



**SOUTHERN FORESTS FOOD COUNCIL INC.  
ANNUAL REPORT 2023/24  
1 JULY 2023 – 30 JUNE 2024**

# SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2023/24



## TABLE OF CONTENTS

Southern Forests Food Council Inc.....	I
Vision and Objectives .....	I
Chair’s Report .....	2
Financial Summary .....	4
Statement of the Committee.....	5
Financial Statements .....	6
Balance Sheet .....	6
Profit and Loss .....	7
Notes to Financial Statements.....	8
Independent Auditor’s Report .....	10
Committee of Management .....	12
CoM Meeting Attendance .....	13
Looking Forward.....	14

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Department of  
Primary Industries and  
Regional Development



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# SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2023/24



## 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 State Government renewed its support for the SFFC in November 2023 with a \$725,000 investment over two and half years to support the SFFC to implement strategies that secure its long-term sustainability and enhance the Genuinely Southern Forests brand.

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 SFFC undertook an in-depth strategic review during the first half of 2024. As part of the review the SFFC identified that it had achieved its current objectives, with the exception of financial sustainability. The SFFC has therefore revised its vision and objectives to better align with current industry focuses and future directions and opportunities.

### **Revised SFFC Vision:**

Build on the region's reputation for quality and sustainable food production.

### **Revised SFFC Objectives:**

- Grow the value of agriculture value and food production that creates careers and lifestyles encouraging growth of local populations.
- Maintain and enhance the value of the Genuinely Southern Forest brand and facilitate its use.
- Improve resilience and sustainability of members.
- Facilitate industry transformation through the adoption of innovation and data-driven technology.
- Encourage recognition of the region as a destination for quality food.

The SFFC will present the revised objectives to the SFFC Members at the 2024 Annual General Meeting for consideration.

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



### CHAIR'S REPORT

The SFFC commenced the 2023/24 financial year with a level of uncertainty about our future, and through the efforts and guidance of the Committee of Management (CoM) and the advocacy of our supporters amongst Local and State Government, the SFFC were fortunate to receive a commitment through the State Government of \$725,000 over two and half years to help secure the SFFC's future viability and enhance the Genuinely Southern Forests brand.

#### Our Gratitude

The SFFC were fortunate for the expert guidance of our CoM during the uncertain times. It is with immense gratitude the SFFC thank the outgoing SFFC Independent Chair Kieran Kinsella and Treasurer Ben Arnold. Both Kieran and Ben joined the CoM in 2019 and served four years on the CoM providing invaluable advice, support, ideas, and guidance during their tenures. Kieran and Ben were instrumental in helping secure the financial support for the SFFC and resigned in celebration at the 2023 SFFC AGM.

We also are grateful for the services and support of in Jennifer Riseley, a crucial team the SFFC also farewelled at the end of 2023. Jennifer joined the SFFC team in 2018 and well and truly demonstrated her worth amongst our members and stakeholders over that time. We thank Jennifer for all she contributed to the SFFC, and we are thrilled that Jennifer has found her passion and place with the PomeWest team where she continues to contribute to the local agriculture sector.

We also express our appreciation to Mitchell East that expertly stepped up and undertook the role of Interim Chair in early 2024 to lead the SFFC during the period of strategic review. Mitchell fulfilled this role until April 2024 when I had the honour and pleasure to join the SFFC as the Independent Chair. Working in collaboration with the CoM, I aim to use my experience in strategic planning, business development and projects management to assist the SFFC in advancing the goals and vision of the SFFC.

#### A Foundation for the Future

The SFFC dedicated a significant portion of our efforts and resources throughout 2023/24 to conducting a thorough internal review, restructuring, and future planning to ensure we can continue to best support and add value to our members, community, region, and the broader industry. This comprehensive process is aimed at securing the long-term viability of the SFFC. As part of this process, we have reviewed and revised:

- SFFC objectives
- SFFC Strategic Plan
- SFFC Business Plan
- SFFC organisational structure
- SFFC current activities and revenue streams
- Future activities and opportunities for the SFFC

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



Despite the uncertainties that surrounded the SFFC's future during 2023, the CoM, producers, the community, and both Local and State Government continue to recognise and value the role, impact, and opportunities the SFFC brings. As we look ahead, we remain steadfast in our commitment to fostering growth within the Southern Forest region, strengthening the region, and ensuring our members benefit from a cohesive and sustainable approach.

