



SOUTHERN FORESTS FOOD COUNCIL INC.
ANNUAL REPORT 2021/22
1 JULY 2021 – 30 JUNE 2022

SOUTHERN FORESTS FOOD COUNCIL INC. ABN 19 882 662 408

1 Johnston Crescent / PO Box 1258, Manjimup Western Australia 6258
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SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2021/22



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SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2021/22



SOUTHERN FORESTS FOOD COUNCIL INC.

The Southern Forests Food Council Inc. (SFFC) was founded in 2010 by a group of passionate local producers who recognised that the wealth and abundance of produce grown in the region was both ripe for major food production expansion and made the area perfect for agri-tourism.

The SFFC was made possible by the efforts of the local producers, the generous support and contribution through the State Government's Royalties for Regions fund, and the unwavering support of the Shire of Manjimup.

The SFFC is committed to unifying the area's world-class and diverse producers to strengthen the region's economy, attract investment and export opportunities, promote regional pride, and create sustainable jobs. It represents local producers, culinary and agri-tourism operators who live and work in what is WA's premier food bowl, aiming to ultimately establish the Southern Forests agricultural production as the major driver of long-term economic activity for the wider region.

VISION AND OBJECTIVES

The **vision** of the SFFC is to:

Build the region's reputation for quality food.

The **objectives** of the SFFC are to:

- Grow the value of agriculture and food production, create careers, and encourage growth of local populations.
- Establish and maintain unifying regional brand(s).
- Strive to achieve price premiums for produce from the region.
- Achieve consumer recognition of the region as a desirable culinary and tourism destination and an ethical producer of quality food.
- Sustain the effort through ongoing viability of the Food Council.

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CHAIR'S REPORT

The Southern Forests Food Council (SFFC) has achieved a great deal with the support and efforts of you our local producers, and in September 2022 we will celebrate our ten-year milestone. The Committee and staff have preparations underway to acknowledge the efforts and contributions of all those involved in the project since its inception, from our fundamental growers to the Shire of Manjimup and State Government, to the various stakeholders and agencies that have helped shape the SFFC over the years. We look forward to celebrating this important milestone with you.

Another major milestone for the SFFC, is the conclusion of State Government funding which drew to a close on 30 June 2021, and the SFFC successfully acquitting the three-year DPIRD funded project in September 2021. With the funding and project finalised the SFFC officially 'stood on its own two feet', with the ongoing support of the Shire of Manjimup and the revenue generated during the previous nine years of operation. The conclusion of State Government funding saw the SFFC restructure and realign its activities whilst still delivering against our objectives.

With the impacts of COVID-19 continuing to cause disturbances, uncertainties, illness, shortages, and interruptions, the industry, region, and the SFFC continued to cautiously identify, explore, and undertake activity.

The Committee of Management took the time to undertake a review of the strategic plan, risk analysis, and financial activity and focuses of the SFFC. The outcome of the reviews reassured the Committee that the strategic directions and financial activity of the association were sufficient to sustain the organisation through to June 2024. However, beyond this, the future viability of the SFFC is fraught. The Committee believe the key to the SFFC's future lies with local growers, calling for a resurgence of involvement from local growers to come to the table and assist in shaping and guiding the organisation to ideally sustain it beyond 2024.

At the 2021 AGM Mitchell East, Neil Miles, and Victoria Howe resigned from the Committee of Management, whilst long-standing Committee member Monica Radomiljac was reinstated and appointed vice chair. The Committee would like to acknowledge and thank Mitchell, Neil, and Victoria for their contributions to the SFFC, in particular Mitchell with his passion, industry knowledge, and motivation aiding the SFFC to explore and implement various activities during his time as an active CoM member, and later as vice chair of the SFFC.

The 2021 AGM also saw members support changes to the Rules of Association to reduce the Committee of Management size and quorum to better align requirements and responsibilities with the organisation's reduced operations.

To supplement the organisation's projected revenue the SFFC applied for various grants, including both State and Federal led programs, with success in two areas. The first being Regional Arts Fund to establish a partnership with Southern Forest Arts to develop food and art tourism product to drive visitation to the region and cross-promote industries. The Regional Arts funding allowed for the SFFC to appoint an agri-tourism coordinator to develop food and art tours, with the funding and project activity extending through to 2022/23 financial year.

