



FIND YOUR A-PEEL CHOOSE A CAREER IN BANANAS

Supporting the next generation of Australian banana growers, driving innovation across the industry, and creating rewarding career pathways.



Australian
Banana
Growers

BANANA STATS

MORE THAN 90 PER CENT OF AUSTRALIAN HOUSEHOLDS BOUGHT BANANAS IN THE FINANCIAL YEAR ENDING JUNE 2024, WITH PER CAPITA CONSUMPTION SITTING AT 13.53KG.

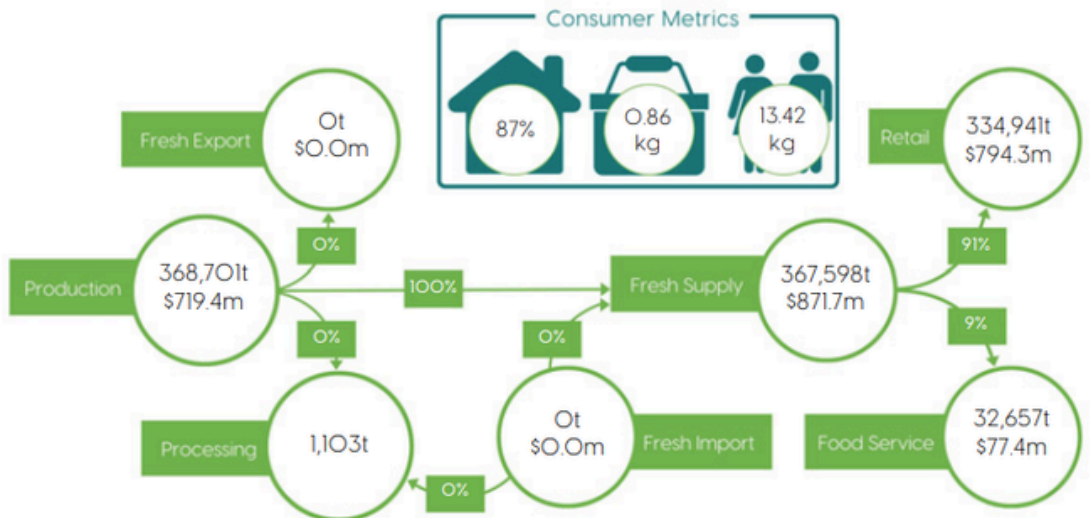
12,816 ha



of banana plantations

94 PER CENT OF AUSTRALIA'S BANANA PRODUCTION HAPPENS IN FAR NORTH QUEENSLAND. THE MAJOR GROWING REGIONS ARE THE CASSOWARY COAST (TULLY/INNISFAIL), THE ATHERTON TABLELANDS, AND LAKELAND, NORTH OF CAIRNS.

FRESH BANANA SUPPLY CHAIN – YEAR ENDING JUNE 2025



PRODUCTION VOLUME BY VARIETY

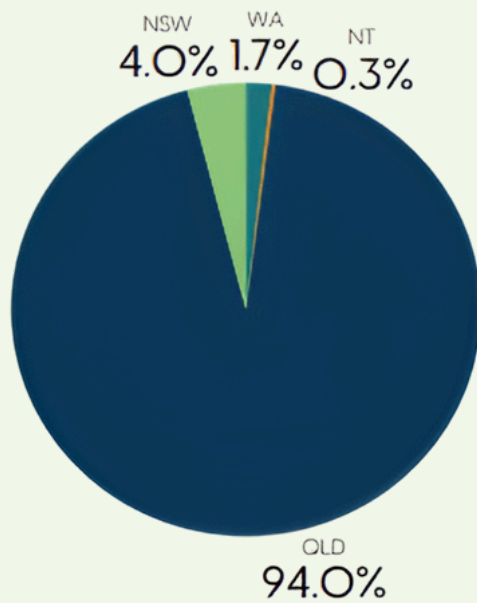
Cavendish
97%

Lady Fingers
3%

AUSTRALIAN PRODUCTION WAS SITTING AT APPROXIMATELY 369,7001 TONNES OF FRESH BANANAS IN 2023/24 (LEVY-BASED FIGURES). PRODUCTION WAS VALUED AT \$719.4M.

