



AFSA Chairman's Report 2017

Torquay Victoria

Welcome to Torquay

This conference was organised by a committee made up of 2 representatives from the AFSA and 2 from Fertiliser Australia. This committee has also been well supported by Monique Thompson and Jeff Kraak.

We have had this model in place for some years and it works very well.

On behalf of the AFSA I would like to thank our AFSA representatives Campbell Brumby and David Bentley for their efforts in organising our conference.

In looking back over the past 12 months I feel the AFSA has accomplished many things.

1. November last year saw the appointment of Krysteen McElroy to the position of Executive Officer. I believe Krysteen's appointment has been a real gamechanger for our Association. Krysteen is introducing a professional approach to the way our Association operates and is also challenging our ideas and helping with our future direction.
2. The Accuspread Online Module is close to being finished. The module will allow easier access to people wanting to test their equipment. It will not only protect the intellectual property of the AFSA but it will also assist with a financial return to our Association.
3. The WHS online module is another very exciting project and I was very impressed with the launch at Torquay. The WH&S Module has been developed with a huge commitment from Amy Wyer and Rodd Abbott. Another pleasing aspect of the development of this program has been the financial assistance from the AFSA National, all of our state branches, Impact Fertiliser, Incitecpivot, Impact and Koch. It has been rewarding to see the industry come together to create a program that will improve our entire industry.



Promotion and communications

Promotion and communication has been big on our agenda this year. Krysteen is producing our fortnightly newsletter and has created and is managing our Facebook Page.

Two regular comments that I have heard, for a long as I can remember, is that nobody knows who the AFSA is, and that our customers haven't heard of Fertcare.

As part of our promotions and marketing we are utilising Facebook. There are 15 million FB users in Australia and it is simply the most powerful and most cost effective medium that we can use to increase the exposure of the AFSA.

Using the power of Facebook we can extend our reach to members and their families, and target our collective industry customer base.

And, while it is important that we respect the 'unwritten rules' of Facebook and avoid direct selling, the ability for us to raise awareness about AFSA and our industry is massive.

Can I ask each of you on Facebook to like your AFSA page, and also request your friends and customers to like it as well.

This is one simple way that you can really assist the AFSA.

CRU commodity analysis

One of the benefits of being an AFSA member is you will have access to CRU.

CRU is a commodity analysis and consulting company based in London. They provide daily updates and forecast pricing on the fertiliser industry on a global perspective. With your AFSA membership you will enjoy literally thousands off the CRU subscription.

If you do purchase fertiliser having CRU as a partner is a vital link in your business.

Retiring Board Members

Today we have 2 life members ending their 2 year term on the national board.

Wes Wheelhouse a life member and past president has greatly contributed to your association. He is a man who we thoroughly respect and value.

Donald Carter also a life member and past President.
If we were the mafia Donald would be the godfather.
Even in his 70s Donald is still very passionate about the AFSA.



Although knowing Donald will not be on the Board I asked him if he would be willing to mentor first time board members and he said he would only be too happy to.

June 30, we also had our magazine editor and legend of our industry Euan Logan retire from his position.

Euan is extremely well known and his knowledge and experience in our industry is unparalleled.

With the retirement of Wes and Donald, positions became open on the Board and this is a great opportunity to introduce new talent. This year I couldn't be happier with our 3 nominations.

One of my most memorable moments in the last year was the presenting of a life membership to Vincent Boseley. Vincent who first joined the AFSA in 1976 has been a National Councilor for 13 years, a SA Executive Member for 20+ years and the SA President for 5 years.

During the bulk of his time volunteering for our association Vin has endured several health challenges although has never dodged his responsibilities to our association. Vin is an inspiration to many and is well deserving of his AFSA Life Member Award.

Finally, I would like for the National Board, the State Branches and yourselves, in your own businesses, to ask what is the next thing that we can improve?

Ask yourself what do my customers want ?

Ask yourself what technology can I introduce to better perform ?

Ask yourself how can I implement innovation to keep me ahead of the pack ?

I will leave you with a quote from Elon Musk



*I could either watch it happen
or be a part of it !*

Craig Swan
AFSA Chairman