



Food &
Agribusiness
Network

Sunshine Coast
Noosa
Gympie
Moreton Bay



Annual Report 2017

Run by the
Industry.
For the
Industry.



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Who are we?

FAN is Australia's fastest growing not-for-profit, membership based industry network. We represent the food and agribusiness industry within the Greater Sunshine Coast Region, encompassing the Sunshine Coast, Noosa, Moreton Bay and Gympie.

FAN is the conduit for communication, collaboration and co-operation, promoting knowledge acquisition and sharing amongst our members and the broader industry. This is achieved largely through our workshop and networking event program and strategic partnerships, as well as through our social media channels and monthly FANmail newsletter.

We represent our member network which connects the value chain from production to consumption, and celebrate our producers stories and successes. Our stakeholders include primary producers, food processors, retailers, restaurants and exporters. We are also a representative voice advocating for the development of food and agribusiness for the region. It is our intention to put our food and agribusiness region on the map as high quality, innovative and sustainable.

Purpose

To connect and grow our region's food & agribusinesses by creating a culture of collaboration, accelerating innovation and promoting trade locally and globally.

Vision

To be Australia's leading food and agribusiness network and to actively contribute to doubling our industry's value by 2030 for our regions.

Values

- | Collaboration
- | Sharing
- | Leadership
- | Integrity

Strategic Objectives

MEMBERSHIP

We will have a compelling value proposition that ensures a well-represented member network that connects the value chain from production to consumption.

KNOWLEDGE SHARING

We will be THE conduit for communication, collaboration and co-operation, promoting knowledge acquisition and sharing amongst our members and the broader industry.

ADVOCACY

We will be recognized as the representative voice, successfully advocating for the development of food and agribusiness for the region.

ORGANISATION MODEL

We will have sustainable funding & governance models which ensure the ongoing viability of the organization, aligning industry, research and government.

REGIONAL AWARENESS

We will "put our food and agribusiness region on the map" as high quality, innovative and sustainable.

"It's about growing & connections"

FAN Chair, Jacqui Wilson-Smith

Our Region

The Greater Sunshine Coast has been a rich agricultural destination for well over a hundred years, based originally on sugar cane, pineapples and dairy but now covering everything from strawberries and ginger, to world-renowned seafood and a growing range of high quality, healthy and innovative food products.

Located by the South Pacific Ocean with rich soils, a delightful sub-tropical climate and a clean water supply, the Greater Sunshine Coast is an idyllic food and agribusiness location.

There is an exciting buzz in the Greater Sunshine Coast Region, where farmers, processors, retailers, exporters and chefs are all coming together to celebrate our region's vibrant, healthy and innovative food culture.

FAN is proud to provide opportunities to connect the local food and agribusiness industry, by spearheading local innovation and collaboration as Australia's fastest growing food industry organisation.

FAN represents the Greater Sunshine Coast encompassing the following council regions:



Sunshine Coast



Noosa



Gympie



Moreton Bay

3.7 million people visit for holidays or business travel each year

Local Food & Agribusiness is a \$670 million industry

300 days of Sunshine per year



High & reliable rainfall and predictable temperatures



400 Food Tourism Operators & abundance of annual food festivals

Our People

Our Board



Jacqui Wilson-Smith, Chair – A founding board member of FAN, Jacqui is a practicing design-led innovator constantly challenging the status quo and seeking customer centric solutions. Her extensive international career includes working with Ernst & Young, Buderim Ginger, Accolade Wines UK and Mondelez International. She has been responsible for the launch of a number of major food and beverage portfolios globally, formerly Head of Innovation and Marketing at Gourmet Garden, and currently Global Innovation Manager for McCormick, and Board Advisor, Traveller's Choice. In 2017, Jacqui was awarded the RIRDC (now AgriFutures) QLD Rural Woman of the Year. Jacqui holds a B.Commerce, UQ, Graduate Member of the Australian Institute of Company Directors (GAICD) and recently completed the Centre for Creative Leadership's Strategic Program in the USA.



Tony Sowden, Secretary – Tony Sowden is a well-known Sunshine Coast lawyer having owned and managed commercial law firms in the region since 1992. Tony's expertise in organisations law, governance, corporate advisory, not-for-profit and agribusiness ensures FAN's commitment to integrity through the provision of a transparent and best practice organization. Tony was born and bred in North Queensland and understands the importance of regional institutions and their governance. He has held numerous roles including director, company secretary and/or general counsel for many Sunshine Coast public and private corporations and institutions. Tony holds a LLB (UQ) and MAICD.



