

SOUTHERN FORESTS FOOD COUNCIL INC.

TIERED MEMBERSHIP STRUCTURE – OCTOBER 2018



BACKGROUND

The Southern Forests Food Council Inc. (SFFC) has maintained complimentary membership throughout its initial years of operation. This has allowed the SFFC to develop an extensive network of over 470 members. It has also allowed for the SFFC to build value in the Genuinely Southern Forests brand and the SFFC organisation in such a short period of time.

The SFFC engaged Lucid Economics to undertake a Funding Models Review (completed in April 2018), to identify and assess potential activities relevant to the SFFC that would add value to its members and assist in generating income for the SFFC to continue to provide services and benefits to its members and the region. One of these activities is a membership program which would see a membership fee be introduced.

The SFFC secured further support from the State Government in August 2018 of \$1.5 million over three years to continue its efforts to deliver the Genuinely Southern Forests brand, connect members to new market opportunities, identify agricultural development opportunities and establish alternative revenue streams to reach self-sufficiency. As a condition of the funding the SFFC is required to implement a membership fee.

The SFFC understands that the transition from providing complimentary services and opportunities to a paid membership will take some time to get used to. Therefore the SFFC thought we would remind you of some of the value and offerings that will be available through the proposed membership.

VALUE OF MEMBERSHIP WITH SFFC

1. **Genuinely Southern Forests brand** – the only established WA regional food brand which can be applied to produce which is now achieving 40% recognition with Perth consumers.
2. **Retail Marketing Campaign** – our major annual marketing campaign targeted a Perth consumers, which sees 26 of the top greengrocers across Perth buy in and commit to sourcing, promoting and selling Genuinely Southern Forests produce.
3. **Supply partnerships and networks** – SFFC has identified, explored and developed key partnerships across the supply chain to provide SFFC members with a range of options to supply your produce, including wholesale market floors, secondary wholesale agents, and direct supply, across local WA, national, and international markets.
4. **Export market development** – our recent partnership to source, consolidate and export produce from across WA under the Genuinely Western Australia brand will ultimately provide new opportunities for consolidated supply of fresh produce for export markets.
5. **Collective purchasing power** – the SFFC has been able to negotiate better rates, discounts, consolidated supply etc. across our broader membership allowing the SFFC to pass on savings and benefits to members.
6. **Regional sponsor offerings** – the SFFC has negotiated a range of local businesses to provide key services or discounts to SFFC members.

SOUTHERN FORESTS FOOD COUNCIL INC. ABN 19 882 662 408

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7. **Agri-tourism initiatives** – the SFFC coordinates and delivers customised food and farm tours creating a unique opportunity for members to engage with consumers and key stakeholders.
8. **Co-branding/artwork development support** – the SFFC can work with members to develop and create co-branded labels and promotional material for your business.
9. **Hosting delegations** – the SFFC regularly hosts delegations in the region to showcase and promote the regions offerings including producer visits, samples and meetings.
10. **One central regional showcase** – the SFFC provides one central location for enquiries from across the supply chain to promote and showcase our regions offerings.

The SFFC has developed the following tiered membership structure (Table 1) as a result of consultation with various members and non-members. A variety of these benefits (and others) were tested with various member and non-members, as well as varying levels of membership costs. The resultant structure provides a fair balance across those stakeholders consulted.

The proposed membership fee structure requires SFFC member endorsement at the Annual General Meeting, and once supported will be implemented on an annual basis from October – November. The services and activities outlined below is not an extensive list and as new opportunities arise the SFFC will notify members with the details on how to get involved. The SFFC hopes to demonstrate the value in our organisation, our activities and the Genuinely Southern Forests brand. We hope you will continue to support the SFFC through your membership and we are open to feedback and suggestions on how to improve and expand on our membership benefits and offerings.

Please do not hesitate to contact the SFFC office on 08 9772 4180 or jennifer@southernforestsfood.com with any queries regarding the proposed membership structure.

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Table 1. Proposed SFFC Membership Structure

TIER 1 - ASSOCIATE MEMBERSHIP	
ANNUAL FEE	DEFINED BENEFITS
\$110 inc. GST per year	<ul style="list-style-type: none"> ✓ Attendance and voting rights at AGM (if eligible under the Rules of Association) ✓ Invite to SFFC members events e.g. sundowners ✓ Membership updates and newsletters ✓ Access to eligible fee-for-service activities where applicable
TIER 2 - GENUINE MEMBERSHIP	
ANNUAL FEE	DEFINED BENEFITS
\$220 inc. GST per year	<p>Associate Membership Benefits PLUS:</p> <ul style="list-style-type: none"> ✓ Eligible to use the Genuinely Southern Forests brand (according to established guidelines) ✓ Supported access to the SFFC supply partners ✓ Assistance in the design and development of co-branded packaging ✓ Commodity group listed on the SFFC website and appropriate portals ✓ Participation in select member exclusive programs e.g. local business discounts. ✓ Access to eligible fee-for-service activities where applicable
OPTIONAL FEE-FOR-SERVICE ACTIVITIES	
ANNUAL FEE	DEFINED BENEFITS
<p>Individual eligible fee-for-service activities as priced. Or access <u>all</u> eligible fee-for-service activities for \$330 inc. GST <u>in addition to</u> your Associate or Genuine membership fee. i.e. Associate membership plus all eligible fee-for-service activities = \$440 per year. Genuine membership plus all eligible fee-for-service activities = \$550 per year.</p>	<p>Fee-for-Service activities may include:</p> <ul style="list-style-type: none"> ✓ Access to agri-tourism opportunities - \$110 ✓ Access to membership exclusive programs e.g. bulk buying programs, packaging discounts, export development assistance, etc. - \$220 ✓ Supported introductions to the retail marketing campaign partners (i.e. retailers) and inclusion in relevant in-store tasting events - \$220 ✓ Business matchmaking opportunities across supply, sourcing, services and other identified opportunities - \$220 ✓ Industry development opportunities e.g. gold kiwifruit - \$220

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