### The SFFC in Action

In addition to the strategic review, the SFFC undertook several core activities throughout the year to further support our regional producers and strengthen our brand. These activities included a **Retail Marketing Campaign** aimed at raising awareness of Genuinely Southern Forests produce and producers amongst metro-based consumers. We also engaged in **Seasonal Photography** initiatives to visually capture and showcase the unique offerings of the region, while using **Social Media** platforms to highlight the stories of our regional producers and enhance the visibility of the Genuinely Southern Forests brand. Furthermore, the SFFC actively participated in the **SW WA Drought Hub** and **Dry Season Response** initiatives to support the agricultural community during challenging times. We coordinated and supported **Agri-tours**, offering a platform for visitors and industry stakeholders to engage directly with local producers, and promoted key regional events such as the **Pinot Picnic** and **Truffle Kerfuffle**, which are vital to the local economy. Additionally, we continue to provide **Secretariat support** for local industry groups, ensuring smooth coordination and advocacy for their ongoing needs.

We will be presenting the revised SFFC Objectives, Strategic Plan, and Business Plan at the 2024 AGM for consideration of the SFFC members and we look forward to reinforcing the support of our members and renewing enthusiasm and engagement with the SFFC as we look to drive the regions agriculture sector forward.

The 2023/24 Committee of Management include:

- Arthur Wilson – Independent Chair
- Monica Radomiljac – Vice Chair
- George Fowler – Treasurer
- Angela Davey – Secretary
- Mark Bending
- Mitchell East
- Tyler Radomiljac
- Corrie Scheepers

A handwritten signature in black ink, appearing to read 'Arthur Wilson'.

Dr Arthur Wilson  
Independent Chair  
Southern Forests Food Council Inc.



## **SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2023/24**

### **FINANCIAL SUMMARY**

During the 2023/24 financial year the SFFC received \$392,755 in revenue whilst expending \$270,148 resulting in a net profit of \$122,607.

The SFFC received \$150,000 of the \$725,000 of DPIRD funds to support the operational expenses of the SFFC.

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's role as the South-West WA Drought Resilience Adoption and Innovation Hub Regional Node Lead for the Manjimup Zone received \$50,000 in 2023/24 through the Federal Government's Future Drought Fund via the Grower Group Alliance (GGA), with a total contribution of \$150,000 received across three-years to 2024.

The SFFC accessed \$25,000 through the State Government's Dry Season Response funding to support growers respond to the 2024 dry season impacts, including grower events and facilitate access to funding.

The SFFC generated a further \$142,427 through various activities including membership, supply chain partnerships, merchandise sales, sponsorship, the annual retail marketing campaign, and agri-tourism initiatives.

Operational expenditure totalled \$136,566 and comprised predominantly of wages, consultancy expenses, and insurance. Activity expenditure totalled \$133,582 and comprised predominantly promotional and marketing activities, including annual retail marketing campaign, hosting agri-tours, seasonal photography and recipe development, Genuinely Southern Forests packaging, and PR and social media contract services.

The SFFC are currently dependent upon the operational funding provided by the State Government to remain a going concern. The SFFC have retained a provision for closure to ensure the SFFC has sufficient funds to act if State Government funding ceases.

# SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2023/24



## 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 2024 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:

A handwritten signature in black ink, appearing to read "Arthur Wilson".

Dr Arthur Wilson  
Independent Chair  
Southern Forests Food Council Inc.

A handwritten signature in black ink, appearing to read "Monica Radomiljac".

Monica Radomiljac  
Vice Chair  
Southern Forests Food Council Inc.

Dated this 15 October 2024.

