AMPC

AUSTRALIAN MEAT PROCESSOR CORPORATION

2026 AMPC Levy Payer Survey Results

You Said, We Will

Thank you to the processors who took part in the AMPC Levy Payer Survey across two fieldwork periods between May and September. Your feedback helps shape our work and ensures AMPC continues to deliver value to red meat processors across Australia. Overall, the survey showed high satisfaction with AMPC, which we are proud of. More importantly, we want to focus on the recommendations for improvement.

The survey was created in partnership with InSync Surveys. Responses were gathered from 67 levy-paying red meat processors, which was a 20 per cent response rate. This year's survey moved from telephone interviews to online self-completion.

Key Findings



Satisfaction

Overall satisfaction is 69%, with large members and NSW demonstrating the highest satisfaction.



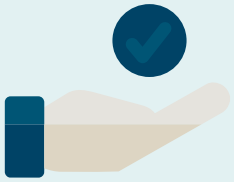
Quality of Engagement

77% rate engagement quality as good or very good, with strong personal contact and support being key strengths.



Perception over time

55% of members say their perception of AMPC is improving, driven by engagement and clearer communication.



Valued

Direct contact with staff is the most valued communication channel, preferred by 86% of members.



Promotion

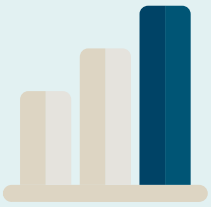
Industry promotion remains AMPC's top-rated service at 88%, with strengths in innovation and research reports.



Focus

Practical R&D outcomes are the top priority for 80% of members, with emphasis on scalable solutions for small mid-sized processors.

Small and medium gap



Overall satisfaction is 69%, with large members and NSW demonstrating the highest satisfaction.

Accessible



Members want existing tools, resources and research to be easier to find, understand and apply.

Communication mix



After direct contact, the member newsletter the is most useful communication tool, followed by events and Spotlight sessions, then the website and Knowledge Hub.

Proactive



Members desire more member-led communication, including tailored involvement in events.

Top priorities



Practical research and development, support for small and mid-sized processors and regional engagement clearly emerged as the leading priorities.

You said, we will

AMPC is dedicated to improvement. The commitments below translate the 2026 survey findings into clear areas for action.

1. Practical research and development that delivers industry value

Members value AMPC's research, innovation capability, industry knowledge and practical support. They want research to translate into tangible, commercially achievable outcomes.

You said

- "I think AMPC provide valuable support to our industry through research and innovation.
- "They have the ability to access funding for projects and know what is going on across innovation in the space.
- "More projects with better commercial outcomes.

We will

- → Keep practical projects at the centre of our work, prioritising scalable solutions that address real processing challenges.
- → Share case studies and evidence that make outcomes and levy-payer value visible.
- → Report on projects at the start, during and end.

2. Small and mid-sized processors

Smaller processors want support, funding pathways, tools and innovations that are easier to access and realistic to implement.

You said

- "The upfront cost and scale of implementation can sometimes limit adoption across smaller operators.
- "Small and mid-sized processors also need access to projects and solutions that are realistic, scalable, and easier to implement operationally and financially.
- "Seems to focus too much on the big guys.

We will

- → Strengthen targeted outreach and ensure practical support, research and development opportunities and resources are accessible and relevant to small and mid-sized processors.

3. Regional connection

Members continue to value personal contact and want a stronger, more consistent regional presence.

You said

- "The last 2 years my interactions with AMPC have increased which has been a positive change for our remote small scale family operated business.
- "More visibility of AMPC staff out in the field.
- "No personal connection with AMPC staff.

We will

- → Continue to increase our regular, proactive contact through site visits, regional engagement, special events and processor networks.

4. Follow-through and responsiveness

Members value accessible AMPC staff, but some report outstanding follow-up on project ideas, funding inquiries and commitments.

You said

- “It’s only early days for me dealing with AMPC but I haven’t heard back regarding all my innovation project ideas and the funding I can receive.
- “Another area that could potentially be improved is the turnaround time associated with project applications and funding outcomes.
- “Improving responsiveness around project assessment processes could further strengthen industry engagement and participation.

We will

- → Close the loop consistently on inquiries, projects and commitments.
- → Improve project tracking, turnaround communication and visibility of the outcomes delivered.

5. Tools, resources and awareness

Members see value in AMPC’s information and research, but want tools, resources and existing research to be easier to locate, understand and apply.

You said

- “Provide excellent advice on resources.
- “In terms of tools and resources, the main area for improvement would be website navigation and accessibility of information.
- “At times it can be difficult to quickly locate specific resources or information without contacting staff directly.
- “Even the old research studies can have huge impacts.

We will

- → Group tools and resources clearly on our website, simplify navigation and communicate these changes.
- → Communicate how they can be applied in processing businesses with case studies, delivered both via digital communication and face-to-face events.

6. Senior engagement and visibility

Satisfaction and engagement vary by role, with chief executive officers, directors and owners reporting lower levels than managers and other staff but slightly stronger advocacy for AMPC.

You said

- “More regular connection with the team.
- “Fantastic engagement with processors. More visibility of AMPC staff out in the field.
- “All AMPC team members are always extremely accessible for ideas, questions or research projects.

We will

- → Increase senior-level contact and make AMPC’s value, industry contribution and practical outcomes more visible to decision-makers.

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