages specifically for the fertiliser industry at competitive prices

All AFSA members can access a range of benefits to help boost their business via the [Access1st Professional Benefits](#) service. Access1st is owned and run by AFSA’s endorsed insurance broker, [Gallagher](#), and offers a range of products and services at preferential rates to help business owners overcome common challenges, or simply save money on essentials.

- High quality market information at a significant discount for AFSA members with CRU. CRU provide high quality up to date information on international market prices and trends in the fertiliser industry

### ***Communication***

- “Fertiliser News” our printed magazine, edited by AFSA and delivered via post in March, July and November
- Member Updates are delivered fortnightly via email to keep you updated on industry and association events, news and contacts
- SMS of important information for easy and immediate access
- Our own website – [www.afsa.net.au](http://www.afsa.net.au)
- Social media



## How is AFSA governed and how can I raise an issue with the AFSA Board?

The Association's Constitution sets out how AFSA is to function and how it will be governed.

The AFSA Board is primarily responsible for applying and maintaining corporate governance and in order to do this, periodically reviews and develops the appropriate policies and practices as the Association changes.

These governing policies, and other association and membership policies can be found by [clicking here](#).

Included in these policies is one which outlines the process for raising issues for the Board's consideration, to view the "Members Involvement Policy" [click here](#)



## AFSA Code of Practice

The Code establishes an industry standard for operator performance and acknowledges that members have a 'duty of care', which requires them to ***take all reasonable care to prevent or minimize harm to the health and safety of human beings, and the broader environment.***

While fertilizers are essential to productive and efficient farming systems in Australia, unfortunately they have the potential to cause environmental harm, particularly to water quality. As these impacts are most likely to originate at the point of use (on farms), special care needs to be taken in all aspects of the use of fertilizers – including storage and transport. The AFSA Code is based on applying ***the right amount, of the right fertilizer, in the right place and at the right time.***

By following the Code of Practice, AFSA members can assist farmers to optimize productivity and minimize environmental degradation. The Code covers the key operational areas of:

- Product knowledge
- Spreading
- Transport
- Storage

To ensure adherence to the Code, AFSA members are strongly encouraged to discuss with their clients, any issues which may bring them into conflict with the Code, prior to commencing a job or before a problem is created.

### Business Ethics

As part of demonstrating a high standard of professionalism within the industry, AFSA members need to ***demonstrate fair and just business standards, as well as excellence in workmanship, to earn a reputation for honesty and quality of service.***

To assist members in this way, AFSA has developed Business Ethics guidelines which will be refined over time to reflect industry best practice.

### Compliance with the Code

All AFSA Members are expected to comply with the Code. Members who act honestly in their business dealings and who follow the Code can expect the support of the Association when it is needed, such as when unfair allegations are made against a member.

For the purposes of this Code, the definition of "AFSA Member", means a financial member of the AFSA, and any of their staff.

[To read complete edition of AFSA Code of Practice](#)



## What is Fertcare®?

The Fertcare® brand provides a nationally recognised image for best practice fertiliser supply, advice and contract application. Fertcare® is about promoting productivity while protecting the environment.

Fertcare® is a national training and accreditation program for all fertiliser and soil ameliorant businesses and their staff.

It is designed to raise the skills and knowledge of everyone in the supply chain associated with the end use of fertilizer and soil amendments.

The AFSA Code of Practice has provided the basis for the Australian Fertilizer Industry's product stewardship program Fertcare®.

The code is instilled in the Fertcare® Level A training program and the national competency standards for that training.

AFSA members are strongly encouraged to undertake the appropriate level of Fertcare® training, and attain accreditation as a formal and practical means of proving their ability to meet the AFSA Code of Practice.

- *Fertcare Level A* is suitable for people involved in the direct handling of fertilisers
- *Fertcare Level B* is suitable for sales staff who spend a significant portion of their time discussing fertilizer with growers
- *Fertcare Level C* is suitable for people providing soil and fertilizer advice
- *Fertcare Accredited Advisor Program* is separate to, but complementary to Level C. It provides farmers and other stakeholders with confidence that farmers are receiving soil and fertilizer advice based on soil and plant testing of a high standard and that the process of making recommendations, the underlying supporting data, sampling methodology and laboratory competence are based on good practice and accepted science in Australia.

Fertcare® is a joint venture between the Australian Fertiliser Services Association and Fertilizer Australia.

Both representative bodies have a strong commitment to managing environmental and food safety issues associated with fertilisers and the national stewardship program, Fertcare® is central to this effort.



The program is managed by the Fertcare® Management Committee (FMC) which includes representatives of both bodies.

[For further information about Fertcare and becoming accredited](#)



## How can Accu-Spread® help your business?

The Accu-Spread® logo provides farmers and natural resource managers with peace of mind; knowing farmers are using professional contractors who are applying the correct rate of fertilizer exactly where they want it in the landscape.

