

SOUTHERN FORESTS FOOD COUNCIL INC.

UPDATE & MEMBERSHIP RENEWAL 2024/25



Dear Valued Member,

This year has been an exciting one for the Southern Forests Food Council (SFFC). We undertook several key initiatives to support our regional producers, strengthen our brand, and advance the vision for the Southern Forests region. These initiatives included:

- **Retail Marketing Campaign** aimed at raising awareness of Genuinely Southern Forests produce and producers amongst metro-based consumers.
- **Seasonal Photography** initiatives to visually capture and showcase the producers, their products and unique offerings of the region
- **Social Media** platform use to highlight the stories of our regional producers and enhance the visibility of the Genuinely Southern Forests brand.
- Actively participated in the **SW WA Drought Hub** and **Dry Season Response** initiatives to ensure the voices of our members were heard and to show support the agricultural community during challenging times.
- 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.
- Continue to provide **Secretariat support** for local industry groups, ensuring smooth coordination and advocacy for their ongoing needs.

As the 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 directions, we will advance initiatives aimed at supporting, growing, and enhancing the SFFC, its members, the region, and the broader industry.

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.

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.

I. 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.

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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.

Building Relationships and Partnerships

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. Like many successful journeys, we will encounter challenges; however, our commitment to delivering results, fostering collaboration, and advocating for our members remains strong and unwavering. By strengthening existing relationships and building new partnerships, we will continue to support the industry's growth. 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.

We would like to sincerely thank all our members and supporters that continue on this journey with us, as we proudly share the legacies of the SFFC and Genuinely Southern Forests brand over the past decade and look forward to providing valued outcomes for the local producers and region well into the future.

With thanks from the 2024/25 SFFC Committee of Management:

- Arthur Wilson - *Independent Chair*
- Mark Bending
- Monica Radomiljac - *Vice Chair*
- Tyler Radomiljac
- Angela Davy - *Secretary*
- Corrie Scheepers

Membership

The SFFC annual membership typically runs from November to October of each year. This allows for any changes to be implemented by members at the AGM. Members are required to pay the annual membership fee to ensure membership remains valid.

We appreciate your continued support and look forward to receiving your prompt payment to ensure your ongoing membership with the SFFC as we move into this stimulating phase of viability and sustainability for our organisation.

Kind regards,



Arthur Wilson

Independent Chair

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