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The second fortuitous funding opportunity was through the South-West WA Drought Resilience Adoption and Innovation Hub (the Hub) as part of the Federal Government's Future Drought Fund program. The SFFC was successfully appointed the Hub's Regional Node Lead for the Manjimup Zone in April 2022. The project funding will underpin the SFFC as the Regional Node Leader to undertake outreach and activity to identify drought and climate resilience priorities and projects for the region. The position and activities are funded through until 2024 and require strong grower support and engagement to ensure full benefit of the initiative.

Other key industry development activities undertaken by the SFFC during 2021/22 included an invitation to join the WA Horticulture Update steering committee to contribute to the development and delivery of the DPIRD horticulture conference held in November 2021. The SFFC was also enthused to see the first commercial harvest of gold kiwifruit from the Southern Forests in February 2022, a project spanning seven years of exploration and negotiation to get it to this exciting point. The SFFC are optimistic in the future of this crop with a handful of growers taking up the program to further diversify the local industry.

The SFFC also hosted and participated in various trade delegation visits, earlier in the year COVID-19 ensured these were WA-based interactions, however in May 2022 the SFFC was pleased to welcome one of the first international delegations back to the region led by Austrade.

Our supply-chain partnerships continued with our thanks to our major sponsors Mercer Mooney and getFresh Merchants for their ongoing support of the SFFC and our growers. The SFFC also partnered with Market West to promote Genuinely Southern Forests during their HortConnections activity in Brisbane and as part of their annual Retailer Awards announced at the Market West Ball. Our market partners in Melbourne (All Aussie Farmers) and Sydney (Phil's Preferred Fruit) also continued to support the SFFC and our growers through a tough avocado season which saw oversupply and challenging prices for much of the season. We also worked with our packaging partner GJ Freight to increase the quality of the Genuinely Southern Forests cartons to ensure the integrity of the produce as alternative markets further afield are being supplied.

Producer engagement continues to be a vital component of our organisation, with Tony Giumelli undertaking this service on behalf of the SFFC. Tony clocked up over 400 visits and phone calls with our members and supply chain partners throughout the year, represented the SFFC region at key industry events, provides the SFFC with fortnightly updates as to how the season is progressing, as well as any key issues and opportunities raised by members, similarly feeds out timely information from the SFFC, and has encouraged the SFFC to explore and take on opportunities to benefit the local growers and the SFFC.

Marketing activity under the Genuinely Southern Forests brand included a focussed effort by our digital communications advisors Gemma Starkie and Lisa Radomiljac, on creating engaging content for use through various social media and digital platforms, including the development of seasonal recipes, the revamp of the Genuinely Southern Forests gourmet hampers which saw over 100 hampers sold during the peak summer/Christmas period, and the launch of 'Field Notes' a monthly consumer focussed EDM featuring a seasonal product, producer, recipe, and promotion. This initiative saw a

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strong increase in engagement and activity with our 10,000+ followers across the Genuinely Southern Forests digital assets.

The annual retail marketing campaign was reimagined for long-standing retail partner Gilbert's Fresh Market, again with a focus on content and engagement across social media assets. The 2021/22 retail marketing campaign was overseen by new team member Leah Vagel and combined in-store tastings with a social media influencer to achieve over 61,000 accounts reached and over 800 free samples of Genuinely Southern Forests produce supplied to customers across the twelve-week campaign. The SFFC is awaiting awareness figures for the Genuinely Southern Forests brand and region as part of its annual market research.

At a regional level, we continued to develop and host agri-tours when COVID-19 allowed, including Manjimup Senior High School teachers PD day, multiple truffle and cherry focussed agri-tours (in their relevant seasons), and hosted a group of Navy chefs. Planning was undertaken for a handful of other agri-tours that were unfortunately cancelled predominantly due to the impacts of COVID-19. The Regional Arts funded project will ideally expand upon and compliment the agri-tourism offerings for the region, with the SFFC also supporting other local tour businesses to further promote and share the region's diverse and premium food offerings.

The SFFC supported the 20th Manjimup Cherry Harmony Festival with celebrity chef activity located outside the office, a cherry festival farm tour, and Genuinely Southern Forests cherries sold through the office. Special thanks to the local growers and volunteers who assisted us to supply over half a tonne of cherries to eager event-goers – and they still wanted more!