**SOUTHERN FORESTS FOOD COUNCIL INC.  
ANNUAL REPORT 2023/24**



**FINANCIAL STATEMENTS**

**BALANCE SHEET**

**AS AT 30 JUNE 2024**

<b>ASSETS</b>	<b>Bank</b>	<b>2023/24</b>	<b>2022/23</b>
	Cheque Account	\$8,120	\$10,879
	Debit Card Account	\$973	\$1,963
	Produce Coord Cash Reserve	\$124,361	\$46,137
	Produce Coordination Account	\$31,282	\$661
	<b>Total Bank</b>	<b>\$164,736</b>	<b>\$59,640</b>
	<b>Current Assets</b>		
	Accounts Receivable	\$4,891	\$3,109
	Petty Cash	\$70	\$70
	Prepaid Insurance	\$3,803	\$3,241
	Term Deposit (962443)	\$100,000	-
	Term Deposit (204775)	-	\$85,738
	<b>Total Current Assets</b>	<b>\$108,764</b>	<b>\$92,160</b>
	<b>Total Assets</b>	<b>\$273,500</b>	<b>\$151,799</b>
<b>LIABILITIES</b>	<b>Current Liabilities</b>		
	Accounts Payable	\$6,608	\$2,674
	Accrued Employee Entitlements	\$9,699	\$13,790
	GST	\$3,692	\$5,119
	PAYG Withholdings Payable	\$1,593	\$916
	<b>Total Current Liabilities</b>	<b>\$21,592</b>	<b>\$22,499</b>
	<b>Non-Current Liabilities</b>		
	Provision for SFFC Closure	\$12,500	\$12,500
	<b>Total Non-current Liabilities</b>	<b>\$12,500</b>	<b>\$12,500</b>
	<b>Total Liabilities</b>	<b>\$34,092</b>	<b>\$34,999</b>
	<b>Net Assets</b>	<b>\$239,408</b>	<b>\$116,801</b>
<b>EQUITY</b>	Current Year Earnings	\$122,607	\$(87,148)
	Retained Earnings	\$116,801	\$203,949
	<b>Total Equity</b>	<b>\$239,408</b>	<b>\$116,801</b>



# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



### PROFIT AND LOSS

1 JULY 2023 - 30 JUNE 2024

2023/24

2022/23

#### INCOME

<b>SFFC INCOME</b>		
Agri-Tourism	\$69,119	\$28,779
Collaborative Marketing	-	21,950
Domestic Distribution	\$4,192	\$9,183
Industry Development	\$43,092	-
Membership	\$17,100	\$18,982
Merchandise	\$6,927	\$26,227
Packaging	\$13,570	\$14,739
Retail Marketing Campaign	\$8,100	\$7,500
Sponsorship	\$3,150	\$5,132
SFFC Other Income	\$2,177	\$11,819
GGA Drought Hub Grant	\$50,000	\$50,000
Regional Arts Grant	-	\$9,420
Shire of Manjimup	\$25,000	\$25,000
WA Small Business Hardship Grant	-	\$12,500
<b>Total SFFC Income</b>	<b>\$242,427</b>	<b>\$241,231</b>
DPIRD	\$150,000	-
DPIRD - Interest	\$328	-
<b>Total DPIRD Income</b>	<b>\$150,328</b>	<b>-</b>
<b>Total Trading Income</b>	<b>\$392,755</b>	<b>\$241,231</b>
<b>Gross Profit</b>	<b>\$392,755</b>	<b>\$241,231</b>
<b>OPERATING EXPENSES</b>		
<b>OPERATING COSTS</b>		
Administration	\$4,382	\$8,586
CoM Expenses	\$10,134	\$2,122
Consultancy	\$7,752	\$14,529
Insurance	\$9,123	\$7,799
Rent	-	\$1,300
Utilities	\$4,133	\$3,833
Wages	\$101,043	\$103,259
<b>Total Operating Costs</b>	<b>\$136,566</b>	<b>\$141,428</b>
<b>ACTIVITY COSTS</b>		
Agri-Tourism	\$49,230	\$36,527
Membership and Sponsorship	\$15,372	\$9,170
Packaging	\$13,416	\$10,453
Promotion and Marketing	\$26,041	\$86,152
Public Relations	\$27,313	\$18,240
Supply Chain Development	\$2,210	\$26,409
<b>Total Activity Costs</b>	<b>\$133,582</b>	<b>\$186,952</b>
<b>Total Operating Expenses</b>	<b>\$270,148</b>	<b>\$328,379</b>
<b>Net Profit</b>	<b>\$122,607</b>	<b>\$(87,148)</b>

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



## 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 Associations Incorporation Act 2015 and 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 leave owed at the balance date, 30 June 2024.
  - d. The SFFC is exempt from paying Income Tax.

