



AMGA Annual General Meeting 2025

Zoom

Australian Mushroom Growers Association

16/09/2025 at 10:00 AM - 11:00 AM AEST

1. Opening, welcome, acknowledgement of country, apologies and proxies

The Chair, Kevin Tolson, welcomed the AMGA members to the 2025 Annual General Meeting and declared the meeting open at 10:07 AM (AEST).

The following members were in attendance:

Name	Membership Type	Organisation
Kevin Tolson	Member	Regal Mushrooms
Geoff Martin	Life Honorary Member	Dr Mush Advisory
Georgia Beattie	Member	Bulla Mushrooms
Kyle Davies	Member	Marland Mushrooms QLD Pty Ltd
Manpreet Sidhu	Member	Costa Mushrooms
Michael Callisto	Associate Member	Global Axis Import Solutions
Tomasz Kuczmazewski	Member	Sylvan
Douglas Schirripa	Life Honorary Member	N/A
Clint Tolson	Employee Member	Regal Mushrooms
Rob Tolson	Life Honorary Member	Elf Farm Supplies
Ian Chu	Member	Majestic Mushrooms Pty Ltd
David Tolson	Member	Elf Mushrooms
Brian Backhouse	Associate Member	Costa Mushrooms
Robert Tolson	Member	Premier Mushrooms
Jaylon Rogers	Member	Pure Mushrooms
Leah Bramich	N/A - AMGA CEO	AMGA

A quorum was present.

KT noted the following proxies and apologies had been received:

- Steven Willemse was an apology and provided his proxy to the Chair.
- Kylie O'Reilly was an apology and provided no proxy.
- Judy Allan was an apology and provided no proxy.
- Danny Ung was an apology and provided no proxy.
- An additional proxy was received after the Constitutional deadline and was not accepted.

2. Confirm Minutes of Previous Meeting

The minutes of the previous AGM held on 24 September 2024 were tabled.

MOTION: That the minutes of the previous Annual General Meeting held Tuesday, 24 September 2024 at 10:00am via Teleconference be accepted as a true and accurate record of the meeting.

Moved by: Douglas Shirripa

Seconded: David Tolson

The motion was carried unanimously.

3. To receive and consider the audited financial report for the year ending 30 June 2025

The AMGA Treasurer, Brian Backhouse, presented the financial report for FY2024/25 and highlighted the following:

- The AMGA recorded a net profit of \$47,000. Compared to FY2023/24, this represents a decrease of approximately \$370,000, primarily due to timing differences between projects expenses and staged payments.
- FY2024-25 expenses also included one-off expenses of approximately \$50,000.00 for investigating the voluntary levy; \$39,000.00 in Evans & Partner fees; and \$40,000.00 to engage Empower to review alternative films for packaging.
- To 30 June 2025, the AMGA's investments totalled \$3.8 million with a total return of 10.8%. Evans & Partners were working well to manage the AMGA's investment portfolio.
- The Board approved a total drawdown of approximately \$120,000 from investments to support cashflow requirements throughout the year.
- Work continued with The Association Specialists to separate the AMGA's corporate and project accounts for clearer reporting. It was noted this work was progressing well and would be finalised in time for the next meeting.
- No questions were raised.

MOTION: That the audited Financial Report for the year ending 30 June 2025 be accepted.

Moved by: Geoff Martin

Seconded by: Robert Tolson

The motion was carried unanimously.

KT thanked BB for his time and dedication to the role of Treasurer and noted that his expertise was very appreciated.

4. To receive and consider the annual chairman's report

The Annual Chairman's Report was taken as read and KT highlighted the following:

- Statutory Levy
- Marketing & promotions
- Importance of Board members to represent the industry
- Erin Patterson legal case
- Mushrooms in Schools initiative

MOTION: That the 2025 Annual Chairman's Report be accepted.

Moved by: Kevin Tolson

Seconded by: Robert Tolson

The motion was carried with 10 votes in favour. 1 member abstained.

5. To receive and consider the marketing and communications report

The AMGA CEO, Leah Bramich, presented a summary of the AMGA-managed R&D programs and highlighted the following achievements for FY2024-25:

- Development of the AMGA Strategic 2024-2026 & successful delivery of the FY 2024-25 Operations plan
- Leading 8 Hort Innovation R&D Projects, with total project value over \$3.5M
- Mushrooms classified as a 'Minor Crop' by the APVMA
- Unified AMSAFE response to the Erin Patterson trail
- Australia and New Zealand Mushroom Growers Conference scheduled for 2027
- Recruitment of Dr. Carly Rosewarne, with (partial) Hort Innovation funding
- Delivery of the 'Mushrooms in Schools' program
- Delivery of the AMGA Marketing program
- Hort Innovation Advice Mechanism – R&D SIAP & Demand SIAP (Marketing)
- Agaricus levy review

LB presented the Marketing and Communications Report and highlighted the achievements for FY2024-25:

- Mushroom Lovers Club had recorded over 150,000 members with new branding being launched in October 2025.
- Mushroom Vitamin D PR campaign – advertising space rate value was \$1.5 million.
- Mushrooms in Schools 2024 – 800 schools = 24,000 students. LB thanked White Prince Mushrooms for their support in revising the kits and the instructions for assembly and care.
- World Mushroom Day – 15 October.
- TV Integration – Hayden Quinn's 'Taste of Australia'.
- Influencer campaigns – Dani Venn & Amina Elshafei (ex-MasterChef)
- Summer BBQ campaign – CheatMeats & Weber
- AMGA Funded programs collectively reached 25 million Australians nationwide.
- The AMGA board had endorsed increasing the marketing spend to \$300,000 for FY25/26.

David Tolson raised a question regarding the shift to a three year cycle for the AMGA Conference. LB explained that while the next conference was originally scheduled for 2026, the Board decided a three year program would be more appropriate due to the number of other significant events already planned for that year. It was recommended that this decision should be discussed by the incoming Board.

MOTION: That the 2025 Marketing and Communications Report be accepted.

Moved: Kyle Davies

Seconded: Douglas Shirripa

The motion was carried unanimously.

KT thanked LB for her management of the AMGA, along with her commitment, hard work and dedication to the association and the industry.

6. Director nominations/elections

KT noted there were 9 Director positions on the Board and 12 nominations were received, therefore a ballot was held.

LB announced the results of the ballot in alphabetical order by surname:

- Brian Backhouse, *Costa Mushrooms*
- Georgia Beattie, *Bulla Mushrooms*
- Kyle Davies, *Marland Mushrooms*
- Kylie O'Reilly, *Richmond Mushrooms*
- Jaylon Rogers, *Pure Mushrooms*
- David Tolson, *Elf Mushrooms*
- Kevin Tolson, *Regal Mushrooms*
- Danny Ung, *Greenhill Mushrooms*
- Steven Willemse, *SJW Mushrooms*

KT congratulated the successful candidates and noted that office bearers would be elected at the next Board Meeting. AMGA members would be notified of the new office bearers once elected.

7. Members open forum: Opportunity for members to raise questions to the Board or topics of conversation to the attendees

No items were raised.

8. Meeting Close

KT thanked the outgoing board for their time and the AMGA members for dedication and attendance at the AGM.

KT declared the meeting closed at 10:37 AM (AEST).