

# YOUR INVITATION TO JOIN THE



## WHO WE ARE

Australian Foodservice Advocacy Body (AFAB) is an integrated NFP industry association for Australia's \$80 billion Foodservice sector that directly & indirectly employs 1.8 million Australians. AFAB is the one and only, complete Foodservice voice for producers, manufactures, distributors, hospitality & service providers. AFABs reach spans the total Foodservice value chain to facilitate CONNECTION, ADVOCACY and INSPIRATION to raise the awareness and unlock the potential of the Australian foodservice sector.

## WHAT'S IN IT FOR ME?



### CONNECT

Because your time is important, networking needs to deliver an ROI, that's why we do it differently with the entire value chain creating business opportunities not just socialising with peers. Join AFAB's industry improving projects, SOPR market updates, educational webinars, developing you and bring valuable insights back to your business.



### ADVOCATE

AFAB is the voice of the foodservice industry, from Producers to Manufactures, Distributors, Hospitality and Service providers. We ensure our voice is directed to state and federal government and media highlighting the challenges around the cost of doing business, workforce shortages/skills and supply chain.



### INSPIRE

This comes through building up people around us and leading by example, that's why being a AFAB member you benefit from our industry improving projects, having a sit at the table to contribute advocating to media and government and learning best practice, thought leadership at every level of the foodservice industry.

## INDUSTRY IMPROVING PROJECTS

### Commercial

Project resourced by AFAB Members to help with data, trends and insights. Firstly, an annual State of Play Report, then establish a foodservice data standard to help with trackability, market share, allergens and NIPs.



### Attraction and retention

Project resourced by AFAB Members to provide tools and strategies to attract staff then help develop and recognise them for better retention. Drive the Women in Foodservice initiative and partnering with R U OK? to develop an industry mental health roadmap.



### Sustainability

Project resourced by AFAB Members to focus on food waste reduction via the government funded Fighting Food Waste CRC projects, supporting the growth of plant-based alternative proteins.



## OUR FOUNDING MEMBERS

Miller  
Leith

FOOD INDUSTRY  
FORESIGHT  
SOCIETY BUILT ON SOUND RESEARCH

INGHAM'S  
Always Cool

Simplot  
FOODSERVICE

TIP  
TOP  
Foodservice

Primo  
FOODSERVICE

MUTTI  
FLAVOUR

THE AUSSIE  
PLANT  
BASED  
CO.

comcater

fine food  
AUSTRALIA

MasterFoods  
PROFESSIONAL

Cookers

Bega  
Foodservice

ECOLAB

## WHAT OUR MEMBERS SAY ABOUT US

We felt it was important to support AFAB's purpose as they do an important job advocating for our industry and are the perfect association to represent the whole of the value chain from paddock to plate.



Ben Gullo  
Managing Director  
Reliable Food  
Distributors

As a restaurant operating company with more than 50 venues across different brands and market segments, we joined AFAB to leverage their knowledge and expertise in labour agreement endorsement, industry advocacy and most importantly the opportunity to build enduring relationships and form closer connections with the entire foodservice value chain.



Brent Soloman  
Chief Commercial Officer  
Seagrass Boutique  
Hospitality Group

AFAB aligns us with other large Foodservice business and gives us the opportunity to speak as one voice on issues impacting how we operate and grow as a Foodservice collective. From lobbying government, learning trends before they happen and bringing all participants of the industry, be it service staff, producers, manufacturers, distributor and operators together as one. AFAB adds value to all our businesses.



Rohan Hughes  
General Manager  
Foodservice Sales  
Simplot Australia

## HOW CAN I JOIN?

AFAB have a membership level to suit any size or type of business.

### STANDARD

- Advocating to government and media for you
- Industry insights (SOPR)
- Industry project participation
- Member foodservice advice
- Engaging Member only events
- Quarterly newsletter
- Regulatory and legislative updates
- Access to special interest committees

**\$900** +GST

### SUPPORTER

- **All the STANDARD benefits PLUS**
- Complete State of Play Report
- Brand awareness
- Endorsement of labour agreements

**\$4,000** +GST

### ADVOCATE

- **All the STANDARD benefits PLUS**
- Complete State of Play Report
- Brand awareness
- Endorsement of labour agreements
- In-depth foodservice advice
- Optional access to Parliamentarians

**\$8,000** +GST

### PARTNER

- **All the STANDARD benefits PLUS**
- Complete State of Play Report
- Brand awareness
- Endorsement of labour agreements
- In-depth foodservice advice
- Optional access to Parliamentarians
- Strategic plan advice
- New leader mentoring
- Social media, website and newsletter features

**\$12,000** +GST

### FOUNDING

Limited Time Only

- **All the STANDARD benefits PLUS**
- Complete State of Play Report
- Brand awareness
- Endorsement of labour agreements
- In-depth foodservice advice
- Optional access to Parliamentarians
- Strategic plan advice
- New leader mentoring
- Social media, website and newsletter features
- Board Advisor position
- Category exclusivity

**\$15,000** +GST

Are you a Foodservice professional wanting to be part of AFAB to meet and align with other like minded professionals. head to our [website](#) to find out how to become an individual member.

### CONNECT

Want to find out more or arrange a meeting with our CEO in person.

Tony Green  
CEO  
0419 813 592  
tony@ausfab.org

