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The Australian Food & Agribusiness **CLUSTER ECOSYSTEM**



FIAL's Cluster Programme

We are proud to introduce you to the FIAL's Cluster Programme winners: *East Gippsland Food Cluster*, *Ferment Tasmania*, *Central Coast Industry Connect* and the *Food and Agribusiness Network*.

This first-of-its-kind initiative was launched in late 2017 to encourage greater connectivity and collaboration in regions and cities across the Australian food and agribusiness sector.

The Cluster Programme is driving innovation and accelerating growth through matched funding to help businesses, researchers and governments at all levels tackle common challenges that they otherwise could not pursue on their own.

Following on from FIAL's work with clusters, the government announced a \$20M SME Export Hubs Initiative to support cluster development across Australia.

WHAT'S INSIDE THIS ISSUE:

We want to create a community of clusters who share resources and support each other. This month, we are introducing you to the FIAL Cluster Programme champions.



Central Coast Industry Connect

Under the FIAL funding, Central Coast Industry Connect (CCIC) is establishing an embryonic cluster on the NSW Central Coast. The cluster will bring industry, research organisations and governments together to work collaboratively to grow the current food and beverage sector. From this growth will come more local employment, give the region a clearer identity and improve the social fabric of the region.



Frank Sammut
Executive Officer

Highlights

As an embryonic cluster, the CCIC food cluster is in its formative stage. A steering committee has been established made up of a good mix of small and large food processors and manufacturers, all levels of government and educational providers. The committee has had two meetings since the start of November and the energy and enthusiasm shown so far to work together and make a difference for the region's food, beverage and agribusiness sector is outstanding.

Tips for Clusters

Things don't come easy. You need to be passionate, persistent and promoting what you do to gain the attention of your sector and that of all levels of government and community. It is important to quantify as soon as practicable, the value to your constituents and in our case to our region. Doing this provides the value proposition to the "eco system" you operate in, that gives you a basis for funding, both private and government.

Connect with CCIC at <https://centralcoastindustryconnect.com.au/>

East Gippsland Food Cluster

The agrifood sector is ripe with challenges and opportunities. The East Gippsland Food Cluster (EGFC) is a collaborative network of Gippsland agrifood businesses tackling these head on. We partner with government, researchers/educators and community to deliver better outcomes for our members, our region's important agrifood sector, and our communities.



Dr Nicola Watts
Chief Executive Officer

Highlights

- strong membership growth
- improved recognition of our regional produce
- development of new capabilities
- improved regional focus and responsiveness to global market insights
- implementation of a range of projects that have addressed workforce challenges
- development of an extensive collaborative network

Tips for Clusters

Find the right balance between short term initiatives that support immediate benefits alongside longer term initiatives that build capabilities and leverage opportunities for the future. Be industry and market driven whilst recognising and respecting the important contributions, needs and expectations of government, research, education and community stakeholders. And finally, it's a very crowded space out there – look for the opportunities to drive alignment and avoid unnecessary overlap, duplication and 'reinvention of the wheel'.

Connect with EGFC at <http://www.eastgippslandfoodcluster.com.au/>

FermenTasmania

FermenTasmania Ltd is an industry-led, not-for-profit cluster established to accelerate innovation, growth and collaboration for fermentation-based enterprises. FermenTasmania sees a Tasmania transformed into an internationally recognised centre for excellence for the design, production and marketing of fine fermented food, drinks and other products, and through this, returning substantial benefits across the economy.



Pip Dawson

Chief Executive Officer

Highlights

The overwhelming response from industry, service providers, educators and government at all levels to the FermenTasmania concept and the benefits it provides across multiple industry and research sectors - not just food and agribusiness but also covering tourism, manufacturing, resources and energy.

Tips for Clusters

Focus, focus, focus - While the scale of demand for good quality food is large and continues to grow, Australian supply capacity is quite limited. Our challenge is to maximise our revenues for what we produce by targeting the most demanding consumers and ensuring they will want to pay a premium for what we produce now and into the future. Across government, industry and individual companies, we collectively need to consider how we can become more consumer-centric - more familiar with consumer trends and tastes, more supportive of the customers and distributors that can build the value of our brands, and how we can become better at working together.

Connect with FermenTasmania at <http://www.fermentasmania.com/>

Food and Agribusiness Network

Established by the industry, or the industry, Food and Agribusiness Network (FAN) was launched in December 2015 and today has more than 230 members from across the value chain in the Greater Sunshine Coast region. Backed by a strong community of supporters, FAN's members are leading the way in showing when we collaborate around shared challenges and opportunities, we can all grow together.



Emma Greenhatch
General Manager

Highlights

FAN was recently awarded the Social Enterprise small business of the year in the Sunshine Coast Business Awards. Over the past three years, FAN has created an environment for our members to develop relationships and trust, which has led to members collaborating in many ways, such as developing innovative products and waste solutions. In 2018, more than 800 members have attended FAN events and we have facilitated \$1 million in new sales through supporting members to attend national trade shows.

Tips for Clusters

For FAN, maintaining our industry-led focus and having members, sponsors and partners from across the food value chain and affiliated services has been fundamental to developing a strong cluster. This encourages collaboration and innovation, providing opportunities to grow the broader food and agribusiness economy.

Connect with FAN at <https://foodagribusiness.org.au/>