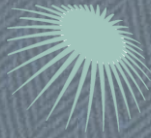


January 2011



## Foodservice Suppliers Association Australia

### 2011 – THE PROMISE OF AN EXCITING YEAR AHEAD !



#### IN THIS EDITION

A new Board of Directors!

Our Corporate Partners & New Members

Breakfast Forums

Viewpoint

National Awards of Excellence

Foodservice Today & Tomorrow Conference

FSA Expo 2011

Understanding Foodservice

Foodservice Connect

Our Upgraded Web Site

### A Full Calendar of Events to Deliver Enhanced Industry Representation!

The FSAA would like to wish all of our members a happy and prosperous 2011.

As mentioned previously, we have a dramatically expanded set of activities from this year. This is in response to feedback from industry participants that such events are considered both necessary and informative.

They also provide great opportunity to network with colleagues and learn more about this wonderful industry!

2011 also initiates our serious intent to provide more of a National presence with equal representation in Sydney, Melbourne and Brisbane.

This edition of our newsletter covers those activities in more detail – we hope you will support these initiatives by attending the various events.

The FSAA is very excited about the introduction of our expanded range of industry related activities – developed for the benefit of our members and the broader industry!

IT'S **“YOUR”** ASSOCIATION!

37 Athol Street  
Woonona NSW 2517 Australia  
Ph: +61 2 42833695  
Mob: +61 404464539  
Email: [vince\\_crawley53@hotmail.com](mailto:vince_crawley53@hotmail.com)  
[www.fsaa.org.au](http://www.fsaa.org.au)  
ABN: 45 324 022 793

# Join the Leaders of Our Industry!



New Chairman – Lindsay Yeomans

## **YOUR FSAA BOARD OF DIRECTORS**

At our AGM held in December, a new Board of Directors was elected.

Your FSAA Board is;  
Lindsay Yeomans – Chairman  
Steve Ward – Deputy Chairman  
Paul Scells – Deputy Chairman  
Lars Bryndum – Treasurer  
Sissel Rosengren – Director  
Marc Edwards – Director  
Roger Bond – Director  
Michael Luxmoore – Director  
Keri Thomas – Director  
Cecil Louw – Director  
Jamie Potts – Director  
Vince Crawley – Director & CEO

These people represent many years' experience in the industry in senior positions and offer a wealth of knowledge.

Lindsay acknowledged the wonderful contribution made by outgoing Chairman Terry Randall for his four years of service, and welcomed new Board members Keri and Michael.

## **WELCOME TO OUR NEW MEMBERS AND FIRST CORPORATE PARTNERS!**

The FSAA would like to welcome our first Platinum Corporate Partners, Bidvest Australia and Cerebos Food Service. These two industry leaders will enjoy the benefits of participation in EVERY FSAA activity in 2011. We thank them for their faith and commitment to helping us achieve our goals!

We would also like to acknowledge the following companies who have joined the FSAA in the last few months:

Accor Hotels  
Australian Hotels Association  
Arnotts Campbells Foodservice  
BevWizz  
Church Resources  
Clubs NSW  
Coast Distributors  
Delaware North Australia  
Foodbank Australia  
Foodbank NSW  
Foodbank QLD  
Foodbank VIC  
FoodserveX  
Hendi Australia  
MOI International  
Nova Springwater  
Q Catering  
Sanitarium Health Foods  
Spotless Catering  
VC Business Solutions

**75 members and growing!**

## **Our Platinum Corporate Partners!**



***Be sure to visit our web site [www.fsaa.org.au](http://www.fsaa.org.au) to see the upgraded information and introduction of our Hall of Fame page. There is still more to come with links to member web sites in early 2011.***

***“Real leaders are ordinary people with extraordinary determination”***

# Delivering Educational Activities for the Industry

## UNDERSTANDING FOODSERVICE



Proudly sponsored by BIS Shrapnel, these half-day sessions have been developed in response to an industry survey that showed a lack of understanding of our industry by individuals and companies operating within the sector.

This offers a great introduction to new people, and a genuine “refresher” to those who need an update on the dynamics within our industry.