BANANA FACTS

2024/25 Fresh Banana Production by State



AUSTRALIANS EAT 5,000,000 BANANAS EVERY DAY (ENOUGH TO HAVE A BANANA ROAD FROM MELBOURNE TO SYDNEY).

DESPITE THEIR FIRM TEXTURE, BANANAS ARE COMPOSED OF 75% WATER. THAT'S MORE THAN THE HUMAN BODY WHICH IS 60% WATER.

THE BANANA INDUSTRY SUPPORTED MORE THAN 18,000 FULL-TIME AND PART-TIME JOBS.

| | | | | |
|-------------------------|----------------------------|--------------------------|---------------------|---------------------------|
| APPROX 540 FARMS | MAJORITY FAMILY-RUN | 100% AUSSIE GROWN | \$698M VALUE | +90% HOMES CONSUME |
|-------------------------|----------------------------|--------------------------|---------------------|---------------------------|

REAL WORLD EXPERIENCE: Eleanor Sibree, Graduate Extension Officer



After completing a Bachelor of Rural Science (Agriculture) at the University of New England, Eleanor secured a placement through the Queensland Farmers Federation Agriculture Extension Work Program - a pathway that led her to an Extension Officer position with the Australian Banana Growers' Council.

Previously based in North Queensland with the Banana BMP Team, Eleanor worked with growers to improve water quality outcomes and support sustainable farming practices.

“The role combined my passions for agriculture and environmental protection. It was a huge learning curve, but incredibly rewarding.”

Eleanor said the banana industry offers exciting opportunities for young people looking to build a meaningful career in agriculture.

Farm & Nursery

- **Banana Farm Manager**

- Production Supervisors
- Horticulture Technician

- Farm Assistant
- Farm Hand

- **Irrigation Manager**

- Irrigation Installation Manager
- Irrigation System Designer
- Irrigation Water Scheduling Technician
- Irrigation Agronomist
- Irrigation Technician



- **Nursery Manager**

- Nursery Worker

- **Machinery Manager**

- Machinery Supervisors

- **Agriculture Technician**

- Agronomist
- Graduate Agronomists

- **Farm Operations Manager**

- Farm Operations Supervisors
- Leading Hand

- **Biosecurity Manager**

- Biosecurity Manager
- Biosecurity Coordinator

Packing Shed

- **General Business Services**
- **Facility Plant Manager**
 - Section Supervisors
 - Mobile Plant Operator
 - Warehouse Packer
- **Logistics and Transport Manager**
 - Truck Driver
 - Forklift Driver
- **Procurement Manager**
 - Cold Storage Manager
 - Food Safety Officer
- **Quality Assurance Manager**
 - Quality Team Leader
 - Quality Controller
- **Fruit Intake Manager**
 - Pallet and Fruit Bin Tracking Manager
 - Grade Operator

Logistics

- **Distribution Manager**
 - Supply Chain Assistant
- **Domestic**
 - Rail Manager
 - Road Transport Manager
 - Truck Driver
 - Forklift and Grade Operator
- **Biosecurity Officer**
- **Quality Assurance Manager**



Trades

- **Apprenticeship or Traineeship**
 - Mechanic
 - Electrician
 - Renewable Electrician
 - Refrigeration Electrician
 - Maintenance Electrician
- **Fabricator/Boilermaker**
 - Fitter and Turner
- **Mechanical Engineer**

Technology

- **Data Collection and Analysis**
- **Mechanical Design Engineer**
- **Drone Operator**
- **Software Engineer**
- **IT Technician**
- **Packing Shed Software Technician**
- **Packaging Line Technician**