Uneven application means some areas of the paddock receive insufficient fertiliser and yield may be reduced in these parts of the field, while other areas receive more than the crop requires which both reduces profit in these parts of the paddock and significantly increases the risk of off-site environmental damage. Independent analysis of uneven urea spreading has revealed it can easily result in \$25 - \$40/ha reduction in wheat return for southern Australia.

Accu-Spread® is a programme that involves the independent testing and accreditation of fertiliser spreading equipment for accuracy and evenness of spreading.

It contributes significantly to quality assurance, productivity improvement, environment sustainability and management of risk.

When a machine is Accu-Spread® accredited, the operator will know the capacity of the machine to apply a number of nominated products to an industry standard of accuracy.

Regular Accu-Spread® testing is a key component of a spreader operator being able to provide quality assurance to clients. Untested machines may be spreading unevenly, leading to striping in topdressed crops, to costly liability claims and therefore unprofessional and unreliable service

The primary benefits of having an Accu-Spread® tested machine are to:

- Optimize returns from fertiliser investments through even application
- minimise environmental damage through over application of nutrients
- ensure the appropriate amount of fertiliser is evenly applied
- provide operators with information about the performance of their machines
- provide farmer customers with confidence that spreader operators are accurately applying the **right amount of fertiliser in the right place**
- improve efficiency for spreader operators
- improve operating standards in the industry
- provide operators with a risk management tool in the form of an independent test of the performance of their machine.

Fertiliser spreading contractors are encouraged to have their machines accredited under the Fertcare® Accu-Spread® program, so that they know the spread pattern of their machines.

If they don't have this information they will not know whether they are spreading the right amount of fertiliser in the right place.

An improved understanding of the performance of the spreading machine will enable modifications to optimise performance, reducing operating costs and improving the productivity outcome for the farmer.

Accu-Spread® is a key component of the Australian Fertiliser Industry's Fertcare® initiative.

An Accu-Spread® tested machine and a Fertcare trained operator are essential elements in best practice fertiliser application.

[For further information on Accu-spread](#)

## Jargon and Acronyms used by AFSA and key stakeholders

### **Executive Officer**

### **AFSA Executive Officer (Krysteen McElroy)**

The Executive Officer will work independently, and strategically, taking direction from the Chairperson and Board, to ensure:

- Good governance;
- Manage the associations affairs;
- Manage all communication activities;
- Direct and implement a range of strategic initiatives identified in the AFSA National Strategic Plan.

### **Company Secretary**

### **AFSA Company Secretary (Owen McCarron)**

The Company Secretary will work independently, and strategically, taking direction from the Chairperson and Board, to ensure:

- Good governance;
- Management of all regulatory responsibilities;
- Management of all financial responsibilities;
- Management of all administrative responsibilities as outlined below.

### **FA**

### **Fertilizer Australia**

Fertilizer Australia, is the industry association representing manufacturers, importers and distributors of fertilizer in Australia, and associated service industries. Fertilizer Australia members supply over 95% of the fertilizers used in Australia.

### **Management of Fertcare/Accu-Spread**

Fertcare	Refer Page 12
Fertcare level A, B, C, Advisor	Refer Page 12
Accu-spread	Refer Page 13
Fertcare Trainer	Suitably qualified person able to deliver Fertcare training
Accu-Spread Tester	An independent tester of fertiliser spreading equipment for accuracy and evenness of spreading, who can also provide accreditation
FMC	Fertcare Management Committee - refer Page 12
FA Program Manager (Executive)	Responsible for delivery and management of Fertcare and Accu-spread (Jeff Kraak)
Joint Venture Agreement	Fertcare® is a joint venture between the Australian Fertiliser Services Association and Fertilizer Australia and is managed through this agreement.
Memorandum of Understanding (MOU)	Is the document that outlines the understanding that AFSA engage Fertilizer Australia to deliver

specified services.

Schedule of Services Agreement

Details the activities and outcomes to be provided to the AFSA by Fertilizer Australia under the terms of the Services Memorandum of Understanding (MOU)

### **AFSA Governance and Communication**

Member

A financial member of AFSA

The Code of Practice

Refer Page 11

AFSA Sub-Committees

Refer Page 5

State Committees

Refer Page 6

Fertiliser News

Refer Page 9

Member Update

Refer Page 9

The Fertilizer

Electronic newsletter produced periodically by FA as issues develop. It provides information on the programs and activities of Fertilizer Australia and on public policy affecting the fertilizer industry in Australia.

### **AFSA Partners and Key Stakeholders**

CRU

CRU Fertilisers - Refer Page 10

FBA

Family Business Australia - Refer Page 10

AORA

Australian Organics Recycling Association Ltd

NHVR

The National Heavy Vehicle Regulator (NHVR) is Australia's regulator for all [heavy vehicles](#).





**AFSA**™

A decorative graphic consisting of several green and blue rectangular and curved shapes arranged horizontally below the 'AFSA' text.

**AUSTRALIAN FERTILISER SERVICES ASSOCIATION**

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