Mark Peters, Membership – Mark Peters has held CEO roles in multinational organisations involved in the process control industry as well as Management Consulting roles preparing strategic, marketing and structure re-organisation plans for a diverse range of small to medium enterprises. Mark is a practicing CPA, has further completed a Diploma in Corporate Management, and graduated from the Australian Institute of Company Directors (GAICD). Mark currently works with the Advanced Manufacturing Growth Centre (AMGC) as State Director responsible for Queensland and the Northern Territory and co-ordinates Federal government project co-funding for manufacturing enterprises transitioning to Industry 4.0 techniques and practices.



Andy Eves-Brown, Sponsorship – A founding board member and Chairman during FAN's first two years of establishment, Andrew Eves-Brown is well recognised as a dynamic leader in the agri-business industry. With over 20 years experience in the FMCG space, he has a track record in implementing significant cultural and organisational change. He has been part of management teams that have produced significant business turn-around, strong sales growth, international expansion and improved financial performance. Andrew has been recognised through several awards including the 2015 Sunshine Coast Outstanding Business Person of the Year. Andy holds a B. Engineering (Manufacturing Systems), MAICD, and an MBA (Strategy). He has recently moved from being the Supply Chain Director of McCormick & Co Inc. (Gourmet Garden) to being CEO of CO YO in Yandina.



Jacqui Price, Events – Jacqui is a passionate consumer marketer, with extensive experience in marketing and branding strategy in food and agribusiness. Heading up Marketing at Buderim Group from 2012-2017, Jacqui completed a major repositioning of the Buderim Ginger brand, and was heavily involved in the company's macadamia businesses. Prior to this Jacqui worked with a diverse range of large, well-respected companies covering retail, foodservice, manufacturing, and business to business. Jacqui runs her own marketing consultancy, Jacqui Price Marketing, and holds a Masters of Business (Marketing). In 2018, she will be co-delivering the GrowCoastal Accelerator Program alongside the Innovation Centre Sunshine Coast CEO, Mark Paddenburg, as Program Manager.



Sean McGowan, Marketing – Sean McGowan's professional success is built on strategic collaborative partnerships and networking. Almost two decades of experience in restaurant and venue management, boutique wine retail sales, multi-site management abroad, and sales and marketing management have gifted him broad experiences and a keen eye for forecasting business development opportunities. Sean's niche is the wholesale sales and marketing of Speciality Fairtrade Organic Certified Coffee. He currently revels in his role in the management team at Montville Coffee where his expertise includes sourcing and roasting speciality coffee, client acquisition, relationship management, marketing and training. Sean holds a BA of Business in Marketing/Music Industry Management.

Our People

Our Board (continued)



David Andrews, Finance – David is a strategy consultant with over 15 years experience working with global professional services firms in Australia, the US and throughout Asia on engagements spanning behavioural economics, management science, entrepreneurship and rapid business expansion. David is now a co-owner of both retail and wholesale food enterprises on the Sunshine Coast and a director of a boutique advisory practice that takes on engagements in behavioural economics, M&A transactions and business growth. David holds a Bachelor of Business from the University of Technology Sydney (UTS) and an Executive MBA from the Australian Graduate School of Management (AGSM) at the University of NSW.

Our Staff



Emma Greenhatch, General Manager – Emma Greenhatch is a food and agribusiness industry specialist who has held senior roles in government and the not-for-profit and private sectors, including program management, export, business development and events. In 2015 Emma relocated to the Sunshine Coast from Victoria, where she worked with the food industry for 9 years. Emma's achievements include developing the Victorian Government's highly successful inbound trade mission model, and co-founding International Food & Beverage Trade Week which delivered more than \$100m in new trade for Victoria. Emma holds a B.Arts (Asian Studies). Prior to her role as General Manager, Emma was the Director of the Grants Portfolio and has introduced many new initiatives for FAN members including the GrowCoastal program with the Innovation Centre, and Regional Flavours and Fine Food in partnership with Sunshine Coast Council and Visit Sunshine Coast.