Being held at Hospitality training institutes, they will be held in Brisbane (April), Melbourne (June) and Sydney (September).

A simple, effective and cost friendly exercise to help your staff!



- Industry relevant speakers and topics
- Great opportunity to network
- Following on from the very successful 2010 conference
  - The only Foodservice supplier specific conference in the country



## FOODSERVICE TODAY & TOMORROW CONFERENCE 2011

This exciting event will again be held in 2011!

Being held on Monday June 20<sup>th</sup> at the Melbourne Conference and Convention Centre, the conference promises to be even bigger and better than last year.

Coinciding with the FSA Expo 2011, we have already secured some of the industry's leading figures to present on subjects that relate to the supplier side of our industry.

We are also introducing a couple of panel sessions where key leaders will share their views on current developments and the future direction of the Foodservice sector.

These are sure to be both topical and extremely interesting!

Places will be limited so be sure to book as early as possible.



**EXCLUSIVE TO MEMBERS ONLY!**

**AS WELL AS RECEIVING SUBSTANTIAL DISCOUNTS TO ATTEND FSAA ACTIVITIES, AND NEWSLETTERS FROM THE AFGC, WE ARE OFFERING PARTICIPATION IN OUR FOODSERVICE CONNECT SITE VISITS FREE-OF-CHARGE TO MEMBERS!  
DETAILS OF OUR FIRST VISIT SOON!**

*“Accept the challenges, so that you may feel the exhilaration of victory!”  
General George S. Patton*

## FSAA National Awards of Excellence

Our third National Awards of Excellence will be held at the prestigious Park Hyatt Hotel, Melbourne on Monday June 20<sup>th</sup> 2011 to coincide with FSA Expo 2011.

Generally acknowledged as the “must attend” event on the Foodservice supplier’s calendar, it will again be a night filled with fun, great food and an opportunity to recognise those companies who have excelled in the prior twelve months.

We are already receiving inquiries about the event – we anticipate it will be our best yet!

Come along and be a part of the celebration!

Don’t miss this night of nights.



## Viewpoint

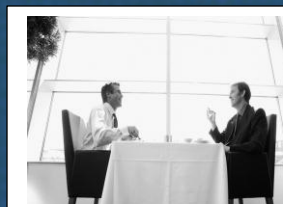
Our Viewpoint networking luncheons kick off in February in Sydney with special guest Peter Van Es, Executive Chef at the Amora Jamison Hotel.

Peter is known as a committed and creative chef dedicated to the industry. He will relate his feelings about where he sees the industry heading and provide a few colourful anecdotes based on his experience.

In March we will conduct our Viewpoint at the Crown Culinarium in Melbourne with special guest Mike Phillips. Chairman of CFA and a member of the FSAA Hall of Fame, Mike will talk briefly on his views of the industry.

Ross Howell, Executive Chef of the prestigious Royal on the Park Hotel in Brisbane will be our guest at COTAH Southbank in April.

Don’t miss these exclusive networking activities and have the chance to hear some of our most interesting industry participants. Details available shortly but it will be “first in, first served”.



# FSA Expo 2011

FSA EXPO FoodService Australia

19<sup>th</sup> - 21<sup>st</sup> June 2011

Melbourne Convention & Exhibition Centre, Southbank, Melbourne



It's your marketing budget  
- spend it wisely

It's your industry  
- support it well

It's your business at your  
industry show

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Bakery Australia @ FSA EXPO

"It's YOUR Show"

# Breakfast Forums 2011



***These extremely popular forums are usually sold out very soon after we send notice of them to the industry.***

***In 2011 we have increased the number to three in each of Sydney, Melbourne and Brisbane.***

***Our first in Sydney in February again has two leading presenters in Jacques Siedenbergh from Accor Hotels and Ken Sangster from the Sangster Design Group.***

***We have also secured our speakers for Melbourne in March and Brisbane in April. These also promise to be well attended.***

***Make sure you book early to avoid disappointment!***

*"Support the association that supports the industry. Come along and join us – you just might enjoy the ride. It is our goal to have 100 members by the end of June. "*