As we continue to explore ways to collaborate and leverage activity and resources within the region, the SFFC welcomed the Warren Blackwood Alliance of Council's team members to collocate at the SFFC office. The SFFC is also providing secretariat services to the local wine association which has allowed Wine Industry Southern Forests to more cohesively identify, explore, and engage in industry initiatives.

Finally, we wish to acknowledge our members for your ongoing support of the SFFC. Whilst we saw membership numbers fall in 2021/22 to just over 100 paid members, you our members continue to underpin our organisation and are vital to the SFFC's relevance and prosperity. We encourage you to get involved at any level, from the Committee of Management to engaging on social media, every little bit counts. As we enter our milestone year, we would like nothing better than to find a sustainable path forward that would see the organisation sustained for a further ten years. We ask that you join us in our efforts to build a long-term future for the SFFC, Genuinely Southern Forests brand, and region.

A handwritten signature in black ink, appearing to read "Kieran Kinsella".

Kieran Kinsella

Chair

Southern Forests Food Council Inc.

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FINANCIAL SUMMARY

The SFFC undertook various measures to streamline the organisation to better align with its revenue generating capacities following the conclusion of the State Government's Royalties for Regions funds in 2020/21. This included changes to human resources, relocating to reduce rent, Committee of Management transitioned away from sitting fees, and a conservative approach to marketing and other activities.

During the 2021/22 financial year the SFFC generated \$183,065.83 revenue whilst expending \$256,718.55, resulting in a loss of \$73,652.72, and drawing down on SFFC reserve funds.

The Shire of Manjimup continues their support for the SFFC with an annual contribution of \$25,000 received to support the ongoing activities of the SFFC.

The SFFC was successful in several grants, including \$15,000 through the Regional Arts Fund, with approx. \$9,500 to be carried forward into 2022/23 to support the development and delivery of food and art tours. The SFFC was also appointed the South-West WA Drought Resilience Adoption and Innovation Hub Regional Node Lead for the Manjimup Zone. This appointment received \$40,000 in 2021/22 through the Federal Governments Future Drought Fund via the Grower Group Alliance (GGA), with a total contribution of \$150,000 to be received across three-years to 2024.

The SFFC generated an additional \$107,485.83 through various activities including membership, supply partnerships, merchandise sales, sponsorship, the annual retail marketing campaign, and agri-tourism initiatives.

The SFFC continues to be impacted by COVID-19 with domestic restrictions and lockdowns resulting in activities being postponed or cancelled, supply chain interruptions, reduction in produce supply etc. The SFFC applied for and receive COVID-19 stimulus funds through the Tourism WA Hardship grant.

Operational expenditure totalled \$130,962.97 and comprised predominantly of wages, consultancy expenses, and insurance. Activity expenditure totalled \$125,755.58 and comprised predominantly promotional and marketing activities, including the annual Perth Metro Retail Marketing Campaign, content creation in seasonal recipes, agri-tourism activities, public relations, and supply chain development.

The SFFC has identified income and activities to sustain the organisation through to 2024, however will need to continue the development of additional revenue streams to support the SFFC into the future.

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STATEMENT OF THE COMMITTEE

The Committee has determined that the association is not a reporting entity.

The Committee has determined that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note I to the financial statements.

It is the opinion of the Committee:

1. The financial statements present fairly the financial position of the Southern Forests Food Council Inc. as at the 30 June 2022 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that the Council will be able to pay its debts as and when they fall due.

This statement is made in accordance with the resolution of the Committee and is signed for and on behalf of the Committee by:

Kieran Kinsella
Chair
Southern Forests Food Council Inc.

Monica Radomiljac
Vice Chair
Southern Forests Food Council Inc.

Dated this 18 October 2022.