Tanya Arnold, Events Coordinator – Tanya Arnold is a hospitality and project management professional with experience working for both the private and public sectors. Tanya commenced her career working in the hotel and tourism industries gaining international experience in London at the world-class Great Eastern Hotel, and closer to home at the Ramada's Pelican Waters Golf Resort & Spa as Assistant Manager. In addition, Tanya has managed professional development programs for Queensland's Department of Education and Training and the Department of Premier and Cabinet. Tanya holds a BA of International Hotel and Tourism Management, and has completed an Export & Global Capability Program. Tanya's love of food and interest in nutrition has also extended itself into her own business where she is an international award-winning author and public speaker.



Jen Sharpe, Marketing Coordinator – Jen Sharpe is an international marketing manager with over 10 years experience working on global events, tourism and lifestyle brands. In 2016 Jen founded her own marketing consulting company – Odysea Marketing, to pursue her passion of working in the events, health and wellness sectors. Jen has worked in management and strategy roles heading up a team of 8 staff at IRONMAN Asia-Pacific with a large focus on digital, social and e-marketing. A copywriter, and design focused marketing professional, she has worked with global yoga festival Wanderlust, and local events companies including Noosa Surf Film Festival and Beyond Experiences. She has recently expanded her client portfolio into organic food producers on the Sunshine Coast, and holds a BA of Applied Science (Human Movement) and BA of Management (Marketing).

Our Ambassadors



Martin Duncan – Martin is a Food Tourism Consultant, Farm Tour Guide, Chef, former Restaurateur and People Connector. He delights in hosting chef and producer events, showcasing the Sunshine Coast and Mary Valley region and Gympie Gold regional produce with fun farm-gate tours and long lunch events on farms. In addition to being actively involved with FAN, Martin is active with Country Noosa, Noosa Tourism, Mary Valley Country Harvest Cooperative & Gympie Gold regional produce. Annually, Martin is involved in many Sunshine Coast food events and is a passionate ambassador for FAN helping to spread the word and drive membership.

Our People

Our Ambassadors (continued)



Petra Hughes – Petra Hughes is the administrator and designer of Local Harvest – The Sunshine Coast and Surrounds Regional Food Directory. She is also an award winning creative designer, photographer, product developer, author, publisher, reviewer, web designer, small business consultant, ‘major ideas person’ and self-proclaimed dreamer and entrepreneur. Petra has spent the last 15 years scouring markets and developing initiatives in how to generate more interest in the Sunshine Coast regional food movement and years before that collating information and contacts in a hope to develop something tangible that will make a difference to the Sunshine Coast’s food industry. Petra’s skillset and contacts make her an invaluable ambassador for FAN.

FAN gives thanks to our Strategy and Events Committee members, who generously donate their time to support FAN’s activities and future direction and sustainability.

Strategy Committee

- | Madalene Bettega, Food Matters
- | Norman Scott, Maleny Food Co.
- | Tomi Hamalainen, Innovation Centre Sunshine Coast
- | Dave Jarrett, Sustainable Soil Solutions & Chemical Free Farmers Association
- | Ned Nolan, Bohemian Bungalow
- | Jono Emblin, Sunshine Coast Organic Meats
- | David Buckland
- | Kerry Fullarton, Cooloola Eco Tours
- | Megan Brabant, McCormick & Co Inc.
- | Wolfgang Schulte

Events Committee

- | Petra Hughes, Local Harvest
- | Martin Duncan, Sunshine Coast Foodie
- | Jennepher Bucher, Maleny Cheese
- | Sally Hookey, Hinterland Feijoas & Nutri-Tech Solutions
- | Jess Fleming, Birdwood Nursery



The Chair's Report

In under 2 years FAN has established itself as Australia's fastest growing, industry run, not-for-profit 'food and agribusiness cluster group', that's all about connections for our members from Gympie, Noosa, Sunshine Coast, Moreton Bay and beyond.

FAN's purpose is to connect and grow our region's food and agribusiness economy, a need identified by the Regional Economic Development Strategy (REDS) taskforce in 2015.

On a personal level, I am so proud to be a FAN co-founder, along with Andrew Eves-Brown, Julie Shelton and Sara Bucher, to craft FAN's organisational infrastructure and with industry input, create a vision that our members feel passionate about.

