



Adelaide Hills Food

2007–2010 Strategic Plan / 2007 Business Plan

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Adelaide Hills Food is a membership-based organization for individuals and businesses producing food in the Adelaide Hills region who are interested in developing and promoting Adelaide Hills food.

Mission

Adelaide Hills Food exists to help sustain and grow each of its member's businesses through its work in assisting growth of the region and the food industry as a whole by working with industry partners, other food groups and government agencies.

Our aim is to build strong partnerships across all sectors of the region's food industry, from primary production to food service, including industry partners wine and tourism.

Through communication and education, Adelaide Hills Food will work with consumers to promote the unique and exceptional qualities of the region's food and the pleasure and well-being it can bring.

Vision

By 2010, the Adelaide Hills will be recognised, both nationally and internationally, for the creativity, quality and sustainability of its food culture.

Industry trends

As people are becoming more affluent, they care more about what they eat. Food scares arising from interference with the food chain and uncertainty about imported foods have created a strong desire in consumers for food they can trust.

The health and nutritional value of food is seen as increasingly important in a market saturated with fast food and junk food.

Consumers are concerned about environmental issues such as water and chemical use and the distance that food is transported in relation to the food they buy.

Regional strengths

The Adelaide Hills has a strong horticultural base with a long history of supplying Adelaide with fresh fruit and vegetables.

There is now a new generation of food producers who are value-adding to these and other primary products.

The proximity to the city and to interstate and overseas export channels is an advantage to the region compared to other more remote areas.

As the Mt Lofty Ranges is a water catchment area for Adelaide, there are specific challenges to growers and producers in the area in the way that they conduct their business linked to stringent environmental regulations.

Water use is also in issue for all farmers in the region, growing cool climate crops.

Individual challenges

Members have to deal with issues that are common to many small businesses, including the importance of visibility if their contribution to the economy, community and culture of the region is to be recognised and taken seriously.

Branding

Adelaide Hills Food recognises the importance of branding in adding value to members' businesses and to the region.

The Adelaide Hills has an advantage of being an area whose potential is yet to be realised.

The region's proximity to the city and the fact that it has "Adelaide" in its name means that area and its produce is easily open to national and international recognition.

It is important that Adelaide Hills Food achieves strong branding, like that of Food Barossa, in order to realise its potential.

Communication & involvement

Adelaide Hills Food will continue to work actively for its members through the following areas...

- Strengthen relationships with industry and regional partners.
- Develop membership pack and build membership.
- Publish a second edition of The Adelaide Hills Food Guide in time for Tasting Australia.
- Design and implement food trails to be publicised in the Food Guide.
- Develop a food service catalogue.
- Continue to publish monthly newsletter, The Adelaide Hills Food Chain.
- Complete renovation of the Adelaide Hills Food website.
- Host food media famil for Tasting Australia.
- Develop branding strategy.
- Facilitate member networking.

Financial strength

Adelaide Hills Food will continue to work actively on achieving financial strength by...

- Continuing to explore possible revenue streams.
- Preparing and working to an annual budget.
- Continuing to grow its base of members and friends.

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Governance

Adelaide Hills Food will...

- Run an annual planning process with contributions from its members.
- Administer the organisation in accordance with its constitution.
- Ensure its treasurer arranges for financial reports to be available at Executive Committee Meetings and has audited annual financial statements available.
- Lodge an annual association return.
- Hold an annual general meeting.

Business Development

Adelaide Hills Food will...

- Work with other agencies to help market members' produce as widely as possible.
- Work collaboratively with producers to take advantage of promotional opportunities.
- Support members in increasing cost and time efficiencies in distribution.
- Continue to work towards establishing an Adelaide Hills Farmers' Market in Spring 2007.
- Circulate information and co-ordinate training which supports business growth.

Strategic & business plans

The 2007–2010 Strategic Plan and 2007 Business Plan were developed through a planning workshop, supplemented by discussions with the Executive of Adelaide Hills Food.

The process was facilitated by Bob Goreing of the Adelaide Hills Regional Development Board, and took note of the Regional Food Plan developed for Adelaide Hills Regional Development by Hudson Howells, and the Food Industry Development Officer plan developed in conjunction with Food South Australia.

The Strategic Plan will be reviewed annually in January, on a rolling three-year basis, and published in February. The Business Plan will be developed in conjunction with the review of the Strategic Plan.

MARY FOWLER
Chairperson

SEAN BRADSHAW
Deputy Chairperson

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