

# Great Southern Bites

GREAT SOUTHERN REGION MARKETING ASSOCIATION  
P O BOX 5388 ALBANY WA 6332



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## FROM THE CHAIRMAN

Dear Member

I am pleased to provide you with an update on our latest activities. Projects such as the Taste Weekend and the Great Southern Food and Wine Touring Guide require much organisation and hard work. I consider these to be very successful and the results are there for all to see.

The organisation has recently undergone a strategic planning process to focus our activities. During 2007 and beyond, we are committed to promoting the usage of the Great Southern Naturally brand so that it becomes more recognisable and, for those members who use it, improved sales and consumer awareness.

We are currently undergoing a transitional period with the change over of staff and records and we are looking forward to a positive future for the organisation. I would like to thank Bruce Manning CEO of the Great Southern Development for his support during this time.

I welcome any feedback or comments you may have, please feel free to contact me on 0429 1617 16.

I look forward to continuing working with you during 2007.

Marie Redman  
Chair

## STAFF CHANGES

After six years with the Association, Melissa Taylor has moved on to further her business interests in Denmark. On behalf of all members, thank you Melissa for your hard work and commitment to the Association and your efforts in showcasing the Great Southern. Julie Ross has now taken over the reins and we welcome Julie to the organisation. Julie brings with her a strong background in media, communications as well as project management and has worked at the highest levels of Government.

## TASTE GREAT SOUTHERN 2007

Another successful Taste weekend was held on the long weekend in March. More than 1000 people participated in the program which ranged from long table lunches, regional dinners to cooking classes. Thanks to everyone who was involved in this regional initiative. Planning is currently underway to progress the 2008 program. If you would like to be involved please contact Julie Ross on 9848 1845.



Marie Redman at the Opening of Taste Great Southern 2007 at Gorepani

### GREAT SOUTHERN FOOD AND WINE TOURING GUIDE

The 2007/8 edition has recently been released distributed across the region and Perth. With more than 40,000 copies having been printed, the word will certainly be out that in the Great Southern visitors can be assured of an enjoyable stay where they can taste and enjoy the fresh produce of the sub regions, as well as the diverse range of value added products. Not to mention, the full range of tourism facilities. If you have any ideas for the 2008 guide, please contact Julie on 0404 483 645. In addition, you may know businesses who should be approached and we welcome that information as we continue to develop a fantastic guide encompassing the whole region. If you wish to receive additional copies, email the Association at [gsrma@westnet.com.au](mailto:gsrma@westnet.com.au)

The Association is keen to develop the food and wine trails incorporated in the guide to capitalise on the success of the Go Taste Albany trail. If you wish to be involved and assist with the development of these trails in your region, contact Julie on 98481845.



Release of 2007 Great Southern Food & Wine Touring Guide  
L to R: Maria Redman, Chairman GSRMA; Les Bail, Whaleworld Albany; Fiona Sauvin, Shire of Cranbrook; Zhara Shirazee, Australia's South West, Albany.

## SUNDAY TIMES GREAT SOUTHERN FOOD AND WINE FEATURE

On the 8<sup>th</sup> April, the Association, in partnership with the Sunday Times, coordinated a feature on the Great Southern Food and Wine Guide. It has received overwhelming response and we thank all those who advertised in the feature.

## MEDIA

The Association recently coordinated a familiarisation visit for Samille Mitchell, freelance journalist with the Sunday Times. Thank you to those who welcomed her. Galafrey Wines, Goundry Winery, Flinders Park, Tanglehead Brewing Company, Albany Farmers' Markets, Alkoomi Wines and Olive Oil, JD Designs, Oranje Tractor Wines, Great Southern Regional Wine Centre, The Toffee Factory, Tree Elle Retreat, the Source Real Food Store and Forest Hill Winery.

It is intended to increase the number of visiting journalists to the region during the forthcoming 12 months and as a member you will be invited to be involved and exposed.

## ANNUAL MEMBERSHIP RENEWAL

Membership fees are currently due and you will soon be receiving your renewal notice. The organisation is only as good as its members and we need your collective support to continue to raise the profile of the Great Southern region and its diverse range of wine and food products and tourism industries.

Members are reminded that for their fee they receive the opportunity to be involved with:

- Ø Use of Regional Brand;
- Ø Coordination and Promotion of events such as the WA Food and Wine Festival;
- Ø Taste Great Southern Food Festival;
- Ø Food and Wine Touring guide;
- Ø Website: visit us at [www.greatsoutherntastewa.com](http://www.greatsoutherntastewa.com);
- Ø Australia's South West cooperative opportunities;
- Ø Marketing advice and support;
- Ø Media opportunities;
- Ø Familiarisation visits by wine and food journalists;
- Ø Involvement in opportunities through the Regional Marketing Network;
- Ø Restaurant promotions in Perth for food and wine products; and
- Ø Coordination of cooperative advertising features in the Sunday Times/West Australian.

## NEW MEMBERS

During the past 12 months we welcomed 25 new members including Silverstream Wines, Rickety Gate Wines, Ducketts Wines and Farmhouse Cheese and Tanglehead Brewery. We are thrilled that the membership base has leapt more than 50 per cent to seventy members in the last 12 months. We look forward to welcoming many new members during 2007 as the organisation continues to grow.

## REGIONAL BRANDING

The Association is looking to increase the use of the regional brand Great Southern Naturally. There is no doubt that there is an increasing connection from a consumer perspective with regional foods. They like to have a sense of discovery in their foods and wines and other services provided by the region. From that point of view, there is an opportunity for businesses in the Great Southern to convey something positive about the region. It is much easier to leverage position associations from a region that actually stands for something and the Great Southern proudly does that. Contact the GSRMA to find out more about branding your product or service, it's free to use as part of your membership fee.

## NEW BOARD MEMBERS

The Association is calling for expressions of interest from its membership base to become involved at a strategic level and be appointed to the Board at its annual general meeting on the 28<sup>th</sup> May 2007. If you wish to discuss this opportunity to make a difference, please contact Marie Redman on 0429 161 716.

## STRATEGIC PLANNING

Your board and key stakeholders have been participating in a strategic planning process for your Association. This planning will ensure that the association remains relevant and progressive in its approach to its future operations. Further information will be provided on the outcome of this process.

## NETWORK MARKETING GROUP

Chaired by Bev Gilbert, from Gilbert Wines, the GSRMA continues to have input in this group to ensure there is greater collaboration between industry groups in the Great Southern region marketing efforts.

## DENMARK VISITOR CENTRE

The Association has been contracted to coordinate a wine and food display for the Denmark region. It is anticipated that other Visitor Centres or organisations could engage the Association to do similar projects.

## PERTH EVENTS

Later in the year, the WA Wine and Food Festival and the WA on Show Exhibition are being held. If you wish to participate in a joint approach to showcasing the region at either of these events, please contact Julie on 0404 483645.

## SINGAPORE INDULGENCE 24-26 MAY 2007

The Association is currently coordinating a display of members who are interested in targeting the Singapore market. Contact Julie on 0404 483645.

## DIARY DATES

April

20<sup>th</sup> Wine Tourism Workshops, Albany Club, Albany  
Contact: 9226 1199

23 Board Meeting

May

9 Network Marketing Meeting

22 Meeting with the Minister for Agriculture and Food

24 – 26<sup>th</sup> Singapore Indulgence

28<sup>th</sup> Annual General Meeting

28 Tourism Council briefing Albany

July

6 -8 Wine and Food Festival, Perth Convention Centre

August

27 – 31<sup>st</sup> WA on Show, Perth Convention Centre