



Annual Membership Application Form

- Full Membership (\$150.00 incl. GST)**
Benefits: Heartlands Directory listing, website listing, discounts for events, discounted or free promotional opportunities, use of Heartlands trailer and expo kit, newsletter, networking, invitations to events and AGM voting rights workshops (discounted prices).
- Friend Membership (\$20.00 incl. GST)**
Benefits: Newsletter, networking and invitations to events (full price).
- Corporate Membership (\$500.00 incl. GST)**
Benefits: Fulfil community goodwill obligations, access to Heartlands Country members, promotional agreements (conditions apply), recognition in newsletter and at events, networking, invitations to events and workshops.

Name:

Postal address:





Town/Suburb: State: P/C

Ph: Fax: Mobile:

Email:

- My cheque for \$150.00/\$20.00/\$500.00 (circle option) made payable to the **Regional Branding Group Inc.** is enclosed; or
- I have transferred \$150.00/\$20.00/\$500.00 (circle option) to the Regional Branding Group Inc bank account

For membership payments or general membership enquiries:

-  Electronic Funds Transfer to:
Regional Branding Group Inc
Bendigo BSB 633-108, Account 112645254 (include your name with transfer).
-  Fax this form to Carol Redford on 08 9655 4035
-  Send in this form with your cheque made payable to the **Regional Branding Group Inc.** to Treasurer, C/- 372 Fynes Road, GINGIN WA 6503.
-  Telephone Carol Redford on 0427 554 035

Heartlands Country celebrates your commitment to value added products and services. It encompasses all products and services produced in the Heartlands Country Region, geographically known as the Wheatbelt. Established in May 2001 this regional branding group has successfully developed its own website, participated in numerous trade shows within the Wheatbelt and metro areas and is increasing its membership all the time...

So what's in it for Members?

Brand Association

The Heartlands Country brand is synonymous with quality products and services. Developed with extensive research in consumer markets, the Heartlands Country brand stands for quality, health and innovation.

Heartlands Directory

Receive a listing in our Heartlands Directory brochure (printed annually).

The Website

Promote your products on our website, www.heartlandscountry.com and link back to your own business website.

The Newsletter and Information

Monthly newsletters packed with information, news and opportunities. Heartlands Country provides the link between producers and information, resources and expert advice. Stay up to date with government funding opportunities and show grant assessors your commitment to promoting value added products and services by being part of Heartlands Country.

Partnering and Linking

When you hit a stumbling block in your business we can usually help you find a solution using our great network.

Marketing and Media Exposure

Benefit from substantial market research and our marketing strategy to promote your products and services. Regular press releases promote Heartlands Country to local, state and international media outlets.

Distribution Outlets and Opportunities

Through a range of activities (field days, in store promotions, on-line marketing), get your products out into the wider market place. A co-operative approach and strong brand provides you with access to distributor outlets and buyers.

Co-operative Trade Show Presentations

Gain affordable access to country and metro trade shows and events like the Good Food and Wine Show, Feast Perth, Wagin Woolorama and Dowerin Field Days.

Training and Development

Take the opportunity to be involved in various training and business development initiatives throughout the year. Some are presented free or at discounted rates to members.
