



GOING LOCAL

The Buy West Eat Best program is a response to consumer demand for locally produced food and beverages. It is a brand that consumers trust and look for, a rally call they respond to.

Buy West Eat Best offers single membership to industry associations and co-operative organisations. This gives association members opportunities to leverage Buy West Eat Best's annual calendar of advertising, public relations, social media and trade marketing events with engaged stakeholders and fellow members. It also allows the association entity to be aligned with a brand that represents integrity, trust, and fresh, local produce.

It's a good choice.



90% agree Buy West Eat Best is important to the WA economy



78% trust the Buy West Eat Best brand



74% unprompted awareness of the BWEB brand

Painted Dog Research, April 2020

Why join?

Buy West Eat Best as a brand supports West Australian food and beverage industries. Our members receive a number of benefits, including:

- Licence to use the Buy West Eat Best logo for application on packaging, product and promotional material
- Point of sale materials such as stickers, shelf talkers, posters, recipe cards and mobiles
- Exclusive marketing opportunities and activations including but not limited to:
 - Retail promotions such as sampling opportunities and catalogue inclusions
 - Reduced rate for advertising features
 - Promotional support via Buy West Eat Best social media channels, with 25,000+ followers
 - Participation in Buy West Eat Best public relations events and campaigns
 - Industry networking, B2B and B2C opportunities
 - Cross promotional support opportunities

**May involve co-investment.*

Membership Criteria

To qualify as a Buy West Eat Best association member, you must represent and/or directly support the WA food and beverage industry.

Sign me up!

Join an engaged community of food and beverage businesses who share a passion for celebrating and promoting local! Simply complete the application form at www.buywesteatbest.org.au

An annual fee of \$309 + GST is charged to cover administrative costs.

For more information, contact:

Buy West Eat Best hotline: 1800 132 422
or **email:** feedback@buywesteatbest.wa.gov.au

Buy West Eat Best was formed in 2008 and is administered by the Department of Primary Industries and Regional Development, Western Australia. Members represent growers, producers, retailers, associations, restaurants and food services from across the supply chain. For a full list of members, go to www.buywesteatbest.org.au

Please turn over

BUY WEST EAT BEST ASSOCIATION MEMBERSHIP APPLICATION



Department of
Primary Industries and
Regional Development

Part 1: Contact details

Registered company name: _____

Trading name: _____ ABN/ACN: _____

Postal address: _____

Street address: _____

Website: _____

Social media handles: _____

Contact 1

Contact 2

Name: _____ Name: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Part 2: Company and product details

Please tick if your association meets the following criteria:

Association:

Representing companies whose products are grown, farmed or fished in Western Australia and/or

Representing Western Australian food and beverage regions and/or community groups

Part 3: Return completed form

Return completed form with supporting documents via email feedback@buywesteatbest.wa.gov.au or by post:

Department of Primary Industries and Regional Development

Attn: Buy West Eat Best

Locked Bag 4

BENTLEY DELIVERY CENTRE WA 6983

Free Hotline: 1800 132 422 Fax: (08) 9367 7389

Email: feedback@buywesteatbest.wa.gov.au

If your application is successful the Department of Primary Industries and Regional Development will send you a trademark licence agreement to sign, together with a tax invoice for annual membership.