Science & Research

- **Soil Scientist**
 - Agronomist
- **Plant Breeder and Geneticist**
- **Plant Pathologist**
- **Entomologist**
 - Integrated Pest Management Officer
 - Biosecurity Officer
- **Research Project Manager**
 - Horticulture Researcher

Business Services

- **Chief Executive Officer**
 - Chief Financial Officer
 - Accountant
 - General Manager
 - Executive Assistant
- **Sales Manager**
- **Sales Administration**
- **Analyst**
- **Market Analyst**
- **Media and Communication Officer**
- **Human Resources Manager**
 - Health and Safety Officer
 - People and Culture Officer
- **Grower Services Officer**
- **Production Compliance Officer**

Peak Industry Bodies (PIB)

- **Chief Executive Officer**
 - Chief Operating Officer
 - Chief Financial Officer
 - Executive Assistant
- **Head of Government Relations and advocacy**
 - Senior Policy Officer
 - Policy Officer
- **Biosecurity Manager**
 - Biosecurity Officer
 - Community Engagement Coordinator
- **Head of Trade**
 - Analyst
- **Market Information & Quality Officer**
 - Market Development
 - Market Access Officer
- **Research and Development Officer**
- **Project Manager**
 - Traceability
- **Media and Communications**



The Australian Banana Growers' Council (ABGC) is the only dedicated PIB for bananas, though several other organisations also support the banana industry.

NICOLA MACKAY - MACKAYS MARKETING

What did you study, and how did it lead you into the banana industry?

I studied a Bachelor of Business Management and Science majoring in Economics and Plant Science, which gave me a strong mix of commercial understanding and practical knowledge of plant systems.

What advice would you give to high school students or young people interested in a career in agriculture?

I would encourage young people to follow their interests and stay open to the wide range of opportunities agriculture offers. It's an industry that combines science, business, technology, and hands-on work, and there are many different career paths beyond what people traditionally imagine. I couldn't see myself working in any other industry!

What do you enjoy most about working in the banana industry/agriculture?

What I value most is the strong connection to both the land and the people. Agriculture is a dynamic, fast-paced industry that is constantly evolving. I enjoy contributing to an industry that plays such a vital role in feeding the nation and supporting regional communities.



RETURNING TO THEIR ROOTS Rock Ridge Farming

Tom Howe



Tom completed an auto-electrical apprenticeship before returning in 2017, stepping into an Operations Manager role where he works closely with his dad Peter on the day-to-day running of the business. He also oversees the Willows Road avocado orchard, managing everything from new plantings to ongoing maintenance.

Follow Tom on Instagram to see some working in ag highlights: [@tom__howe](#)



Rock Ridge Farming

RETURNING TO THEIR ROOTS Rock Ridge Farming

From University to Agribusiness

After completing a Bachelor of Business, a career in agribusiness lending with NAB provided valuable experience working with agricultural businesses across Australia. While returning to the family farm wasn't always part of the plan, the role helped build skills and industry knowledge that would later become invaluable.

What Does an Operations Manager do?

The role includes overseeing:

- Workplace health and safety
- Workforce management and the PALM Scheme
- Data and reporting
- Business policy and compliance
- Continuous improvement projects



Jess Leeming

Why work in the banana industry?

“Working in a family-run business has been incredibly rewarding. There’s a real sense of purpose in contributing to something tangible – a business that supports our family and produces quality food for Australians.”

“The banana industry also offers flexibility, variety, and opportunities to be involved across many different parts of a business.”

STAY AHEAD OF THE CURVE WITH A CAREER IN BANANAS

**Extension Officer,
Eleanor Sibree**



*“We need more young people working
alongside growers and helping drive
practical change.”*

Stay Connected



To receive general industry information and updates, email communications@abgc.org.au to be added to our distribution list. ABGC offices are located in Brisbane and Far North Queensland. Email info@abgc.org.au for more information. Or visit our website at www.abgc.org.au
Follow us @AustralianBananaGrowers

