



# FLOWER INDUSTRY AUSTRALIA

**SUPPORTING AUSTRALIAN  
FLOWER GROWERS & FLORISTS**

[flowerindustryaustralia.com.au](http://flowerindustryaustralia.com.au)

## Who are Flower Industry Australia?

Flower Industry Australia is an industry led organisation that has been created by current Industry Professionals to provide a unified effort for flower growers and florists to enhance the combined performance of the Australian flower industry



## What we do.

The primary aims of Flower Industry Australia provide representation and advocacy for and on behalf of its members to all levels of Government and other relevant organisations on issues relevant to the flower industry.

The major focus of FIA in 2022, is to continue to advocate for Country of Origin labelling, and develop the Aussie Grower market share through education, branding, training and networking.



## Memberships for growers, florists & industry partners.

Financial support from sponsors and members assists FIA to represent and advocate for Australian cut-flower producers and retailers, and also to provide ongoing support, products and services to enhance the long-term sustainability of the Australian flower industry.

## Memberships Benefits

### Connect

All members receive a company profile included in the FIA directory and featured advertising across the FIA platforms. FIA membership assists our members to network with other producers, florists, create lasting relationships with flower industry partners.

### Educate

Our members are supported with access to relevant industrial relations information, and easy access to industry news. Most importantly, FIA aims to increase awareness about Australian-grown flowers to improve the long-term sustainability of the Australian flower industry, and assist customers to choose "Australian Grown".

### Advocate

Membership contributions assist FIA to advocate for strict biosecurity and clean import practices to reduce risks for Australian growers. FIA is also advocating and working towards the introduction of country of origin labelling.



**AUSSIE GROWN**

Flower Industry Australia

## Australian Grown Flowers

Flower Industry Australia is committed to supporting increased demand for Aussie-grown cut flowers.

FIA is committed to lobbying the Federal Government and mounting pressure on Government Ministers to mandate country-of-origin labelling for imported flowers.

Support Australian flower growers by buying Australian-grown flowers.

## Join Flower Industry Australia

FIA has memberships available for all-size flower growers, industry partners, florists & retailers, as well as students. Memberships start from \$110 per year and can be purchased on the FIA webpage.



Click to join Flower Industry Australia  
today.