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FINANCIAL STATEMENTS

BALANCE SHEET

AS AT 30 JUNE 2022

ASSETS	Bank	2021/22	2020/21
	Cash Reserve	\$0.00	\$2,936.32
	Cheque Account	\$5,616.13	\$11,431.83
	Debit Card Account	\$4,862.82	\$2,881.15
	Produce Coord Cash Reserve	\$100,499.79	\$120,475.15
	Produce Coordination Account	\$9,059.82	\$36,040.67
	Total Bank	\$120,038.56	\$173,765.12
	Current Assets		
	Accounts Receivable	\$12,448.24	\$13,031.26
	Petty Cash	\$61.25	\$267.85
	Prepaid Insurance	\$3,178.00	\$3,114.47
	Provision for Doubtful Debts	\$0.00	\$(5,909.20)
	Term Deposit #1	\$103,692.13	\$103,593.46
	Total Current Assets	\$119,379.62	\$114,097.84
	Total Assets	\$239,418.18	\$287,862.96
LIABILITIES	Current Liabilities		
	Accounts Payable	\$1,857.52	\$4,086.64
	Accrued Employee Entitlements	\$17,045.33	\$16,103.84
	GST	\$6,306.41	\$(11,150.19)
	PAYG Withholdings Payable	\$840.05	\$1,221.08
	Unspent Grant Funding	\$9,420.00	\$0.00
	Total Current Liabilities	\$35,469.31	\$10,261.37
	Total Liabilities	\$35,469.31	\$10,261.37
	Net Assets	\$203,948.87	\$277,601.59
EQUITY	Current Year Earnings	\$(73,652.72)	\$38,448.52
	Retained Earnings	\$277,601.59	\$239,153.07
	Total Equity	\$203,948.87	\$277,601.59

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PROFIT AND LOSS

1 JULY 2021 – 30 JUNE 2022

	2021/22	2020/21
INCOME		
SFFC INCOME		
Agri-Tourism	\$16,309.09	\$21,759.97
Collaborative Marketing	\$2,544.00	\$23,862.71
Domestic Distribution	\$17,538.50	\$9,734.14
Membership	\$21,900.00	\$24,200.00
Merchandise	\$17,968.52	\$11,931.61
Packaging	\$10,722.90	\$8,378.04
Retail Marketing Campaign	\$7,500.00	\$10,450.00
Sponsorship	\$10,337.00	\$10,237.04
SFFC Other Income	\$2,665.82	\$7,294.60
GGA Drought Hub Grant	\$40,000.00	-
Regional Arts Grant	\$5,580.00	-
Shire of Manjimup	\$25,000.00	\$25,000.00
Tourism WA Hardship Grant	\$5,000.00	-
Total SFFC Income	\$183,065.83	\$152,848.11
COVID-19 STIMULUS FUNDS		
JobKeeper Payment Funding	-	\$49,500.00
Cash Flow Boost for Employers Funding	-	\$12,102.00
Total COVID-19 Stimulus	-	\$61,602.00
RfR - DPIRD INCOME		
DPIRD	-	\$0.00
DPIRD Carry Forward Funds	-	\$428,607.00
Interest Earned on DPIRD Funds	-	\$347.66
Total DPIRD Income	-	\$428,954.66
Total Trading Income	\$183,065.83	\$643,404.77
Gross Profit	\$183,065.83	\$643,404.77
OPERATING EXPENSES		
OPERATING COSTS		
Administration	\$3,412.30	\$3,126.55
CoM Expenses	\$3,024.69	\$18,268.47
Consultancy	\$10,950.00	\$13,680.00
Insurance	\$7,638.60	\$6,872.68
Legal	\$0.00	\$0.00
Office Equipment	\$5,105.00	\$7,695.27
Rent	\$5,199.96	\$14,629.96
Utilities	\$4,502.23	\$4,009.24
Vehicle Operating Expenses	-	\$875.66
Wages	\$91,130.19	\$110,578.29
Total Operating Costs	\$130,962.97	\$179,736.12

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PROFIT AND LOSS

1 JULY 2021 – 30 JUNE 2022

	2021/22	2020/21
ACTIVITY COSTS		
Agri-Tourism	\$17,721.69	\$41,650.47
Membership and Sponsorship	\$197.02	\$8,268.72
Packaging	\$6,140.68	\$5,646.71
Promotion and Marketing	\$47,176.47	\$270,878.23
Public Relations	\$18,841.82	\$24,969.01
Supply Chain Development	\$35,677.90	\$73,806.99
Total Activity Costs	\$125,755.58	\$425,220.13
Total Operating Expenses	\$256,718.55	\$604,956.25
Net Profit	\$(73,652.72)	\$38,448.52

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NOTES TO FINANCIAL STATEMENTS

