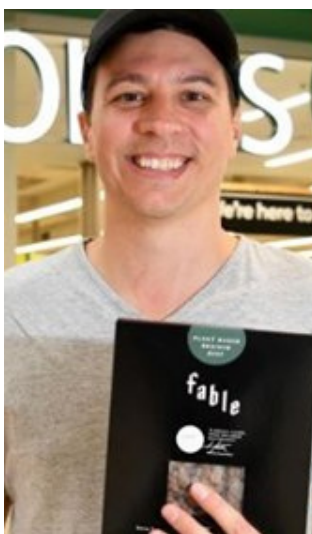


# FUTURE VISION



## 2021-2024





# ABOUT US

**FAN is a collaborative ecosystem that empowers its members and industry to grow.**

Established by the industry for the industry, FAN is a not-for-profit food industry cluster that has been operating for five years. FAN aims to grow the industry by creating an ecosystem that supports collaboration, accelerates innovation and drives trade locally and globally.

Today FAN has more than 300 members from across the food value chain in the Greater Sunshine Coast region (Gympie, Noosa, Sunshine Coast and Moreton Bay) and is recognised nationally and internationally as a leading Australian food cluster.

Members include input suppliers, growers, manufacturers, retailers, foodservice operators and affiliated services.

FAN's success to-date has been driven by facilitating opportunities for members to connect, build capability, increase knowledge and grow their profile.

FAN is creating a culture of collaboration where there is a high level of trust that underpins members feeling supported.

This, in turn, leads to a strong 'give back' ethos and a dynamic and engaged cluster.

Backed by a strong community of supporters and partners including Regional Councils, Regional Development Australia, Queensland Government and the Australian Government, FAN's members are leading the way in showing how responding to challenges and opportunities together, accelerates growth and creates a stronger and more resilient industry.



# 2020 HIGHLIGHTS



300+

Members

29

Sponsors and partners

79

Participants in FAN's programs & services

\$300K

Grant funding won by FAN members through FAN's Grants Service

8,000

Audience across FAN comms channels

1,500+

- views of FAN online sessions during COVID
- roll out of @localfood campaign
- 16 media stories supporting #buylocal
- ongoing connections to assist affected members



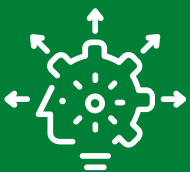
# OUR MEMBER NEEDS

## What matters to our members

- Finding time to 'work on the business' is a key challenge with most time of time spent on running the business
- Most members turn to FAN for assistance, followed by peers
- The things that make life easier are the 'people stuff' e.g. trusted employees, good relationships with suppliers, happy customers
- FAN is primarily valued for providing a 'connection to community' and a 'connection to commercial opportunities and collaboration potential'



## What members want from us



Build  
Capability



Increase  
Knowledge



Grow  
Networks



Profile  
Businesses



# FAN STRATEGY 2021 -2024

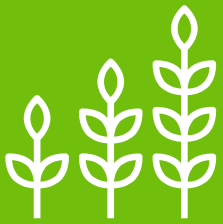
## PURPOSE

Collectively drive the success of our members

## VISION

A growing and resilient food and agribusiness industry

## GOALS



Members' businesses grow



A growing ecosystem where members connect and share



An empowered membership that drives change



Be recognised as a leading Industry Cluster



Achieve a sustainable core operating model

## STRATEGIES



**1**

Build members' capabilities

**2**

Build connections across the supply chain

**3**

Increase the capture and sharing of knowledge and insights

**4**

Empower members to share and solve challenges

**5**

Drive innovation and growth opportunities

**6**

Promote and be a voice for members interests

**7**

Expand the coalition of the willing

**8**

Build strategic relationships with key stakeholders

**9**

Diversify revenue and funding sources

# FAN ACTIVITY 2021

## PRIORITIES

Organisational  
Framework  
for FAN HQ

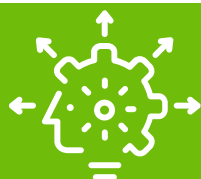
Deeper  
Engagement  
with members &  
stakeholders

FAN Clusters

- Noosa
- Gympie
- Sunshine Coast
- Moreton Bay

Industry  
Action Plans  
Region Specific

## PROGRAMS & SERVICES



Build  
Capability

- Domestic Market Pathway Program
- Export Market Pathway Program
- Business Skills Workshops
- Grant Service



Increase  
Knowledge

- Information Sessions
- Member & Industry Insights
- FANConnect Resources
- FANMail



Profile  
Businesses

- Member profile FAN socials
- @localfood consumer campaign
- Provision of member testimonials
- Regional, state, national media relations



Grow  
Networks

- Meet the Makers tradeshow
- Trade show facilitation and support
- Monthly Member Meet Ups
- FANConnect
- FAN Member Private FB Group

## PROJECTS

Smart Food & Beverage  
Manufacturing Hub

Ecological Assets  
Pilot



# FAN CLUSTER MODEL

Gympie

Noosa

FAN HQ

Sunshine Coast

Moreton Bay



# FAN REGIONAL CLUSTERS

## RATIONALE



Facilitates deeper engagement members, stakeholders & local industry



Enhances connections and collaborative ecosystem



Delivers more growth opportunities

## REMIT

### ENGAGEMENT

- Work in collaboration with HQ to deliver member and stakeholder engagement activities to drive growth opportunities

### INDUSTRY DEVELOPMENT

- Develop Regional Industry Action Plans, with members and stakeholders to identify key priorities and initiatives

### PROFILE & PROMOTION

- Promote FAN member businesses and stakeholders initiatives via FAN channels and other targeted media activity - to drive greater awareness of the region's industry and capabilities

### CONNECTIONS & CAPABILITY

- Deliver a range of networking, capability building and information sharing events (as per Action Plan)
- FAN Coordinator to attend relevant region-specific meetings & events

## POWERED BY...

Regional Cluster Coordinators who will support local members and engage with stakeholders; work closely with FAN HQ to deliver on action plan priorities; and drive new opportunities in collaboration with other Regional Clusters.





**F**ood &  
**A**gribusiness  
**N**etwork

GYMPIE

NOOSA

SUNSHINE COAST

MORETON BAY

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