## INCOME

2. **Agri-Tourism** includes ticket sales for customised agri-tourism experiences.
3. **Domestic Distribution** includes income generated through domestic supply chain partnerships such as through Perth wholesale market partners and inter-state wholesale agents.
4. **Industry Development** includes secretariat service fees, project coordination service fees, and dry season response funding.
5. **Membership** includes membership fees for 11 Associate Members and 80 Genuine Members.
6. **Merchandise** includes the sales of Food of the Southern Forests cookbooks (60), GSF gourmet hampers (40), and other GSF merchandise sales.
7. **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.
8. **Retail Marketing Campaign** includes retailer contributions for their involvement in the annual Perth Metro Retail Marketing Campaign.
9. **Sponsorship** includes a major sponsor, and member marketing sponsors.
10. **SFFC Other Income** includes interest received on SFFC bank accounts.

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



11. GGA Drought Hub Grant 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.
12. Shire of Manjimup provide funds to support the on-going operation of the SFFC with a commitment in place to 2024.
13. DPIRD & DPIRD Interest relates to operational funding support through Department of Primary Industries and Regional Development under a Financial Assistance Agreement through to 2026 and the interest earned on DPIRD funds held by SFFC.

### EXPENSES

14. Provision for SFFC Closure a contingent allocation for costs associated with the potential wind-up of the organisation. These contingent expenses were allowed for but not expended in 2023/24.
15. CoM Expenses includes CoM travel and accommodation allowance, which transitioned to CoM sitting fees and Chair honorarium, and expenses related to the monthly CoM meetings and the Annual General Meeting.
16. Consultancy includes financial consultants, including auditor and bookkeeper, and a strategy consultant.
17. Wages includes salaries for the part-time General Manager, Marketing & Project Coordinator, Project Coordinator, and Retail Promotions Officer, superannuation, and employee entitlements i.e. leave.
18. 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.
19. Industry Development includes the cost to implement the tiered membership structure and AGM, SW WA Hub activities, costs to deliver FFS project coordination services, Dry Season Response Grower Sundowner, and engagement of consultant to develop SFFC Carbon Strategy concept and grant application.
20. Packaging includes the development of Genuinely Southern Forests packaging for members.
21. Promotion & Marketing includes maintaining GSF brand assets (trademark renewal), gourmet hamper and merchandise development, seasonal photography shoot, seasonal recipe development, GSF TV Series initial concept development and grant application, retail marketing campaign activity, and digital communications activity.
22. Public Relations includes PR and digital communications services to continue to grow awareness for Genuinely Southern Forests brand, produce, and region.
23. Supply Chain Development includes producer engagement contract services.

# SOUTHERN FORESTS FOOD COUNCIL INC. ANNUAL REPORT 2023/24



## INDEPENDENT AUDITOR'S REPORT



0417 915 312  
(08) 9791 3010  
alisha@afaccounting.org  
U2/11-13 Victoria Street  
Bunbury, WA, 6230

27 September 2024

Private and Confidential

Southern Forests Food Council Inc.  
PO Box 1258  
MANJIMUP, WA 6258

### Independent Auditor's Report for Southern Forests Food Council Inc.

I have audited the accompanying financial report, being a special purpose financial report, of Southern Forests Food Council Inc., which comprises of the income and expenditure statement as at 30 June 2024, the assets and liabilities statement for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the Committee of the annual statements giving a true and fair view of the financial position and performance of the corporation.

#### *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 has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act 2015 (WA) and is appropriate to meet the needs of the members. This responsibility includes designing, implementing and maintaining internal control relevant to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error, selecting and applying accounting policies, and making accounting estimates that are reasonable in the circumstances.

#### *Auditors Responsibility*

My responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements related to audit engagements and plan and perform the audit to obtain reasonable assurance that 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 corporation'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 corporation's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Committee, as well as evaluating the overall presentation of the financial report.

Liability limited by a scheme approved under Professional Standards Legislation





# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



The financial report has been prepared for distribution to members for the purpose of fulfilling the 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 opinion.

### *Independence*

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

### *Qualification*

As is common for an association of this size, it is not practical to maintain an effective system of internal control over cash receipts (excluding Grants and Interest) until their initial entry into the accounting records. Accordingly, my audit was limited by these factors to the amounts recorded in the accounting and banking records.

