



## About the West Australian Olive Council (trading as Olives WA)

The West Australian Olive Council Inc (WAOC) is the peak body for the olive industry representing growers and producers across the state and over 1.4 million olive trees.

### Mission Statement

*'Olives WA supports the constant improvement of a sustainable West Australian olive industry. It publicly and politically represents its members and provides professional and research-based advice.*

*It achieves this through partnerships and supportive, ethical and accountable practices.'*

This statement is intended to inform the direction of the Association and it will form the context for all future Olives WA activities and alignments.

### Role of Olives WA

We play a crucial role in supporting the olive industry by:

- Providing a central point of contact for the industry in WA;
- Advocacy on behalf of the olive industry as the peak body in the State;
- Promoting the WA olive industry, including through the use of social media;
- Co-ordinating educational and related activities to improve the quality of olive products;
- Identifying and championing Research and Development priorities;
- Coordinating bio-security actions when required; and
- Strengthening the olive industry network to contribute to a viable, sustainable olive industry in WA.

### Current initiatives

- Continuing the Perth Royal Olives Show - EVOO and Table Olives competitions;
- Supporting the development of "The Olive Route" initiative;
- Work in close harmony with the Australian Olive Association (AOA);
- Support the adoption by Members of the Code of Practice and compliance with the Australian Standard;
- Consider widening our political affiliations to further the interests of Members;
- Introduce training and field day activities in conjunction with regional associations; and
- Foster and encourage innovation as a driver for 'constant improvement'.

## The Board

Chaired by Mr Chris Mercer, the WAOC Board is composed of the presidents or key representatives from the Regional Associations and/or Branches. Chris is also the WA Director and Vice President on the national peak body, the Australian Olive Association.

## Executive Officer

A part-time Executive Officer provides the secretariat to the Council and supports the aims and objectives of the Council.

## Committees

We have convened a number of Committees including:

- |                                   |         |               |
|-----------------------------------|---------|---------------|
| • Appreciation Skills             | Leader: | Isabelle Okis |
| • Events and Technical Skills     | Leader: | Steve Milton  |
| • Resources and Consultation      | Leader: | Chris Mercer  |
| • Online Presence and Information | Leader: | Karen Sanders |
| • Partnerships                    | Leader: | Chris Mercer  |

## Contact Details

### Executive Officer

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### President

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### Vice President

Steve Milton

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