



PROTECTED CROPPING
AUSTRALIA

MEMBERSHIP INFORMATION

Your Voice. Your Network. Your Advantage.



ABOUT US

Protected Cropping Australia (PCA) is the peak industry body representing commercial growers Australia-wide who are growing crops within, under, or sheltered by a type of structure. Some of the structures that are included are: floating crop covers, row covers, hail netting, screen and shade houses, poly-tunnels, retractable roof structures, passive ventilated greenhouses, glasshouses, and plant factory rooms.

Protected Cropping Australia members produce a range of crops, including: Vegetables; fruits; berries; leafy greens; herbs; medicinal plants; and amenity plants.

PCA members include: growers; materials, equipment and installation suppliers; specialist consultants and advisors; researchers and educators; and other industry stakeholders. Our core purpose is to advocate on behalf of our industry and members. We support our members and the sector through delivery of a range of programs, services and opportunities that help businesses to achieve greater success.

[READ MORE ABOUT US](#)





WHY JOIN US?

Protected Cropping Australia (PCA) is not just a membership - it's a collective of growers, innovators, researchers, and suppliers working together to shape the future of controlled environment agriculture in Australia.

“Whether you’re growing high-value crops in glasshouses, tunnels, or vertical farms, becoming a member of PCA equips you with the tools, advocacy, and connections to grow smarter, safer, and more profitably. We would love for you to be a contributing part of our membership community; it is more than worth it.”

What You Really Get

Advocacy That Protects Your Business

PCA is your voice in the room when decisions are made. From biosecurity threats like ToBRFV to regulatory reform, PCA has led national efforts to protect growers' interests, influence policy, and ensure continuity of trade. Our advocacy has saved members millions in avoided losses and positioned protected cropping as a vital part of Australia's food security strategy.

Training That Drives Profitability

We deliver practical, grower-focused training through webinars, field days, and on-demand courses. Topics range from pest and disease management to climate control, fertigation, and sustainability. Up-skilling your team leads to better yields, lower input costs, and stronger margins.

Events That Build Capability and Community

PCA's biennial conference is the largest protected cropping event in the country, bringing together hundreds of growers, suppliers, and researchers. It's a launchpad for innovation, collaboration, and industry-wide learning. Our regional field days and workshops bring this energy directly to your farm gate.

Research That Solves Real Problems

Through strategic partnerships with Hort Innovation, universities, and ARC Training Centres, PCA drives cutting-edge research into automation, AI, and sustainable production systems. We translate global insights into local solutions that help you stay competitive and resilient.

Grower Forums and Peer Support

Our private online forums connect growers across Australia to share insights, troubleshoot challenges, and build lasting relationships. It's your virtual shed meeting, open 24/7.

Real Cost Savings

Members enjoy exclusive discounts on events, training, and partner products. More importantly, PCA helps you implement technologies and practices that deliver measurable ROI, whether through water savings, energy efficiency, or labour reduction.

