



Foodservice Suppliers Association Australia

CONTINUING TO GROW!



It is with genuine sadness we pass on the news of the passing of two industry people in recent times.

Rod Allissey passed away after a gallant battle over a long period. An industry participant for many years, Rod was well-liked and respected by all in the Foodservice industry and will be missed.

Todd Blake died suddenly while on a holiday in Fiji. Todd worked for Diversified Exhibitions for some years and then the Victorian Restaurant & Catering Association.

We would like to pass on our deepest sympathies to both Rod and Todd's families.

IN THIS EDITION

A Word from our Chairman

Membership News

A Sneak Preview of what's to come in 2012

Understanding Foodservice

Charity Golf day

Annual General Meeting

Breakfast Forums

Industry Leader Profile

A Sneak Preview of 2012

Each year we try to introduce new activities that may be of interest to our members and the broader Foodservice industry.

This year we have seen the implementation of our Viewpoint lunches, Foodservice Connect industry visits, Understanding Foodservice program and Platinum Corporate Partnership initiative.

Each of these has met with widespread approval so we will continue to put forward ideas and see how you respond!

With the details still being developed for 2012 we are looking to introduce a sales and marketing mentoring program plus a recruitment portal with a Foodservice industry specific company. Both of these will be available only to members.

As we have mentioned previously, we will establish a presence in both South Australia and Western Australia, with plans underway to deliver activities to both states.

The FSAA has approached the Australian Food & Grocery Council to try and establish a Foodservice sub-committee under their auspices to try and address those specific issues concerning our industry.

All of these plus our well-established breakfast forums, National Awards of Excellence and Foodservice Today & Tomorrow conference are there to give us an association truly representative at a National level, with a relevant and credible presence.

We hope you will continue to enjoy the ride with us!

IT'S "YOUR" ASSOCIATION!

37 Athol Street
Woonona NSW 2517 Australia
Ph: +61 2 42833695
Mob: +61 404464539
Email: vince_crawley53@hotmail.com
www.fsaa.org.au
ABN: 45 324 022 793

Join the Leaders of Our Industry!



Chairman – Lindsay Yeomans

Well we are certainly being kept busy since our major activities in June.

Our breakfasts in July, August and September have once again been highly popular with excellent attendance at each in Brisbane, Melbourne and Sydney.

Be sure to catch our remaining breakfasts in 2011.

We are very grateful to those speakers who give their time to present on topics of real interest, with feedback extremely positive.

Our Charity Golf Day is looming in November so come along and support a worthwhile cause and have some fun!

We have a number of new and exciting initiatives planned to introduce next year and will keep you informed of progress.

With many social and political issues in the headlines, we are sure to continue seeing challenging times.

I look forward to seeing you at a future FSAA event.

MEMBERSHIP NEWS

We have eight new members since our June newsletter and would like to welcome:

*Australian Culinary Federation
Comcater Foodservice Equipment
Quality Food Services
Ready Bake
Specialised Events
Strategic National NSW
Vanrooy
Vivo Coffee*

2012 membership invoices will be sent in early November for their January 1st payment.

If you can encourage another company to become a member, we will offer a reward of 50% off your annual fee! If you get two or more, you will have a full year's free membership!

107 members and growing!



Membership Targets

End 2011 – 125

End 2012 – 175

End 2013 - 250

Our Platinum Corporate Partners!



Be sure to visit our web site www.fsaa.org.au and keep up-to-date with news of the FSAA.

“The difference between ordinary and extraordinary is that little extra”

FSAA Breakfast Forums



Great networking

Relevant

Expert presenters

Topical

Informative



A GREAT SUCCESS!

Our breakfast forums are now well-established as “must attend” activities on the Foodservice calendar.

In July we held a breakfast at the Southbank Institute in Brisbane with speakers Kevin Gulliver from the Brisbane Convention & Exhibition Centre plus Adam Franklin from Bluewire Media who spoke about social media. The response was extremely positive.

August saw us at the William Angliss Institute where Peter Haycroft from Epicure – MCG and Roy Palmer, CEO of Seafood Experience Australia provided an insight into food philosophy and what’s happening in the world of seafood – both very interesting subjects.

The social media subject was so popular, we asked Adam to come and present at our Sydney breakfast in September – another packed house enjoyed gaining an understanding of how to possibly use this vastly used mix of communication tools to reach their customers.

We have another breakfast in Melbourne on October 18th and again in Brisbane on November 18th – these activities are very popular, so as we always say, be sure to book early to avoid disappointment.

Here are a few photos from our recent breakfast forums.

EXCLUSIVE TO MEMBERS ONLY!

REGULAR UPDATES FROM THE AUSTRALIAN FOOD AND GROCERY COUNCIL ON MATTERS RELATING TO VARIOUS LEGISLATIVE AND OTHER AREAS RELATING TO OUR INDUSTRY.