1. **Statement of Accounting Policies** This financial report has been prepared for distribution to the members of the SFFC to fulfil the Committee of Management's financial reporting requirements under the Southern Forests Food Council Inc. Rules of Association. The accounting policies used in the preparation of this report, are consistent with the financial reporting requirements of the Incorporation's Rules of Association and, in the opinion of the Committee, appropriate to meet the needs of members.
- a. The financial report has been prepared on an accrual basis in Australian Dollars and is based on historical costs. The financial report has been prepared using the going concern assumption.
 - b. Property, plant, and equipment which have a purchase price of less than \$6,500 have been expensed in the year of purchase. Those which have a purchase price greater than \$6,500 are recognised as an asset and are depreciated over their useful life.
 - c. Employee Entitlements accrual is raised for the amount of annual leave owed at the balance date, 30 June 2022.
 - d. The SFFC is exempt from Income Tax.
2. **Subsequent Event – COVID-19** there will be continued uncertainty with regards to the ongoing impact of COVID-19. At the date of signing the financial statements, the Committee of Management has been unable to determine the ongoing financial effects the pandemic will have on the Association in the coming financial period. As a result, the ongoing revenues and expenses may be impacted subsequent to year end.

INCOME

- 3. **Agri-Tourism** includes ticket sales for customised agri-tourism experiences.
- 4. **Collaborative Marketing** predominantly includes member contributions towards recipe development and trade promotions.
- 5. **Domestic Distribution** includes income generated through domestic supply chain partnerships such as through Perth wholesale market partners and inter-state wholesale agents.
- 6. **Membership** includes membership fees for 14 Associate Members, 85 Genuine Members, and 16 members opting for additional fee-for-service activities.
- 7. **Merchandise** includes the sales of (45) Food of the Southern Forests cookbooks, (90) GSF gourmet hampers, GSF cherry sales, and other GSF merchandise sales.
- 8. **Packaging** includes packaging sales through the SFFC office as well as a rebate paid by SFFC packaging partner on all Genuinely Southern Forests cartons sold through the partnership.
- 9. **Retail Marketing Campaign** includes retailer contributions for their involvement in the annual Perth Metro Retail Marketing Campaign.
- 10. **Sponsorship** includes two major sponsors and one service sponsor.

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- 11. **SFFC Other Income** includes collocation fees, secretariat service fees, and interest received on SFFC bank accounts.
- 12. **GGA Drought Hub Grant** is for the SFFC to deliver the South-West WA Drought Resilience Adoption and Innovation Hub Regional Node Lead services under a funding agreement with the Grower Group Alliance through to 2024.
- 13. **Regional Arts Grant** is to support the development of a partnership between Southern Forest Arts and the SFFC to explore, develop, and deliver food and art tourism offerings for the region, including the appointment of a agri-tourism coordinator.
- 14. **Shire of Manjimup** provide funds to support the on-going operation of the SFFC with a commitment in place to 2024.
- 15. **Tourism WA Hardship Grant** provided assistance to tourism businesses impacted by border-closures and uncertainties due to COVID-19 and relate to the cancellation and impacts on agri-tours.

EXPENSES

- 16. **CoM Expenses** includes Chair travel and accommodation allowance, and expenses related to the monthly CoM meetings and the Annual General Meeting.
- 17. **Consultancy** includes financial consultants (auditor, accountant, bookkeeper) and IT consultants.
- 18. **Rent** includes the storage shed lease.
- 19. **Wages** includes salaries for the part-time General Manager, Marketing & Project Coordinator and Retail Promotions Officer, superannuation, and employee entitlements i.e. leave.
- 20. **Agri-Tourism** covers the operating costs to coordinate and host agri-tours, as well as promotional and marketing activities to support the development of agri-tourism initiatives.
- 21. **Membership & Sponsorship** includes the cost to implement the tiered membership structure and support the sponsorship program.
- 22. **Packaging** includes the development of Genuinely Southern Forests packaging for members.
- 23. **Promotion & Marketing** includes seasonal recipe development, gourmet hamper and merchandise development, retail marketing campaign activity, print and social media advertising, and annual market research.
- 24. **Public Relations** includes PR and digital communications services to continue to grow awareness for Genuinely Southern Forests brand, produce, and region.
- 25. **Supply Chain Development** predominantly includes domestic activities such as Meet the Buyer trade show activity, Market West collaboration, and producer engagement contract services.