Today, it gives me joy to feel the contagious FAN 'buzz' as our members, affiliates, sponsors, FAN staff, and voluntary board directors, ambassadors and committee members connect with each other at workshops and networking events. It's clear that FAN now has a life of its own as a dynamic food and ag community across the value chain.

FAN's board of voluntary directors over the past year have consistently met every 4-8 weeks for a formal board meeting covering NFP governance requirements and matters pertaining to FAN's strategic objectives.

This fiscal year, the Strategy and Events Committees have been established to contribute to the event planning and the strategic direction for FAN, and have attracted over 15 volunteers from within our membership base.

FAN's board of directors and staff composition experienced some significant changes this year, and all transitions were professionally managed resulting in increased diversity and renewed energy for FAN. I am especially delighted and grateful for the exceptional passion that our General Manager Emma Greenhatch has brought to the FAN table.

On the board, Andrew Eves-Brown resigned as Chairman, but retained the sponsorship director role and I was appointed by the board as Chair in November. Celeste Brockwell relocated to Melbourne, Evan Heidemann had significant business commitments and Emma Greenhatch took on the role of FAN General Manager, from Amy Clarke, so we had three board vacancies. As quickly as possible, temporary board appointments

were made: Jacqui Price of Jacqui Price Marketing, formerly Buderim Ginger, took on the Events Portfolio, Sean McGowan of Montville Coffee, embraced Marketing and David Andrews of Walter's Artisan Bread took on the Finance role. We also had a portfolio shuffle with existing board member Tony Sowden retaining Governance and taking on the role of Company Secretary, and Mark Peters stepping into Membership after a successful period as Finance Director.

From a staffing point of view, we thanked Amy Clarke, who stepped down from General Manager - Marketing. Amy made a significant contribution to establishing a strong foundation for FAN. We welcomed Tanya Arnold as Events Coordinator and Jen Sharpe as Marketing Coordinator as FAN's resource requirements expanded. Ambassadors Martin Duncan and Petra Hughes continued to advocate on FAN's behalf and share the benefits of FAN memberships to industry. I'd like to acknowledge everyone's support in helping our organisation grow.

FAN is fundamentally about members, and members making valuable connections, so it's a significant achievement to increase membership by 77% to 163 members as at 30 June 2017. Importantly our member satisfaction rate continues to improve as measured through our surveys: of those who attended FAN events in 2016/17 the satisfaction rate was 94%.

FAN improved its sustainable financial position, by gaining Gourmet Garden as a new Platinum cash sponsor valued at \$5k. Budgeting processes are firm, with monthly reviews of profit and loss statements, balance sheet and cash flow statements, to ensure sound, yet modest, financial health for a NFP organisation.

Over the course of the FY17 year, FAN delivered 4 networking events with an average attendance of 94, and 11 workshops with an average attendance of 34. Connections continue virtually too with an increase in digital engagement. FAN's Facebook page 'likes' increased from 330 to 686 and over 600 subscribers receive our monthly FANmail newsletter at 30 June 2017.

Other Accolades and initiatives of note include FAN being a finalist in the 2016 Sunshine Coast Business Awards, and FAN's partnering with the Innovation Centre to deliver the inaugural GrowCoastal food accelerator program in 2017, that 12 food businesses successfully completed.

This year I was honoured to be the recipient of the AgriFutures Queensland Rural Women's Award, providing the opportunity to network more broadly across the national agribusiness industry. I saw first-hand the challenges that regional areas in Australia face, and was inspired by the opportunities arising from increased connectivity, particularly in Agtech. I am delighted to be directing the Agri-Futures \$10k bursary to create a FAN members section online, to share knowledge. Specifically, creating digital content, including a video documentary, titled 'Sharing Recipes for Innovation' featuring design-led thinking in practice. I am hoping this sharing gesture will inspire other FAN members to create educational content within their areas of expertise too.

FAN's success is measured by opportunities that facilitate growth of our members. New collaborations resulting from business introductions at FAN events and workshops are particularly rewarding to see, and examples include a joint venture between It's Sweet As and Walter's Artisan Bread, and QCamel working with Maleny Cheese to develop their new yoghurt drink.

The FAN board continues to be excited about actively contributing to the prosperity of food and agribusinesses in our region. The FY18 year will see an increased focus on increasing membership

value, providing increased accountability for our sponsors and delivering quality programs and membership services such as the GrowCoastal accelerator program. Increasingly other regions within Australia are looking to FAN for leadership and as a case study model for food and ag clustering. This is a great testament to FAN's success and will only increase collaboration opportunities for our members.

