

# SOUTHERN FORESTS FOOD COUNCIL INC.

## MEMBERSHIP VALUE AND OFFERINGS



The Southern Forests Food Council (SFFC) was established in 2012 by local growers for local growers, to promote the region’s premium food and agriculture offerings. The initiative has received strong State Government support and investment through the Royalties for Regions program since its inception, allowing the organisation to create a genuinely valuable offering.

The SFFC is a member-based organisation representing producers spanning horticulture, agriculture, aquaculture, viticulture and agri-tourism. The tiered membership structure outlined below provides you with the opportunity to buy in and engage with activities, networks, and opportunities relevant to your circumstances across a truly diverse industry.

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

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Below provides an overview of some of the offerings and value available through your SFFC membership:

- 1. Genuinely Southern Forests brand** – the only established WA regional food brand which can be applied to produce which is now achieving 52% recognition with Perth consumers.
  - Requires Genuine tier of membership, \$220 annually.
- 2. 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.
  - *Genuinely Extraordinary Southern Forests Food & Farm Tours*
- 3. Co-branding/artwork development support** – the SFFC can work with members to develop and create co-branded labels and promotional material for your business. The SFFC can offset \$200 per artwork design for product labels up to \$1,000 per member.
- 4. Retail Marketing Campaign** – The SFFC major annual marketing campaign targeted at Perth consumers, supports retailers and growers with in-store tastings and advertising. Value added producers can have products feature at in-store tastings and enjoy supported introductions to new retail outlets.
  - Requires RMC membership fee-for-service, + \$220.
- 5. Supply partnerships and networks** – the 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.
  - Mercer Mooney (Perth)
  - Fresh Express (Perth)
  - getFresh Merchants (Perth Hospitality)
  - All Aussie Farmers (Melbourne)
  - Preferred Fruit (Sydney)
  - GJ Freight (Distribution & Packaging)
- 6. 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.
  - GJ Freight/Visy Boxes and More (Packaging – Manjimup)
- 7. Hosting delegations** – The SFFC regularly hosts delegations in the region to showcase and promote the region's offerings including producer visits, samples and meetings.
- 8. One central regional showcase** – the SFFC provides one central location for enquiries from across the supply chain to promote and showcase our regions offerings.

**SOUTHERN FORESTS FOOD COUNCIL INC. ABN 19 882 662 408**

1 Johnston Crescent / PO Box 1258, Manjimup Western Australia 6258  
t: +61 (0)8 9772 4180 w: [www.southernforestsfood.com](http://www.southernforestsfood.com)

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### STEPS TO ACCESS YOUR MEMBERSHIP



1. Complete the enclosed Membership Application Form with your details.
2. Select your membership tier on the Membership Application Form and Tax Invoice, including any eligible fee-for-service activities.
3. Calculate your membership fee due i.e. Associate Membership at \$110, Genuine Membership at \$220, fee-for-service activities as priced or all eligible fee-for-service activities for \$330 + your membership fee (i.e. Genuine membership PLUS all eligible fee-for service activities will cost \$550 per year).
4. Submit your completed Membership Application Form to the SFFC office via email: [marketing@southernforestsfood.com](mailto:marketing@southernforestsfood.com) or visit us at 1 Johnston Crescent Manjimup.
5. Make payment to the SFFC of your annual membership fee due via bank deposit to the nominated SFFC bank account (BSB: 036-126 Acc: 180494).
6. Retain a copy of your membership form as this becomes a tax invoice once payment has been made.
7. Leverage member opportunities:
  - a. Genuinely Southern Forests regional brand;
  - b. Direct and indirect promotion through the Retail Marketing Campaign;
  - c. Negotiate wholesale produce sales using our various supply chain partners;
  - d. Grow the value of agri-tourism through involvement in food and farm tours;
  - e. Gain access to our professional graphic designer for co-branding and artwork development;
  - f. Meet with prominent agriculture figures – suppliers, exporters, government, investors, media and industry bodies;
  - g. Use the SFFC as a central point of contact for relevant stakeholder; industry and media engagement.
  - h. Access relevant local and industry information through member networking events, sundowners, monthly e-newsletters etc.

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