Premium Content and Publications

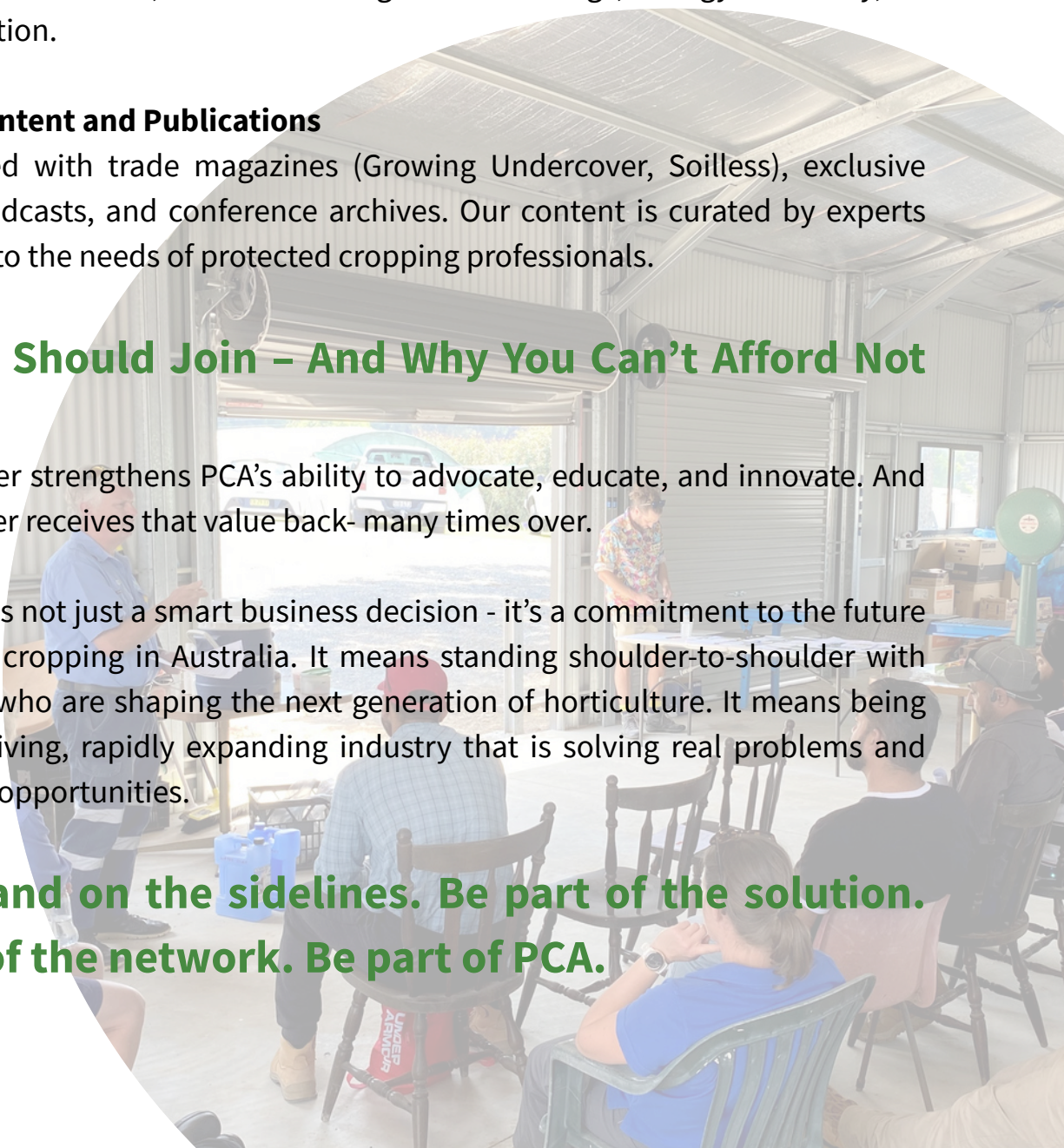
Stay informed with trade magazines (Growing Undercover, Soilless), exclusive webinars, podcasts, and conference archives. Our content is curated by experts and tailored to the needs of protected cropping professionals.

Why You Should Join – And Why You Can't Afford Not To

Every member strengthens PCA's ability to advocate, educate, and innovate. And every member receives that value back- many times over.

Joining PCA is not just a smart business decision - it's a commitment to the future of protected cropping in Australia. It means standing shoulder-to-shoulder with the growers who are shaping the next generation of horticulture. It means being part of a thriving, rapidly expanding industry that is solving real problems and creating real opportunities.

**Don't stand on the sidelines. Be part of the solution.
Be part of the network. Be part of PCA.**





CASE STUDIES

Advocacy That Saved Millions - ToBRFV Response

ToBRFV threatened the viability of protected cropping operations nationwide. Initial government responses mandated crop destruction, risking millions in revenue and thousands of jobs.

PCA's Action:

- Convened a national joint response with growers, industry bodies, federal and state and international biosecurity bodies.
- Advocated for a shift from eradication to management.
- Represented growers in national biosecurity committees and policy forums.

Outcome:

- Enabled growers to reopen sites and resume trade.
- Prevented further crop losses and job cuts.
- Cemented PCA's role as a trusted industry advocate.