On behalf of the FAN board, I would like to thank all our sponsors, partners, members, ambassadors, volunteers and in particular Emma Greenhatch, our General Manager and her dynamic team.

Jacqui Wilson-Smith

FAN Chair

GAICD

**Agri-Futures, Queensland Winner Rural Women's Award 2017
Global Innovation Manager, McCormick**

It's clear that FAN now has a life of its own as a dynamic food and ag community across the value chain. As members actively help each other grow, they are bringing FAN's vision to life and being true to FAN's core values: collaboration, sharing, integrity and leadership.



Our Partners & Sponsors

It has been another FANtastic year for sponsorship of FAN and we would like to give thanks to all those businesses for either their continued support or new support of the network. This cash funding and contra deals are the life blood of the organisation and ensure that we can continue to support the industry and food community we all love and work in.

Particular thanks goes to our new platinum sponsor Gourmet Garden, we look forward to welcoming more platinum sponsors in this new financial year. We would also like to give thanks to the local councils and RDA's across the Greater Sunshine Coast Region that continue to support the network both through funding and collaboration. We'd like to particularly acknowledge the invaluable contribution that Sunshine Coast Council has made to FAN.

Through project funding and partnering with FAN on initiatives like Regional Flavours and Fine Food, FAN has been able to enhance its value proposition, contributing to the ongoing sustainability of the organisation.

For the Financial Year 2016-2017 FAN raised \$47,851 cash funding and \$33,000 contra funding from 40 sponsors. This funding enables us to build a business structure that ensures longevity of the organisation and helps to support the operational costs of FAN allowing us to pay for the services of some amazing individuals in Emma Greenhatch (General Manager), Jen Sharpe (Marketing Coordinator) and Tanya Arnold (Events Coordinator). We look forward to another successful year ahead and to building on our strong foundation.

FAN Sponsors & Partners at 30 June 2017.

Platinum Sponsors



Partners



Gold Sponsors:



Silver Sponsors:



Bronze Sponsors:



Our Membership

In its 2 years of operation, FAN has now attracted 163 members in the following categories:

Industry Members (120)

- | Food & Beverage Manufacturers – 52
- | Primary Producers - 22
- | Café & Restaurants - 10
- | Food Distributors – 4
- | Food Science – 15
- | Food Publications - 8
- | Food Retailers – 3
- | Food Co-operatives – 3
- | Food Markets - 3

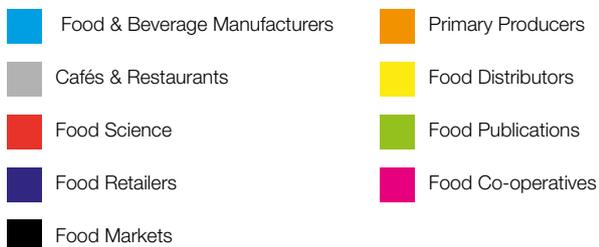
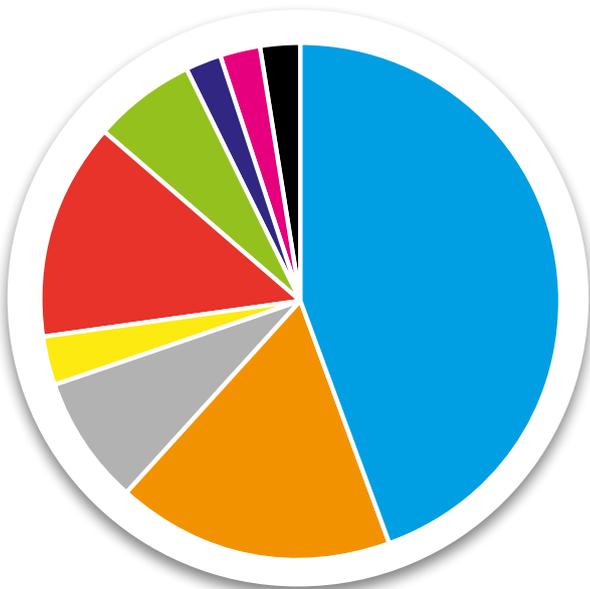
Affiliate Members (43)

- | Advertising and Marketing Consultants - 10
- | Financial Institutions - 4
- | HR Consultants – 4
- | Strategy Consultants – 6
- | Transport companies – 6
- | Government – 7
- | Legal Firms – 2
- | Education Groups – 2
- | Tourism Firms - 2

We are pleased with this progress in 2 years but are not resting on our laurels and are actively seeking new members through various initiatives and industry channels. We also encourage you to chat to your industry contacts about FAN - whether they be a farm or your favourite café or restaurant, a wholesaler, processor or service provider. Ask them to check out our website or better still, bring them to one of our networking meetings, so that they can see for themselves, how rewarding it is to be a member of FAN.

