



## ABOUT GASCOYNE PRIMARY PRODUCERS

Gascoyne Primary Producers (GPP) is being proposed as a new peak body to represent primary producer businesses of the Gascoyne region. The GPP proposal is locally-driven and has been developed by the Gascoyne Peak Body Project Leadership Task Force.

Once formed, the GPP would represent members ranging from small businesses to large companies across the Gascoyne's seafood, horticulture and pastoral industries.

The types of objectives for GPP include:

- Provide Gascoyne primary producers with a unified and active voice to advocate for their interests with decision-makers in the public and private sectors
- Build capacity and increase scale for greater influence on development decisions that impact on Gascoyne primary industries
- Increase public awareness of the value and contribution of member businesses to the Gascoyne economy
- Provide a common point of contact for governments and the media on issues relating to primary industries in the region
- Provide access to information and services that support business profitability
- Raise member awareness and capability to respond to the evolving regulatory and policy requirements of Governments
- Strengthen the long term sustainability of the primary production businesses of the Gascoyne.

## FORMING GASCOYNE PRIMARY PRODUCERS

During consultations for the economic development of the Gascoyne region, many primary industry representatives, members of Government and external stakeholders expressed the need for a single, dedicated peak industry body to represent the interests of the primary producers of the Gascoyne region.

From this recognised need for a peak body, the Gascoyne Peak Body Project was started in July 2017. Funded by the Gascoyne Development Commission (GDC), the project has been overseen by the Carnarvon Growers Association (CGA) with the assistance of Inovact Consulting.

From the project outset, industry consultation was undertaken in the region and a Leadership Task Force was established to guide the development of the new peak body.

The Task Force includes:

- Alys McKeough, Carey Downs Station
- Scott Razga, Mareterram Fisheries
- Paul Shain, CGA
- Luke Skender, CGA

The Task Force is currently working to define the GPP's structure, funding and objects. After the Task Force completes their work a constitution will be drafted and the GPP will be officially launched with an initial board.

The GPP is proposed to be formed as a legal entity – a company limited by guarantee – with a board of directors guiding the transition to form GPP as a new organisation that is owned and valued by its members.

## WHY GASCOYNE PRIMARY PRODUCERS

The Gascoyne has incredible seafood, horticultural and pastoral industries which we believe should be more profitable, secure and celebrated.

A dedicated peak body for primary producers will enable direct and authoritative representation, the ability to establish strong working relationships with Governments and other external stakeholders and to provide the support necessary for our primary industries to reach their full potential.

## MEMBERSHIP

The proposal is that GPP memberships will be at organisational or individual business levels, with a tiered structure reflecting differing membership fees and voting rights. Organisations would be able to join where they have a membership base of primary industry businesses.

Every member will have a voice in the peak body in setting priorities, with voting rights referring to the election of directors and amending the constitution.

Membership details, including the tiered structure, voting rights and annual fees are being developed now by the Leadership Task Force.

## GPP RESOURCES

GPP will be a lean, agile organisation that can scale up and down quickly to provide optimal value for members. Once the constitution is in place and memberships are paid, the GPP will be in a position to engage some administrative assistance and develop a website and regular communications.

A plan for funding and future resources will be put in place by the Leadership Task Force. This plan will be finalised and implemented by the inaugural board of Directors upon the formation of the peak body.

## GPP OPERATIONS

GPP will consult with members in person, via surveys telephone and emails to ensure that its operations reflect members' needs. As a minimum, and reflecting the Objects (aims) of the GPP, the peak body will initially:

- Establish a website for members
- Distribute regular updates to members, including with any relevant Government policy/regulation changes
- Respond to media reports and enquiries about Gascoyne industries, as appropriate to members
- Share information on what members are doing and achieving in their businesses

## GPP VISION AND MISSION

The vision and mission of the Gascoyne Primary Producers will be to:

***Promote growth and prosperity to the Pastoral, Seafood and Horticultural industries in the Gascoyne region by providing united leadership, quality service and a commitment to representation.***

This will happen with the GPP representing a wide membership base including large, medium and small businesses from each primary industry.

Becoming a member will be the first small step towards achieving better, smarter representation for the Gascoyne in the future.

The Task Force welcomes the input and involvement of local businesses in forming GPP as an influential peak body to work on their behalf.

## MORE INFORMATION

**Website:** [www.gascoynepeakbodyproject.com.au](http://www.gascoynepeakbodyproject.com.au)

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