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INDEPENDENT AUDITOR'S REPORT

**Independent Auditor's Report
To the Members of the
Southern Forests Food Council Inc.**

GRAHAM M SHERRIFF
Audit & Accounting Services

ABN 13 575 170 127

PO BOX A391

AUSTRALIND WA 6233

Mob: 0400 572 449

grahamsherriff@hotmail.com

I have audited the accompanying special purpose financial report of the Southern Forests Food Council Inc., which comprises the Balance Sheet & Statement of Changes in Equity as at 30 June 2022, Income Statement & Statement of Cashflows for the year ended on that date, notes comprising a summary of significant accounting policies and other explanatory information and the statement by members of the council.

Board of Management's Responsibility for the Financial Report

The board of management of the Southern Forests Food Council Inc. is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial report, which form part of the financial report, are consistent with the financial reporting requirements of the Associations Incorporation Act 2015 (WA) and are appropriate to meet the needs of the members. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

My responsibility is to express an opinion on the financial report based on my audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. I conducted the audit in accordance with Australian Auditing Standards. These Auditing Standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the board of management, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the Management Board of management's financial reporting under the Associations Incorporation Act 2015 (WA). I disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than for which it was prepared.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinions.

Independence

In conducting my audit, I followed applicable independence requirements of Australian professional ethical pronouncements.

Audit Opinion

In my opinion, the financial report of the Southern Forests Food Council Inc. presents fairly, in all material aspects, the financial position of the Southern Forests Food Council Inc. as at 30 June 2022 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

Emphasis of Matter

I draw attention to Note 2 to the financial statements whereby in order to continue as a going concern, Southern Forests Food Council Inc. is dependent upon the continued receipt of funding, sponsorships & memberships. My opinion is not modified in respect of this matter.

Basis of Accounting

Without modifying my opinion, I draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist Southern Food Council Inc. to meet the requirements of the Associations Incorporations Act 2015 (WA). As a result the financial report may not be suitable for any other purpose.

Graham Sherriff MIPA BBus
Principal
Dated: 26th August 2022

Liability limited by a scheme approved under Professional Standards Legislation

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COMMITTEE OF MANAGEMENT

NAME	EXPERIENCE AND QUALIFICATIONS
Kieran Kinsella <i>Independent Chair</i>	After a long career in State Government senior executive roles including CEO of the Metropolitan Redevelopment Authority; Extensive experience in strategic leadership of major redevelopment projects; Served on various State Government and not-for-profit boards.
Monica Radomiljac <i>Vice Chair</i>	Grape, wine, potato, beef, marron, and truffle producer; Agricultural Produce Commissioner; previous positions include Secretary of Pemberton Wine Region Association, WoWA board, Timber Towns Wine Show committee, Rottne Foundation board, and Unearthed Pemberton committee.
Ben Arnold <i>Treasurer – skills-based</i>	Extensive international experience in risk management, internal audit, governance and process improvement. Current founder and director at A&P Advisory. Current and past experience serving on various boards and audit & risk committees.
Tori Marver <i>Secretary</i>	Establishing farming and accommodation business in Northcliffe including sheep, truffle, finger lime, and pomegranate.
Mitchell East <i>Committee Member – resigned</i>	Willarra Gold producer of passionfruit, cattle, on farm value-adding and processing. CoM of the HIA SIAP for vegetables, former Vice Chair of SFFC, and CoM of Warren Cauliflower Improvement Group.
Victoria Howe <i>Committee Member – resigned</i>	Former President of Manjimup Chamber of Commerce, former secretary Warren District Agricultural Show, Manjimup Lions member, Previous Committee member of Manjimup Visitors Centre. Establishing an accommodation and agri tourism business.
Vick Grozotis <i>Committee Member</i>	Apple and avocado producer, owner of Applewood fruit packing facility, experience in produce marketing and supply chain.
Neil Miles <i>Committee Member – resigned</i>	Owner of Planted Passion Group – seedling nursery, fertiliser importing, agronomy advice, and greenhouse vegetable producer. Board member of Protected Cropping Australia, member of Warren Cauliflower Improvement Group.
Nial Twigger <i>Committee Member – skills-based</i>	Previous board experience including Wines of Western Australia (Treasurer), Great Southern Wine Producers Association (Chair and Treasurer), and Agricultural Produce Commission. Financial, business development, and advisory experience.

