



MEMBERSHIP PROSPECTUS 2020 - 2023



Connect with us via

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Who are the Food Fossickers?

Food Fossickers is a membership-based network that offers opportunities for food related businesses to grow and develop in our thriving food region.

We believe in the important role that food plays in a healthy and sustainable society and is committed to informing the community about where their food comes from by sharing the stories about those who help to put it on the table.

The network welcomes food and beverage growers, producers, retailers, cafes, pubs, restaurants, butchers and more. Food Fossickers believe in building stronger relationships and an independent supply chain for local and regional food. Food Fossickers is a strong and viable food trade network which provides a much-needed structure and advocacy for local, regional and seasonal food knowledge.

OUR GOALS

- Nurture and support food source sustainability in central Victoria;
- Deliver marketing and public relations initiatives that support member food and beverage producers;
- Support some of the most successful and authentic farmers' markets in our region;
- Develop market access for producers through an independent supply chain;
- Create a 'food fossicking' culture that encourages and supports sustainability in our region;
- Create effective education and advocacy for members;
- Put local food on local plates;
- Connect the public with local food and beverage producers; and
- Connect producers and growers with venues.

As a collective, Food Fossickers aim to build partnerships that will inspire, nurture and promote regional food and food related experiences in such a way as to strengthen its cultural food heritage and create a sustainable food industry that will highlight the region on the foodies map

Events and Key Achievements

SOME OF OUR KEY ACHIEVEMENTS TO DATE

- Establishment of a thriving food trade network.
- Input into the Food Fossickers map of Bendigo and the region created by Bendigo Tourism.
- Advocacy for small and local producers, food businesses and central Victorian food tourism.
- Involvement in many high profile events eg: Melbourne Food + Wine Festival, Federation Square Wine Showcase, Bendigo Community Farmers Market etc.
- Development of unique Food Fossicker events eg: Picnic with the Mad Hatter, BBQ Madness and Signature Dish events.
- Involvement in food initiatives across Australia.
- Active relationships with the City of Greater Bendigo, Bendigo Tourism, farmers' markets, Bendigo Weekly, Bendigo and Heathcote winegrowers.
- Working in conjunction with Bendigo Tourism on the development of Food Fossicking Tours in Bendigo for both visitors and VIPs to experience local produce and restaurants.
- Development of brand new website
- Membership profiles for social media outlets

AFFILIATIONS

- Bendigo Tourism
- City of Gastronomy
- Bendigo Council Food Strategy

OUR EVENTS

2017

The Great Local Lunch series - Masons of Bendigo High Tea

Food Fossickers Networking Event

The Great Local Lunch series - Rocks of Rosalind

Bendigo Writers Festival - The Good Taste Tram

2018

Welcome to our Kitchens

Food Fossickers Monthly walking tours

Bendigo Writers Festival

2019

Welcome to our Kitchens

Food Fossickers monthly walking tours

Local Producer showcase

UNESCO City of Gastronomy bid in partnership with City of Greater Bendigo

Food Fossickers Networking events.

Bendigo Writer Festival

2020

Membership evening Heathcote

Five Hamper Drives

REGIONAL

160km North, South, East and West of Bendigo

Based around the Bendigo Regional Tourism framework, the Bendigo region provides some of the best food producers in Victoria. Influenced by the 160km food source model, there are many benefits from working together to build a stronger food industry. The sharing of regional knowledge help cooks and chefs plan their menus focusing on the cultural heritage around our local food journey.

SEASONAL

Summer, Autumn, Winter and Spring

By coming together, local producers can provide members and the wider community with a better understanding of what is in season and when, therefore embedding a genuine understanding of food seasonality. Seasonal Showcase Sessions are held to help members identify produce that is available. Shared knowledge can inform the development of special events, marketing ideas or new dishes on the menu.

PROMOTION

Working together to create events and marketing ideas

The network allows for relationships and partnerships to develop at a local level stimulating the creation of new food concepts, events and marketing initiatives. Food Fossickers explores partnerships to attract visitors, identify funding opportunities and encourages spending in the region. Media opportunities are also sought to relay and share the stories of members.



MEMBERSHIP CATEGORY A

Food and Beverage Producers, Manufactures, Venues, Providores and Food Professionals

This membership type is applicable for businesses with products that are grown, produced, processed or sold within 100 miles (160kms) of Bendigo and includes:

- A business listing on the Food Fossickers website www.foodfossickers.com.au.
- A Food Fossickers decal to proudly display in your business premises.
- The opportunity to be included in PR campaigns and media coverage aimed at promoting the local food industry.
- Opportunities through Food Fossickers' affiliation with Bendigo Tourism including access to regular industry updates, events, training and networking opportunities (note: must be a Bendigo Tourism member).
- Enjoy powerful advocacy through the connection of a passionate and vibrant network to legislative bodies, government and ministerial departments.
- Build stronger relationships with consumers who buy from and support local enterprise.
- Enjoy discounts for bespoke events and behind the scenes of some of the region's best producers.
- Keep abreast of all regional and state wide food events and opportunities.
- Access to relevant professional and industry development activities.
- Exclusive access to Food Fossicker members only forum (Facebook Group).
- First opportunity to have products used in marketing, promotions or publicity to promote the region eg. Media shoots and Food Fossicker hampers.
- Invitations to participate at a range of local and state events eg. Festival of Lamb, Tastes of Victoria, Melbourne Food + Wine Festival, Put Victoria On Your Table as well as specific Food Fossickers branded events.
- Being part of a collective to help foster business growth, business confidence and new opportunities for all.
- First priority to be involved in Food Fossickers Tours and familiarisations for VIPs and visitors.
- Exclusive invites to member only events.
- First priority to be included in showcase events i.e. pop-ups, picnics, The Great Local Lunches etc.

2020-2023

\$250

3 years

MEMBERSHIP CATEGORY B - INDUSTRY SUPPORTERS

Local businesses that support the Food Fossickers vision of supporting local food on local pages. Eg: owner operator with less than 5 items on their menu, accommodation / B&Bs, wineries.

- A business listing on the Food Fossickers website www.foodfossickers.com.au
- A Food Fossickers decal to proudly display in your business premises.
- Receive opportunities through Food Fossickers' affiliation with Bendigo Tourism including access to regular industry updates, events, training and networking opportunities (note: must be a Bendigo Tourism member).
- Enjoy powerful advocacy through the connection of a passionate and vibrant network to legislative bodies, government and ministerial departments.
- Build stronger relationships with consumers who buy from and support local enterprise.
- Access to relevant professional and industry development activities.
- Exclusive access to Food Fossicker members only forum (Facebook Group).
- The opportunity to be included in PR campaigns and media coverage aimed at promoting the local food industry.
- Invitations to participate at a range of local and state events eg: Festival of Lamb, Tastes of Victoria, Melbourne Food + Wine Festival, Put Victoria On Your Table as well as specific Food Fossickers branded events.
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MEMBERSHIP CATEGORY C - FOOD FOSSICKERS FRIENDS AND SUPPORTERS

Non-industry individuals and businesses that believe in, and want to support the Food Fossicker vision.

- Early bird invitations to Food Fossicker events.
- Invitation to networking events.
- Access to monthly Food Fossicker newsletter providing details of upcoming events and opportunities.
- Support a vibrant and growing industry based network.