### *Basis for Qualified Audit Opinion*

In my opinion, the financial report presents fairly, in all material respects, the financial position of Southern Forests Food Council Inc., as at 30 June 2024 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the corporation's constitution.

In my opinion, except for the effects on the financial report of such adjustments, if any, as might have been required had the limitations on my audit procedures referred to in the qualifications paragraph not existed, the financial report presents fairly, in all material respects, the financial position of Southern Forests Food Council Inc., as at 30 June 2024 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the corporation's constitution and the Associations Incorporations Act 2015 (WA).

### *Emphasis of Matter - Basis of Accounting and Restriction on Distribution*

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 continuing to maintain funding, sponsorship and memberships. My opinion is not modified in respect of this matter.

Without modifying our opinion, we draw attention to Note 1 to the financial statements which describes the basis of accounting. The financial report has been prepared to assist Southern Forests Food Council Inc., to meet the requirements of the corporation's constitution and of the Associations Incorporations Act 2015 (WA). As a result, the financial report may not be suitable for another purpose.

Yours faithfully,

*A Fenn*

Alisha Fenn, B.Bus, CA  
**AF ACCOUNTING & BUSINESS SERVICES**

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



### COMMITTEE OF MANAGEMENT

NAME	EXPERIENCE AND QUALIFICATIONS
Mitchell East <i>Interim Chair</i>	Owner/Operator of Willarra Gold growing passionfruit and on-farm processing passionfruit products. Third generation farmer. Member of Warren Cauliflower Improvement Group, former HortConnectWA Ambassador.
Dr Arthur Wilson <i>Independent Chair – Casual Vacancy</i>	Recently retired, however continues to research, present, and publish on matters relating to business transformation and project management. Former lecturer at Curtin University, 20+ years WA public sector agency work including strategy, planning, policy, and change management. Extensive board and volunteer experience.
Monica Radomiljac <i>Vice Chair</i>	Grape, wine, potato, beef, marron, and truffle producer; Agricultural Produce Commission Chair; previous positions include Secretary of Pemberton Wine Region Association, WoWA board, Timber Towns Wine Show committee, Rottneest Foundation board, and Unearthed Pemberton committee.
George Fowler <i>Treasurer</i>	Chef at Silkwood and Chef/Owner of Georgy Scotts; Over 25 years' experience in the industry. Moved to Pemberton in 2020 and is passionate about high quality, seasonal produce.
Angela Davey <i>Secretary</i>	Truffle producer; Member of Truffle Producers WA. Project Management background and keen to support and engage local farming community.
Mark Bending	Operates a mixed farming business. Director of the Accredited Grass Fed Beef Coop and the Southern Forests Irrigation Scheme. Formerly served on the CoM from 2014-2020.
Bevan Eatts <i>Resigned</i>	Multi-generational farmer. Former President of the Manjimup Chamber of Commerce and WA Water Users Coalition. Bevan formerly served as chair of the SFFC from 2012-2018.
Tyler Radomiljac	Recently returned to family farm which produces potatoes, beef, wine grapes, and truffles. An Engineer with strong project management experience.
Corrie Scheepers	Owner-operator of Ampersand Estates and Rainfall Distillery. Background in change management and technology advisory, Corrie has worked with multiple listed companies including Crown, Rio Tinto, Deloitte and BHP. Corrie has a broad network, and relevant skill base to assist SFFC.

### 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
- Tori Marver
- Vick Grozotis
- Nial Twigger
- Kieran Kinsella
- Ben Arnold
- Bevan Eatts

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



### COM MEETING ATTENDANCE

The SFFC Committee of Management met 14 times in total during the 2023/24 financial year. 9 of those meetings were ordinary Committee meetings, 4 being special meeting which included matters requiring immediate attention, as well as many informal sessions for discussion. Below is a summary of Committee attendance at these meetings.

