

AMPC Levy Payer Survey 2025 Results

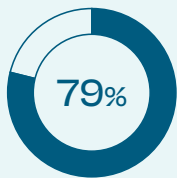
You said, we will

Thank you to the processors who took part in the AMPC Levy Payer Survey in July. 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, and InSync conducted all telephone interviews; responses were gathered from 56 levy-paying red meat processing plants.

KEY FINDINGS



Member satisfaction with AMPC is **strong**, with 79 per cent of processors either moderately or very satisfied with AMPC's services.



Satisfaction is **highest** where AMPC delivers **site visits** and **face-to-face engagement**.



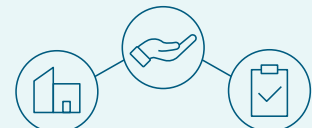
Members value AMPC's **innovation**, **industry contribution**, and **responsiveness**.



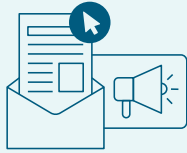
Members are satisfied with the **relevance**, **quality** and **frequency** of information that AMPC provides.



Trust in AMPC is high, with **84 per cent of members reporting high or very high trust**. Members recognise AMPC's credibility and reliability, particularly its staff expertise and R&D delivery.

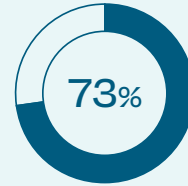
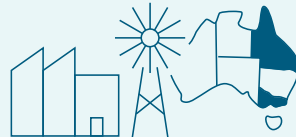


All processors will benefit from more **direct support**, **site visits**, and **visible R&D outcomes**.



The monthly processor newsletters continue to have the **greatest reach** and are the most effective form of AMPC communication.

Smaller businesses and members in **QLD and VIC** desire a **stronger regional presence**, more relatable projects, and outcomes tailored to their needs.



When asked to rate their likelihood of promoting AMPC to others in the red meat industry, **73 per cent of processors gave a rating of eight or more out of 10.**



70 per cent of processors recalled a site visit from AMPC's Extension and Adoption Manager, while 61 per cent engaged with *More to Meat* campaign material.

The monthly processor newsletter and website are described as **valuable** and **accessible sources of information.**



Those who said they would recommend AMPC mentioned factors such as **strong communication** and **valuable R&D** for industry, while others raised concerns about the consistency of engagement and a focus on larger processors.

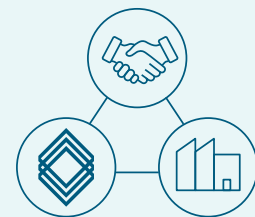
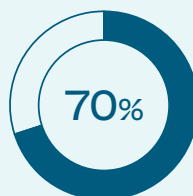
Over half (54 per cent) believe AMPC is the same as before, while 43 per cent see improvement, slightly down from 2024 levels.



Larger organisations are more optimistic, citing better **communication and engagement**, while small businesses and NSW-based members are more cautious, with some perceiving **stagnation or decline in support** and prioritisation.

Engagement and communication remain strong, with **70 per cent rating AMPC as good or very good.** Members particularly value personal contact, responsiveness, and high-quality information.

Medium and small processors regard face-to-face interaction as the strongest driver of positive engagement.



AMPC continues to build deeper relationships with processors; however, these are likely to be larger, better-engaged members. Smaller, less engaged members are feeling left behind.

You said, we will

AMPC is dedicated to improvement, and we will be working hard to implement your feedback.

1. Research, support and engagement



YOU SAID

Members value AMPC's research, support, and engagement efforts.

"They are open and supportive of ideas."

"Very helpful with networking and access to technology."

"Clear communication — easy to talk with and get clear outcomes."

"The website is easy to navigate."

"Huge improvements over the last seven to eight years."

WE WILL

- ✓ Keep investing in opportunities that connect members with new technology and knowledge, including trials, demonstrations, events, and training.
- ✓ Continue to enhance the website with the latest R&D outcomes, news, and industry tools.
- ✓ Strengthen relationships through regular engagement, site visits, and industry events, aiming to engage in person with at least 75 per cent of members each year.
- ✓ Continue to present at relevant conferences and industry events and encourage AMPC research providers to actively showcase their project outcomes to industry audiences.

2. Awareness and accessibility



YOU SAID

Some members don't have much contact with AMPC or are unsure how to access support.

"Don't have enough involvement with AMPC to say either way."

"I didn't know what benefits AMPC provides."

"Sometimes you don't know the tools are there."

"A lot of focus on projects, not on the support side."

"A lot of their projects don't always cut to the chase, bit vague."

WE WILL

- ✓ Continue to communicate AMPC's role, available projects, and participation opportunities.
- ✓ Clearly explain the difference between AMPC and AMIC to help stakeholders understand our focus on R&D versus AMIC's role in policy and advocacy.
- ✓ Regularly spotlight key tools and resources, grouping them by theme to help members see how they connect to broader projects and support outcomes.
- ✓ Measure and clearly articulate return on investment to levy payers.
- ✓ Strengthen regional and small processor engagement activities through the *More to Meat* campaign.

3. Inclusion and regional connection



YOU SAID

Small processors sometimes feel less supported or disconnected.

"We never get any help whatsoever."

"Far North Queensland, don't hear from or see anybody."

"Sometimes the paperwork is not worth it."

WE WILL

- ✓ Explore ways to make research and innovation opportunities more accessible to smaller and regional processors, addressing barriers to adoption.
- ✓ Streamline processes where possible, reducing administrative burden while maintaining accountability.
- ✓ Increase regional engagement through site visits, *Innovation Spotlight* events, webinars, and processor networks.

4. Relevance and knowledge sharing



YOU SAID

Members value AMPC's innovation, research and training support.

"They offer heaps of research opportunities."

"Provide training resources, networking opportunities and support."

"Environmental projects and technology demonstrations are valuable."

"AMPC are more relevant now than they have been in the past."

WE WILL

- ✓ Continue to engage processors to ensure research remains relevant, practical and aligned with industry needs.
- ✓ Increase sharing of case studies and success stories to highlight real-world applications of R&D.

5. Consistency and response



YOU SAID

Members would like AMPC to be more responsive and efficient.

"Always room for improvement—need to be more efficient with commitments."

"Would like more frequent meetings with Extension and Adoption Manager."

"They were going to come and see us, and that never happened."

WE WILL

- ✓ Review internal processes to improve responsiveness and project turnaround times.
- ✓ Continue to make AMPC subject matter specialists directly available to members.
- ✓ Increase contact frequency and consistency across AMPC teams and member touchpoints.
- ✓ Strengthen project tracking and follow-up communication to close feedback loops.

6. Industry collaboration and capability



YOU SAID

Members see AMPC as a valuable contributor to the industry.

"They represent our interests fairly well."

"Valuable because of the information they provide and market access opportunities."

"They're purely focused on processing, that's a good thing."

WE WILL

- ✓ Continue to invest in high-quality research and development that supports processor needs and strengthens industry capability.
- ✓ Strengthening our role as a trusted industry partner by delivering relevant insights and support.
- ✓ Maintain our focus on processing and providing high-value information.
- ✓ In collaboration with supply chain stakeholders and the Department of Agriculture, Fisheries and Forestry, provide market access opportunities.
- ✓ Share evidence-based insights to inform decision-making across the industry.
- ✓ Foster collaboration across the supply chain, including with other research and development corporations (RDCs), to maximise innovation and knowledge transfer.