FAN has gained the support of many of the region's successful businesses and has built relationships with all Greater Sunshine Coast Councils to provide a solid platform for collaboration. This has enabled us to build a business structure to support our growth including the ability to contract our General Manager, Emma Greenhatch and support staff for marketing and event management. Emma has led her team with tremendous energy and passion to run the Network on behalf of the members. This drive and determination is essential to ensure the longevity of the Network and to build the organisation's capability into the future.

Industry Members



Affiliate Members



Our Events

FAN is committed to providing a suite of informative and relevant events that address the interests and needs of our members. These events also provide valuable networking opportunities that harness FAN's values of collaboration and sharing.

Since July 2016, FAN has delivered 11 workshops and 4 networking events, with a total of 750 people attending these events. On average, FAN members made up approximately 29% of participants. With a good portion of non-members attending these events, the opportunity has arisen to raise awareness about FAN in the broader food and agribusiness community and to sign up new FAN members. Two of the workshops were delivered in partnership with other organisations, Food Innovation Australia Ltd (FIAL) and CleanTech Industries.

Topics and themes of FAN events have included Financial Management, Provenance Storytelling, Sourcing Local, Sustainable Farming, Practicalities of Instagram, Maximizing Networking Opportunities, Innovative Product Development and Waste Management.

Thanks to the depth of talent in our network, we have been able to draw on the skills of our members and sponsors to facilitate many of these events. We are very thankful to those who have shared their time and knowledge to contribute to the success of these events. Leading national and international speakers have included Graham Saite (Nutri-Tech Solutions), Brodee Myers-Cooke, (taste.com.au), Tara Mei (Kitchen Table Projects), Cameron Joss (Kelly Cube), David Jouy, Mark Ormond and Jules Santisis (Ogilvie Group) and Jacqui Wilson-Smith (Gourmet Garden).

Thanks also go to current FAN sponsors, Social Tap, Montville Coffee, Nutri-Tech Solutions and Gourmet Garden for facilitating FAN workshops in 2016/17. We are also very grateful to Sunshine Coast Council for a major community grant of \$7,500 towards speaker fees and event costs in 2017.

In addition to these workshops, FAN's networking events have proved very popular, with between 65-120 people attending each function. A highlight of the events calendar was our Let's Talk about Waste networking event held at Noosa Council's venue 'The J'. Keynote speaker, Dianne McGrath (RMIT Environmental Engineering PhD candidate), shared the results of her leading research project, Watch My Waste - a national hospitality sector food waste study. Feedback from this event demonstrated the overwhelming need for more practical and effective ways to implement waste management systems in the food and agribusiness industry.

Feedback from workshops and event evaluations forms, as well as FAN's Online Survey, inform the FAN Events Committee on the varied and relevant event formats and topics that our members are interested in, and will help shape the 2018 Events Calendar. FAN would like to acknowledge Jacqui Price (Jacqui Price Marketing), Jess Fleming (Birdwood Nursery), Sally Hookey (Hinterland Feijoas), Jennepher Bucher (Maleny Cheese), Petra Hughes (Local Harvest) and Martin Duncan (Sunshine Coast Foodie) who generously contribute their time to as a member of FAN's Events Committee. These individuals are true FAN ambassadors and we can't thank them enough.

