

## Plenty Food Group Membership Information

**Integral Member** (turnover under \$250K per annum) **\$275**

**Integral Member** (turnover over \$250K per annum) **\$400**

**Alliance Member** (not a local food manufacturer) **\$500**

*No Joining Fee*

Benefits	Food Manufacturer Member	Food Manufacturer Non – Member	Alliance Member
1. Use of Plenty Food Group Member Logo	✓	✗	✓
2. Access to the services of the Plenty Food Group Co-ordinator	✓	✗	✓
3. Listed on the Plenty Food Group (confidential) mail list for news and current information	✓	✓	✓
4. Access to Plenty Food Group website with <i>Member only</i> benefits	✓	✗	✓
5. Standard online directory listing	✗	✓	✗
6. Detailed online directory listing with business description, colour logo or image	✓	✗	✓
7. Post information to the Plenty Food Group Online Forum	✓	✗	✓
8. Opportunity to be profiled on the Plenty Food Group Website	✓	✗	✓
9. Submit product information/releases to the Plenty Food Group 'New Product/Innovation' page	✓	✗	✗
10. Access to downloadable presentations and media	✓	✗	✓
11. Priority reporting from 'Product Enquiry' results	✓	✗	✓
12. Priority access to Plenty Food Group events, training, shows and services	✓	✗	✓
13. No Cost or reduced fees at Plenty Food Group events.	✓	✗	✓
14. Trade show support	✓	✗	✗
15. Assistance to source business services and benefits for employment, cost reduction, export, marketing, R&D etc.	✓	**	✗

\*\*Limited services may be made available to non-members on a case by case basis.

## ***Membership Definitions***

### **Integral Member**

A food manufacturing business located in Melbourne's north within or on the municipal boundaries of Hume City Council and the City of Whittlesea.

### **Alliance Member**

An industry, business, group or body that provides goods and/or services related to the food manufacturing industry and food manufacturers located outside of the Plenty Food Group boundaries.

### **Membership Period and Fees**

Membership period of twelve months commences upon the receipt of a completed membership application form and confirmed upon full payment. A Tax Invoice will be issued from the City of Whittlesea for membership fees to the business name listed on the membership application. City of Whittlesea will manage all funds received on behalf of the Plenty Food Group project with all funds going directly to Plenty Food Group initiatives and expenses supporting local food manufacturing. At the end of each membership period a Tax Invoice will be issued for the next membership period.

## ***Benefit Definitions***

#### **1. Use of Plenty Food Group Member Logo.**

Integral Members and Alliance Members will have the use of a Plenty Food Group logo for promotional purposes, eg website trade shows, receptions etc

#### **2. Access to the services of the Plenty Food Group Co-ordinator.**

The Plenty Food Group co-ordinator is employed to assist the members in gaining business information and services and liaise between government and other industry agencies and groups, to provide benefits back to business and the industry.

#### **3. Listed on the Plenty Food Group (confidential) mail list for news and current information.**

On a regular basis news will be sent out to inform manufacturers of coming events, initiatives and beneficial information that can directly relate to the day to day running of business. More detailed information will be made available within the secure members section of the Plenty Food Group website which will only be available to Integral and Alliance Members.

#### **4. Access to Plenty Food Group website with *Member only* benefits.**

The Plenty Food Group *Member Only* pages on the website will be accessible via the member login page using an issued username and password. Detailed information on initiatives, industry contacts and member all privileges will be available here.

#### **5. Standard online directory listing.**

The standard online directory listing will only include a the business name, address and contact phone number.

#### **6. Detailed online directory listing with business description, colour logo or image.**

The detailed online directory listing will include the business name, business description of approximately 50 words, company logo or image, address, phone number, fax, email link, business website link, accreditation symbols (eg. HACCP, Halal, Exporter, Direct to Public), location map and vCard download.

**7. Post information to the Plenty Food Group Online Forum.**

The Notice Board will be available to members within the Plenty Food Group website member section. Members will be able to submit information to the notice board on current concerns, looking for equipment, staff or assistance, and participation in Plenty Food Group initiated forums. Fair use policy will be in place with the Plenty Food Group reserving the right for its representatives to remove posted information deemed not suitable or not in line with its intended use.

**8. Opportunity to be profiled on the Plenty Food Group Website.**

On a regular basis the Plenty Food Group will profile an Integral and Alliance Members to be published on the home page of the Plenty Food group website. When removed it will be available to be viewed on the profile page and business directory listing on the Plenty Food Group website.

**9. Submit product information/releases to the Plenty Food Group 'New Product/Innovation' page.**

On a regular basis the Plenty Food Group will promote new product and innovation information from Integral members on the home page of the Plenty Food group website. When removed from the home page it will be available to be viewed on the New Product Information page on the Plenty Food Group website.

**10. Access to downloadable presentations and media.**

All members will have access to download presentations, submitted media from other organisations and media created for members by the Plenty Food Group. These will be located within the members section of the Plenty Food Group website.

**11. Priority reporting from 'Product Enquiry' results.**

All product enquires generated from the Plenty Food Group website will be reported to Integral and Alliance Members to take initial advantage of. If Integral Members do not have the required product, other local manufacturers may have the information passed to them.

**12. Priority access to Plenty Food Group events, training, shows, services and networking events.**

Integral Members will have the first option and or priority to attend, participate in any Plenty Food Group event, training, show/exhibition and services. Alliance Members will also have priority access, however this will be based on the type of event or service which will be managed on a case by case basis. For example, a service provider will not have access to promote themselves on a Plenty Food Group stand at a food exhibition.

**13. No cost or reduced fees at Plenty Food Group events.**

Integral Members will have no cost or greatly reduced fees to participate and benefit from Plenty Food Group events, training, show/exhibition and services. Alliance Members will also have no cost or greatly reduced fees, however this will be based on the type of event or service and will be managed on a case by case basis. For example, a service provider will not have access to promote themselves on a Plenty Food Group stand at a food exhibition.

**14. Trade show support.**

Integral members will have the support of the Plenty Food Group at recognized national and international trade shows, and regional group stands. Integral Members can also nominate trade shows that they believe the Plenty Food Group should be supporting.

**15. Assistance to source business services and benefits for employment, cost reduction, export, marketing, R&D etc.**

Working with the many industry and Government contacts the Plenty Food Group has established and will continue to establish, the Group will find opportunities and assist Integral Members with employment and training services, local and international marketing and business leads, research and development opportunities, and other business opportunities that can benefit local food manufacturers.

**Disclaimer**

The Plenty Food Group is acting on good faith to promote and benefit the local food manufacturing industry and does not accept any liability in respect to information and services provided by the Plenty Food Group.