

# INVITATION TO JOIN



AUSTRALIAN  
FOODSERVICE  
ADVOCACY  
BODY

## Who we are

The Australian Foodservice Advocacy Body (AFAB) is an integrated NFP industry association for Australia's \$80 billion foodservice sector that directly and indirectly employs 1.8 million Australians. AFAB is the one and only, complete foodservice voice for **producers, manufacturers, distributors, hospitality and service providers**. AFAB's 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 manufacturers, 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 an AFAB Member you benefit from our industry improving projects, having a seat 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



## Our Industry Partners



## What our Members say about us ...

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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 Dist.

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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 Solomon**  
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

## Select your Membership

Membership level to your business type and size.

| STANDARD   | SUPPORTER   | ADVOCATE  | PARTNER   | FOUNDING <span>Limited time only</span>   |
|--|---|---|---|---|
| <ul style="list-style-type: none"> <li>Advocating to government and media for you</li> <li>State of Play Foodservice Report</li> <li>Industry project participation</li> <li>Member foodservice advice</li> <li>Member only events</li> <li>Quarterly newsletter</li> <li>Regulatory and legislative updates</li> <li>Access to interest committees</li> </ul> | <b>All the STANDARD benefits PLUS</b> <ul style="list-style-type: none"> <li>State of Play Foodservice Report</li> <li>Brand awareness</li> <li>Endorsement of labour agreements</li> </ul> | <b>All the STANDARD benefits PLUS</b> <ul style="list-style-type: none"> <li>State of Play Foodservice Report</li> <li>Brand awareness</li> <li>Endorsement of labour agreements</li> <li>In-depth foodservice advice</li> <li>Optional access to Parliamentarians</li> </ul> | <b>All the STANDARD benefits PLUS</b> <ul style="list-style-type: none"> <li>State of Play Foodservice Report</li> <li>Brand awareness</li> <li>Endorsement of labour agreements</li> <li>In-depth foodservice advice</li> <li>Optional access to Parliamentarians</li> <li>Strategic plan advice</li> <li>New leader mentoring</li> <li>Social media, website and newsletter features</li> </ul> | <b>All the STANDARD benefits PLUS</b> <ul style="list-style-type: none"> <li>State of Play Foodservice Report</li> <li>Brand awareness</li> <li>Endorsement of labour agreements</li> <li>In-depth foodservice advice</li> <li>Optional access to Parliamentarians</li> <li>Strategic plan advice</li> <li>New leader mentoring</li> <li>Social media, website and newsletter features</li> <li>Board Advisor position</li> <li>Category exclusivity</li> </ul> |
| <b>\$900</b>   | <b>\$4,000</b>  | <b>\$8,000</b>  | <b>\$12,000</b>   | <b>\$15,000</b>   |
| + GST  | + GST   | + GST   | + GST   | + GST   |

Are you a foodservice professional wanting to be part of AFAB to meet and align with other like minded professionals. Head to our [ausfab.org](https://ausfab.org) to find out how to become an individual member.

To find out more, connect with AFAB's CEO –  
**Tony Green** on **0419 813 592** or email [tony@ausfab.org](mailto:tony@ausfab.org)