PAST COMMITTEE MEMBERS

- Brad Ipsen
- Wayne Franceschi
- John Lucey
- Andrew Temptra
- Kim Edwards
- John Kilrain
- Ed Valom
- Alana Starkie
- Jessica Phillips
- Jane Duinmeyer
- Luke Soussa
- Al Blakers
- Tina Thomas
- Nicole Giblett
- Simon Green
- Nicole Rose
- Bevan Eatts
- Vic Peos
- Alexis Gandy
- Charlie Roberts
- Dougy Savage
- Mark Bending
- Tony Fontanini
- Alex Wilson
- Jake Ryan
- Dean Baker
- Nikki Griffiths
- Carlo Pessotto
- Mitchell East
- Neil Miles
- Victoria Howe

SOUTHERN FORESTS FOOD COUNCIL INC. ABN 19 882 662 408

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COM MEETING ATTENDANCE

The SFFC Committee of Management met 9 times in total during the 2021/22 financial year. 6 of those meetings were ordinary Committee meetings, 2 being special meetings which included matters requiring immediate attention, as well as many informal sessions for discussion. The Committee have moved to bi-monthly meetings and hosts member meetings in the off months or special Committee meetings as required. Below is a summary of Committee attendance at these meetings.

NAME	DATE APPOINTED	ORDINARY MEETINGS	SPECIAL MEETINGS	ANNUAL GENERAL MEETING
		TOTAL MEETINGS: 6	TOTAL MEETINGS: 2	TOTAL MEETINGS: 1
Kieran Kinsella	Nov 2019	6	2	1
Monica Radomiljac	Nov 2014	6	1	1
Ben Arnold	Oct 2019	5	2	1
Tori Marver	Apr 2019	6	-	1
Mitchell East	Jun 2017 – Oct 2021	1	-	1
Vick Grozotis	May 2019	5	1	1
Victoria Howe	Oct 2019 – Oct 2021	2	2	-
Neil Miles	Oct 2019 – Oct 2021	-	-	-
Nial Twigger	Oct 2019	3	-	1

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LOOKING FORWARD

With the SFFC on the cusp of celebrating our first decade, the SFFC Committee and staff has proudly looked back over the contributions, efforts, achievements, failures, learnings, and immense support and pride that has been instilled not only within our own community, but the broader industry.

We were sparked by an idea amongst a group of local growers, shaped into a project with the support of the local Shire, then backed by the State Government and our community over the course of nine years. The SFFC has endeavoured to unite and represent the generational farmers of the Southern Forests region, but not without its challenges, with the ongoing viability of the organisation continuing to be our greatest challenge.

The Shire of Manjimup and the Drought Hub funding have secured the SFFC's viability through to 2024, but the future of the organisation is fraught beyond this point. The SFFC will of course continue to identify and seek out grant funding and investment opportunities, however very few prove to underpin the operating requirements of the organisation in any long-term capacity.

There is a real and urgent need for our growers to re-engage and take ownership of the initiative to help secure its future. The Committee continue to appeal to local growers to join the Committee of Management or get involved in some other way to help find a sustainable path forward.

The SFFC will maintain its core activities in promotion and marketing of the produce, producers, and region under the Genuinely Southern Forests brand, as well as seeking out opportunities to support and grow the local industry, such as through the Drought Hub. We are, however, open to feedback and suggestions on how best to remain relevant and of value to our members and stakeholders.

We would like to acknowledge the contributions of our passionate staff and contractors, with Laura Bolitho also set to celebrate a decade with the organisation in 2022. Working alongside Laura is the industrious Jennifer Riseley, and new to our team is Leah Vogel (nee Rose) who undertakes our Perth tastings and promotional activity. They are well supported by Tony Giumelli undertaking producer engagement services, Lisa Radomiljac with our digital communications and agri-tourism, Georgia Thomas with public relations, and Anne-Marie Martyn with bookkeeping services. Their wealth of knowledge, passion, enthusiasm, and skills means we can continue to deliver quality activities and outcomes for the organisation, region, and you, our members.

The SFFC is celebrating its ten-year milestone in September 2022, and we proudly acknowledge all those that have contributed and supported the SFFC through these past ten years. The Genuinely Southern Forests brand will also be celebrating its tenth milestone in 2023, with a commemorative logo and marketing activities planned. We look forward to celebrating these milestones with our members and stakeholders and rely on your continued support to ideally sustain the SFFC and Genuinely Southern Forests brand through another ten years.

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