*“Well done is better than well said”
Benjamin Franklin*

Foodservice Australia

The industry show is back in Sydney in 2012



- fresh new organiser
- fresh new venue
- fresh new features
- fresh new opportunities...

27-29 May 2012

Royal Hall of Industries, Sydney

info@specialisedevents.com.au

T 03 9999 5460

M 0410 568 777

FSA
EXPO

**FoodService
Australia**

Timothy Collett and his team at Specialised Events are planning an industry specific trade show with that personal touch!

Following many years as the leading organizer of such events, Timothy wants to deliver a dynamic and customer focused exhibition that attracts genuine buyers.

Contact the team at Specialised Events for more information.

Win a Free Breakfast Forum Place!

We will be running some fun promotional activities from time-to-time through our newsletter, so here we go with our first attempt!

Open only to members, whoever replies via email with a quote deemed the most appropriate to match the photo will win a free place at the breakfast forum of their choice in 2012!



HAVE SOME FUN!

"It's hard to beat a person who never gives up!"

Babe Ruth



INDUSTRY LEADER PROFILE

A new addition to our newsletter, we will profile an industry leader each edition, where we ask them their views on a few industry related matters and find out a bit about the “person”.

Our first industry leader is Greg Peterson, Chairman of NAFDA .

We thank Greg for his support of this initiative.

1. **How long have you been in the Foodservice industry?**
30 years – I started with H&M Foods in 1981
2. **How did you get involved?**
I moved from banking into the family business
3. **What do you believe is the best part of being in the industry?**
The longstanding relationships built up over many years with suppliers and other distributors
4. **What do you believe are the main issues confronting the industry?**
Product proliferation, margins and energy costs
5. **What do you see as the key future trends?**
Gaining efficiencies through technology, with ongoing rationalization at both supplier and distributor levels
6. **What can the industry do better?**
Always improve communication
7. **How do you relax?**
Stay at home
8. **What are your favourite sports?**
Rugby Union and the English Premier League (Soccer)
9. **Favourite music?**
Jazz and Blues
10. **Favourite food?**
Most things my wife Jill cooks or a simple BBQ with friends
11. **Favourite movie and TV show?**
Dirty Rotten Scoundrels and the EPL Highlights show
12. **Is there anything else we should know?**
I am interested in wine and enjoy tramping vacations – particularly in other countries.

“Some people want it to happen, some wish it would happen and others make it happen”

Michael Jordan

FYI!

UNDERSTANDING FOODSERVICE

Our next Understanding Foodservice program will be held at Ultimo TAFE in Sydney on September 22nd.



“Understanding Foodservice provides an excellent platform to assist new entrants to the sector to quickly gain an understanding of the market, the key players, the supplier base and current key issues facing Foodservice sector participants.

This program works effectively to both introduce Foodservice to new participants and also to give a refresher course to more seasoned members of the sector.”

Peter Macourt – Sales & Business Development Manager
NAFDA

For more information contact Vince on 0404 464 539 or vince_crawley53@hotmail.com!

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CHARITY GOLF DAY



It's time to dust off the plus-fours and get the clubs out to “swing for charity”! The FSAA Charity Golf Day is here! Join industry colleagues in a fun day where net proceeds will be donated to an industry related charity. **A great way to entertain your customers!!**

WHEN: Tuesday November 8th 2011

WHERE: Kogarah Golf Club, 19 Marsh Street, Arncliffe (opposite Sydney International Airport Terminal)

TEE OFF: Noon – please be there by 11.15a.m. for tee allocation and a sausage sizzle!

COST: Members \$125 + GST (the same price also for one guest)
Non-Members \$150 + GST each

This includes green fees, gift pack, prizes, and refreshments before and after the game.

If you wish to hire clubs the cost is an additional \$30. If you wish to hire a motorized cart the cost is an additional \$40 (first in, first served!).

Get out of the office for a day and form a team for this four ball Ambrose event to see who can tell the best golf jokes! Contact Vince for bookings.

Co-Sponsored by:

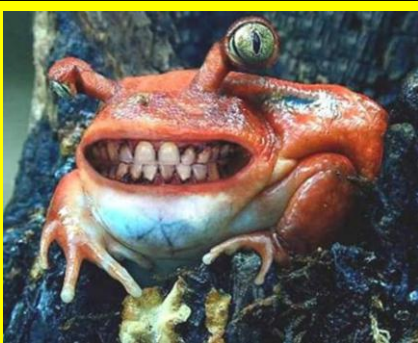


Visit our web site at www.fsaa.org.au and see where we have inserted all member logos with links to their web sites!

Annual General Meeting

Our AGM will be held at the offices of BIS Shrapnel on Wednesday December 14th. Details will be sent to you in early October.

Feel free to give us feedback on thoughts and ideas on how we can further improve our services to you our members!



Have a Happy Day!