Network Events

Date	Theme	Guest/Main Speaker	Attendance
13/10/16	Local Sourcing	Woolworths, Food Connect, Bohemian Bungalow	107
01/12/16	FAN's 1st Birthday	Jacqui Wilson-Smith	68
23/03/17	To Market To Market	Cameron Joss (Kelly Cube), Tara Mei (Kitchen Table Projects), Graham Twine (Suncoast Fresh)	118
08/06/17	Let's Talk about Waste	Dianne McGrath, David Jouy, Mark Ormond and Jules Santisis (Ogilvie Group), Helen Andrew (Spare Harvest)	85
Total attendance			378

Workshop Events

Date	Theme	Guest/Main Speaker	Attendance
26/07/16	Innovation & Collaboration	Acland Brierty (Spirit House), Helen Lewis (Picot's Farm), Kim McCosker (4 Ingredients), Megan Brabant (Gourmet Garden), Neil Davidson (Clandestine Design Group)	63
30/08/16	Provenance Workshop	Rose Wright, Knowledge Transfer Solutions	55
31/10/16	Provenance – Storytelling	Petra Hughes, Local Harvest	39
22/11/16	Financial Fitness	Bendigo Bank	26
23/02/17	Basics of Biological Workshop	Graeme Salt, Nutri-Tech Solutions	42
03/04/17	Food Industry & Category Trends, & Food Provenance	Brodee Myers-Cooke, taste.com.au	18
08/05/17	Instagram: Tips and Tricks	Michelle Mason, Social Tap	22
30/05/17	Maximising Networking Opportunities	Karen Barnett, Kevin Fraikin and Sean McGowan - Montville Coffee	20
01/06/17	Business Breakfast: The future outlook on SE Asia Exporting	EFIC's Economist, Fred Gibson and Adam Pearce (EFIC), Mirjana Prica (FIAL)	22
13/06/17	A Behind the Scenes Journey to First in World Food Innovation	Jacqui Wilson-Smith and the Gourmet Garden Drizzles innovation team	45
22/06/17	How to Save Energy & Water & Reduce Waste in Your Business	Environmental consultants Don Parry & Annie Nolan, and energy experts Will Waters & Justin Bold (in partnership with CleanTech Industries)	20
Total attendance			372

Marketing & Communications

There has been so much buzz, and activity, amongst FAN members this past year. We've made it our purpose to share, celebrate and champion all that our members have brought to our communities through their collaborations, innovations and successes.

We have celebrated our diverse and inspiring member base through our variety of social media platforms. A strategic direction for these has been established with the creation of four primary pillars for content including; (1) knowledge sharing (2) driving membership (3) retaining membership, and (4) notifying members of events and workshops whilst maximising attendance. FAN is hard at work continuing to populate these pillars with valuable rich content.

The marketing and communications team were kept active updating members regularly on all the opportunities available to members over the past year through both social media and our FAN e-news database. Member recruitment initiatives included the development of a promotional postcard handed out by our ambassadors and staff, and the FAN "Making Connections" video which showcases the breadth and depth of our member base, and the benefits of being actively involved in the network. Viewed over 600 times (at time of print) a special thanks goes to FAN Gold Sponsor Wild Bunch Media for producing the clip. A QCL truck featuring many of our food businesses on the coast has also been clocking up kilometres along the Bruce Highway, providing fantastic exposure both within and beyond the region.

FAN has established strong relationships with local media including the Sunshine Coast Daily, WIN, 7 Local News, ABC Sunshine Coast and many regional outlets. Media exposure through these channels has been plentiful throughout the year including the profiling of FAN events & workshops, and member stories. Two additional media highlights include the grand opening of Freeze Dry Industries Plant in Yandina, and the product launch for Gourmet Garden's 'Finishing Drizzles Range'.

FAN has also enjoyed creditable interstate exposure over the past twelve months as our Chair; Jacqui Wilson-Smith was the recipient of the Queensland Rural Women's Award. This award, and consequent nomination for the Australian award afforded FAN national awareness and exposure.

For 2018, the Marketing and Communications team wishes to encourage all members to actively participate in FAN's social media platforms and Member Section of the website. These are your spaces to engage, interact, and seek out the support you need to grow, innovate and super charge your businesses. Likewise, we urge you to connect daily on our social platforms to see if you can support another member of your community with your expertise, guidance or with a referral.

After all, "it's about connections".

Key Communications Channels Growth Table

Channel	FY 2016 (as at June 30)	FY 2017 (as at June 30)	% Growth
Facebook Public Page	330	686	108%
Facebook Private Member Group	70	104	49%
Instagram	NA	496	NEW
Email Database	400	680	70%
EDM's Sent	29	79	172%



The Financial Report

On the back of a very successful start-up year in 2016, the Food and Agribusiness Network Limited has continued to build its profile, and membership and sponsorship bases, generating a surplus from operations of \$7,204 with cash at bank of \$44,960 at 30 June 2017.

