



# ***GREAT SOUTHERN Region Marketing Association Inc.***

## **MEMBERSHIP APPLICATION**

**March 2002**

The Great Southern is a place of great diversity. Within its boundaries is a host of places of scenic beauty as well as a diversity of produce. Everything from broad acre products, like grain and wool, to high quality gourmet produce and premium wines.

The Great Southern Region Marketing Association aims to market as a group, which is cost effective and likely to gain the most exposure for our members. Our long-term aim is to increase demand and perceived value of our members' produce to their consumers, while promoting awareness and recognition of this unique region.

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# MEMBERSHIP SERVICE & BENEFITS 2002

## MARKETING

Our top priority is promotion of the regions products and services.

This year, the Association will co-ordinate the 2<sup>nd</sup> edition of the food and wine trail guide and product register. As a member you will receive substantial discounts for being in the guide.

### FOOD AND WINE TRAIL GUIDE

The guide will highlight wineries, farm gate sales, restaurants specialising in regional food, as well a general tourist information. This will be published in May 2003, (subject to funding approval) and is a joint publication with the Great Southern Wine Producers Association and Great Southern Tourism Association.

Benefits to you are .....

- You are exposed to visitors to the region interested in food and wine.
- Food and Wine visitors will be attracted to the region.

### DIRECTORY (ASSET REGISTER)

This booklet will provide an accurate, comprehensive picture of what is available in the region and where. It includes a harvest calendar, a locality map and contact details. There is an opportunity to make this a premier publication that acts as a guide to the region's finest fare. Caterers, food media, and restaurants want access to this data; if you are in it, they will know about your products.

Benefits to you are .....

- You will be exposed in a premium publication of the region.
- You will have free access to the data base.

### FOOD & WINE SHOWS, FESTIVALS ETC

One of the best ways of exposing your products is to participate in a food show, trade exhibition. The Association will coordinate involvement in the most useful to your business. Two key events are earmarked for 2002 – Burswood Food and Wine and the Great Southern Wine Festival. We hope to be able to support more fully the various regional opportunities once the Marketing Officer is on board.

- Access to premium events in professional setting.
- You may be eligible for subsidies to help with costs.
- Exposure directly to customers who want your product

## **ASSOCIATION WEB SITE**

This is the way we showcase you to the whole world. It also provides a central contact point. The website explains the concept of the Association, notify of forthcoming events, food and wine trails, have a regularly updated harvest calendar, and product information for customer access.

Benefits to you are.....

- Your professional image will be enhanced.
- More customers know about your products and services
- You get noticed - globally

## **MEDIA EXPOSURE**

In 2001 we had 6 visits by major food & wine media. 2002 is already shaping up with visits from Japanese Tourism representatives, Slow Food Western Australia already booked in. Members will get primary access to media and opportunities to promote stories. A few lines of copy are much more effective than full page advertisements when it comes to promoting. Only by working together as a region will we attract major media interest.

Benefits to you are.....

- professional coverage in high profile media at little or no cost.

## **Farmers Markets**

From April 2002, the association will be holding weekly farmers markets in Albany. Members will receive a significant discount if holding a stall at the markets. It will be a great showcase for our produce, a useful and profitable outlet for producers and great feedback for producers on their products and packaging/product range.

## **REGIONAL BRANDING**

Central to the Association is the development of a regional brand. Regional branding is an emerging marketing opportunity across the world with consumers turning to products that have a strong link to a region known for particular qualities. We are well placed to capitalise on the emerging trends in food if we develop a smart authentic regional brand and associated promotional strategies. In 2002 we will be developing a brand consistent with the qualities of the region and its products. The logo has been developed and a brand strategy and livery will be available by June 2002.

Benefits to you are.....

- Increased recognition by buyers and demand for your produce.
- Cost sharing of an otherwise expensive marketing task you probably could not afford individually.



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# ***GREAT SOUTHERN Region Marketing Association Inc.***

## **Our Vision**

*To develop the synergy of food, wine, agriculture and tourism by creating a brand image of the region in the mind of consumers.*

## **Aims and Objectives:**

- ◆ Foster the synergy of food, wine, agriculture and tourism in the Great Southern Region of Western Australia.
- ◆ Help to maintain existing relationships with customers who purchase regional product from the Great Southern Region of Western Australia and build new ones.
- ◆ Establish and implement an ongoing marketing and promotion plan for product from the Great Southern Region of Western Australia.
- ◆ Develop and control the integrity of the regional brand that is developed for the promotion of Great Southern Regional produce.



## **Structure of the Association**

The Great Southern Region Marketing Association (Inc), was established as an incorporated body in January 2001. Its constitution allows for a Board of Management of (up to) 13 members.

## **Marketing Support**

A suitably qualified and experienced Marketing Officer will be appointed by June 2002, supported by the GSDC.

This will give the association professional presence at trade shows, high level support for members to develop their products.