Training Future Leaders - Masterclass in Protected Cropping

A shortage of skilled workers and greenhouse managers was limiting industry growth and innovation.

PCA's Action:

- Co-developed the Emerging Leaders in Protected Cropping program with Hort Innovation and Western Sydney University.
- Delivered a Masterclass curriculum covering greenhouse technology, climate control, crop production, and plant physiology.
- Provided flexible online modules and internships with leading growers.

Outcome:

- Over 285 students enrolled since 2020.
- Created a pipeline of skilled professionals ready to lead the next generation.
- The program is now self-sustaining, with ongoing industry support.

Industry Connection and Innovation - PCA Conference and Field Days

Growers needed access to the latest technologies, research, and peer networks to stay competitive.

PCA's Action:

- Hosted the PCA Conference 2025 in Adelaide, attracting hundreds of growers, suppliers, and researchers.
- Delivered sessions on climate resilience, biosecurity, automation, and sustainability.
- Ran field tours, grower workshops, and a trade show with over 60 exhibitors.
- Recognized excellence through industry awards.

Outcome:

- Strengthened industry collaboration and innovation.
- Provided direct access to new technologies and expert insights.
- Fostered a sense of community and shared purpose among growers.

What Our Members Have to Say

"Being a member of PCA has allowed me to become the grower I am today. Without the guidance I have received from many people that are involved with PCA I would not be as confident and experienced in growing all the crops that I grow now."

"Being part of PCA reinforces our position as a proactive and engaged contributor to the future of horticulture in Australia. It's not just a membership—it's a commitment to excellence, the industry, and progress."

[SEE MORE](#)



MEMBERSHIP OPTIONS

GROWER

CORPORATE

(\$220 + GST Yearly)

- 5 memberships – 1 primary + 4 bundle members
- Host and attend events
- Access to member only website content areas – magazines, past webinars, past conference content
- Access to PCA's grower member online discussion forums
- Discounts for events, products & services, & advertising
- Voting rights and entitlement to nominate for a position on the PCA Board and committees
- Hard copy or e-copy of Soilless Magazine
- Free grower event passes
- Recognition on PCA website

INDIVIDUAL

(\$50 + GST Yearly)

- 1 membership
- Host and attend events
- Access to website content areas – magazines, past webinars, past conference content
- Access to PCA's grower member online discussion forums
- Discounts for events, products & services, & advertising
- Voting rights and entitlement to nominate for a position on the PCA Board and committees
- Hard copy or e-copy of Soilless Magazine
- Free grower event passes

ALLIED TRADE

CORPORATE

(\$1250 + GST Yearly)

- 5 memberships – 1 primary + 4 bundle members
- Host and attend events
- Access to member only website content areas – magazines, past webinars, past conference content
- Access to PCA's member online discussion forums
- Discounts for events, products & services, & advertising
- Voting rights and entitlement to nominate for a position on the PCA Board and committees
- Hard copy or e-copy of Soilless Magazine
- Sponsorship opportunities
- Recognition on PCA website

INDIVIDUAL

(\$260 + GST Yearly)

- 1 membership
- Host and attend events
- Access to website content areas – magazines, past webinars, past conference content
- Access to PCA's member online discussion forums
- Discounts for events, products & services, & advertising
- Voting rights and entitlement to nominate for a position on the PCA Board and committees
- Hard copy or e-copy of Soilless Magazine
- Sponsorship opportunities

STUDENT

(\$50 + GST Yearly)

- 1 membership
- Attend events
- Access to member only website content areas – magazines, past webinars, past conference content
- Access to PCA's member online discussion forums
- Voting rights

SUBSCRIBER

FREE

- 1 subscription
- Attend non-member events
- E-news and updates
- Monthly edition of "Growing Undercover" newsletter

BECOME A MEMBER



Protected Cropping Australia (PCA)

+61 (0)2 9037 3166

Julie Krieger: eo@protectedcropping.net.au | Matt Plunkett: ido@protectedcropping.net.au | Tony Bundock: projects@protectedcropping.net.au | Jade Lewis: admin@protectedcropping.net.au