NAME	DATE APPOINTED	ORDINARY	SPECIAL	ANNUAL
		MEETINGS	MEETINGS	GENERAL
		TOTAL MEETINGS: 9	TOTAL MEETINGS: 4	MEETING
				TOTAL MEETINGS: 1
Ben Arnold	Oct 2019 – Nov 2023	3	2	1
Mark Bending	Oct 2022	7	3	-
Angela Davey	Nov 2023	5	2	1
Mitchell East	Dec 2023	5	1	-
Bevan Eatts	Oct 2022 – Mar 2024	4	2	1
George Fowler	Nov 2023	4	2	1
Kieran Kinsella	Nov 2019 – Nov 2023	3	2	1
Monica Radomiljac	Nov 2014	8	4	1
Tyler Radomiljac	Nov 2023	6	1	1
Corrie Scheepers	Oct 2022	2	1	-
Arthur Wilson	Apr 2024	3	-	-

# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



## LOOKING FORWARD

As the Southern Forests Food Council (SFFC) enters its second decade, it continues to adapt and evolve to meet the changing needs and values of its members, the industry, and the broader community. The SFFC has revised its objectives and strategic plans to better align with current industry priorities and practices. Through these renewed strategic directions, we will advance initiatives aimed at supporting, growing, and enhancing the SFFC, its members, the region, and the broader industry.

While we remain focused on addressing the priorities of our key stakeholders, we are also keenly aware of the importance of our financial sustainability. The SFFC, our members, the industry, and communities of the Southern Forests welcomed the crucial support and funding from the State Government, which has enabled us to review and refine our strategic focus, building on the strong foundations established during our first decade. This support was vital as we continue to seek and secure funding to ensure the long-term sustainability of the SFFC.

### **Focusing on Strategic Initiatives**

As outlined in the SFFC Business Plan 2024-2028, we will continue to deliver a range of producer and community focused activities that support our vision and create economic opportunities for the State, the region, and the SFFC. A mix of established activities and effective execution of key strategic initiatives will allow us to provide valuable offerings that strengthen the social and economic viability of the Southern Forests region. These activities include advocating for the continued operation of the SFFC, attracting investment to the region, and contributing to a more resilient and sustainable agriculture sector for the region and the State.

Two key projects are currently setting the foundation for future growth and impact. Both projects are bold and complex, yet necessary for the region's development.

#### **1. TV Series Production**

We have embarked on an ambitious project to create a high-quality culinary adventure TV series that will immerse viewers in the beauty of the Southern Forests region, showcasing our rich cultural heritage and the importance of agriculture to our community and the State. The proposal has received overwhelming support from all stakeholders engaged during its initial development, including the Shire of Manjimup, potential collaborators, and funding agencies. An initial funding proposal has been accepted and pre-production has already begun. Additional funding will be sought to advance this key initiative.

#### **2. Regional Carbon Strategy**

The SFFC has drafted a Southern Forests Carbon Strategy aimed at helping primary producers enhance their understanding of carbon management and begin their carbon journey. This project will equip the region's producers with the knowledge to establish their carbon baselines, a critical step in developing, implementing, and measuring carbon reduction strategies. The initiative has received strong support from key stakeholders, including the Shire of Manjimup, regional carbon experts, and industry groups. With the growing recognition of impending carbon targets, this strategy ensures the region is well-prepared and positioned to meet future regulatory requirements and market demands.



# SOUTHERN FORESTS FOOD COUNCIL INC.

## ANNUAL REPORT 2023/24



### Operational Focus

The SFFC remains committed to supporting the development of the region's food, beverage, and agri-tourism industries by enhancing the Genuinely Southern Forests brand and fostering opportunities for our members. We focus on collaborative projects that unite various industry sectors, strengthen environmental and business resilience, raise awareness of and demand for Genuinely Southern Forests produce, and enhance the capacity of local producers and the community.

As a horticultural powerhouse, the Southern Forests region remains critical to the State's food security, particularly in the context of climate change and major policy shifts. By supporting the SFFC, our key stakeholders are also supporting the region's producers and safeguarding a crucial element of Western Australia's agricultural industry.

### The Key: Visible Action and Collaboration

The SFFC recognises that success is built on visible action and collaboration. We will continue to work closely with producers, the Southern Forests community, and local and State Government bodies. While the journey may not always be smooth, our commitment to deliver results, collaboration, and advocacy for our members remains steadfast. By fostering existing relationships and forging new partnerships, we will continue to support the growth of the industry. This collaborative and forward-thinking approach reinforces the SFFC's position as a leader in driving regional and agricultural growth opportunities in the Southern Forests region.



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