The organisation remains solvent and there have been no material post financial year transactions that have impacted solvency to the date of this annual report.

Revenue was primarily generated through sponsorship (\$47,851),

grants (\$41,868) and membership fees (\$22,155) with additional revenues from workshops and functions up significantly on the prior period.

Major costs for the organisation are subcontractor wages (\$82,206) and expenses associated with the conduct of functions and workshops (\$15,883).

FAN continues to seek opportunities to generate revenue in support of its members and the broader food and agribusiness sector and looks forward to an even stronger year in 2018.

Profit & Loss Summary	FY 2017	FY 2016
Revenue	127,810	64,890
Overheads	<u>(120,606)</u>	<u>(33,200)</u>
Surplus before income tax expense	7,204	31,690
Income tax expense	-	-
Surplus for the year	<u>7,204</u>	<u>31,690</u>
Surplus attributable to members of the company	<u>7,204</u>	<u>31,690</u>
Balance Sheet Summary	FY 2017	FY 2016
Assets		
Current Assets		
Cash and cash equivalents	44,960	27,660
Trade and other receivables	<u>3,208</u>	<u>4,985</u>
Total Current Assets	<u>48,168</u>	<u>32,645</u>
Non-Current Assets		
Fixed Assets	<u>1,687</u>	
Total Non-Current Assets	<u>1,687</u>	
Total Assets	<u>49,856</u>	<u>32,645</u>
Liabilities		
Current Liabilities		
Trade and other payables	5,963	955
Prepaid Sponsorship	<u>5,000</u>	<u>-</u>
Total Current Liabilities	<u>10,963</u>	<u>955</u>
Total Liabilities	<u>10,963</u>	<u>955</u>
Net Assets	<u>38,893</u>	<u>31,690</u>
Equity		
Current Year Earnings	<u>7,204</u>	<u>31,690</u>
Retained surplus	<u>31,690</u>	<u>31,690</u>
Total Equity	<u>38,893</u>	<u>31,690</u>

Our Members

Stories Of Member Collaboration

"At NTS we run certificate courses three times annually, with full catering. After tasting Capelli Foods delicious foods at the FAN Noosa J networking night last October I organised Michael to cater for one of our events in July this year, when our regular caterer couldn't make it. He did an amazing job!"

Sally Hookey, Retail Manager, Nutri-Tech Solutions

"The team at Walter's have always been interested in working with other local businesses that aligned with our passions around premium food products and organic food practices. On meeting Sarah from Its Sweet As through FAN we knew we had something pretty special on our hands straight away. A few weeks of discussions on big visions and the future of food and we had a JV in place that is set to take Its Sweet As to the world!"

David Andrews, Walters Artisan Bread

"A timely meeting with Shane Stanley at the 2016 FAN AGM, an intriguing conversation, a little creativity, a journey abroad, and the linking of those in the coffee supply chain established the trust and relationship required for Montville Coffee to be welcomed and in turn take up the opportunity to share our story, and our coffee weekly, in the heart of the Noosa and Kawana Farmers Markets at the Montville Coffee Flagship outlets 'Basecamp'.

FAN events are the place where these conversations start and great things happen."

Karen Barnett, Montville Coffee





Food & Agribusiness Network

Sunshine Coast

Noosa

Gympie

Moreton Bay

"FAN is the pre-eminent business organisation on the Sunshine Coast. The founders' vision and purpose is being fulfilled by a wonderful group of people dedicated to Agribusiness, that is benefiting and influencing not only our region but also the industry right across Australia."

Michael Buckley, Freeze Dry Industries

"FAN is not only a great way for producers to network and help each other's businesses grow, it's also a direct avenue for restaurants and chefs to meet and develop relationships with farmers, distributors and other food professionals. Becoming a member of FAN is a worthwhile investment for any chef interested in supporting an ever growing network of local food suppliers in the region."

Matt Golinski – Professional Chef

"The contacts that I have made and the knowledge I have gained from the events I have attended so far have created tangible new opportunities to promote and develop my business. Also, the first workshop I attended was immediately commercially valuable to me and worth the price of my membership alone."

Jono Emblin – Sunshine Coast Organic Meats

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