



Australian Institute of Technical Chefs

3rd AGM held on:

Monday, 29 October 2018

Box Hill Institute of TAFE, Fountain Restaurant's, 465 Elgar Rd, Box Hill VIC 3128

Marketing Report by Martin Probst

ACHIEVEMENTS

Since the AITC was established in 2016, we created a lot of awareness within our industry.

Despite our still infant state of our non-for-profit organisation and limited financial resources, we managed to build a solid foundation to build on in the future and increase our membership base.

Our achievements since our last AGM include:

<ul style="list-style-type: none"> • A more functional and sophisticated website with online application, approval process and ongoing new updates to keep our valuable members informed.
<ul style="list-style-type: none"> • Social Media channels update: <ul style="list-style-type: none"> ○ 2 Facebook groups <ul style="list-style-type: none"> ▪ Members only, with around 60 followers ▪ Public, which attracted over 450 followers ○ Goggle+ account ○ YouTube channel <p>Great news - We have now an approved fund for our marketing campaign to increase our Social Media presents. - A big thank you to Kevin Starow (AITC Branding) for your support.</p>
<ul style="list-style-type: none"> • We have now 4 professional marketing videos available <ul style="list-style-type: none"> ○ AITC the organisation for REAL CHEFS ○ Australian Institute of TechnicalChefs in Thailand ○ George speaks ○ Australian jury and vips <p>A big thank you to Murray Twaits from Wandee Media in Bangkok for his ongoing support</p>
<ul style="list-style-type: none"> • Several Press Releases were written and distributed about the process and achievements of AITC.
<ul style="list-style-type: none"> • Certificate to acknowledge the first 50 AITC members have been send out to acknowledge their involvement in establishing the Australian Institute of TechnicalChefs.
<ul style="list-style-type: none"> • New document 'TechnicalChef explained' has been created, that delivers a clear message to the industry and public about our vision and purpose. This document is also available on our website.
<ul style="list-style-type: none"> • Short after our last AGM, we released our first handbook (hard copy and online version), featuring the first 50 TechnicalChefs. • We also created an online directory for easy access to different member profiles. • And many more...

OUR MARKETING VISION

<ul style="list-style-type: none"> To include the general public in AITC, although they cannot be members they can be supporters, or champions of the cause. We need to leverage their power to promote the benefits of AITC.
<ul style="list-style-type: none"> Become the most publicly recognised professional culinary organisation in Australia.
<ul style="list-style-type: none"> Advertise to the general public and educate them in regards to how AITC is of benefit to them.
<ul style="list-style-type: none"> Increase traffic flow to the website
<ul style="list-style-type: none"> Increase revenue through sponsorship, donations, membership & advertisement

WHAT IS THE NEXT STEP:

- Maintaining existing marketing strategies
- Implementing Social Media campaign with the allocated fund to increase our presents
- Utilising the power of our growing membership base to spread the word and promote AITC throughout Australia. To get started, can all members please:
 - Join our social media pages and
 - Support us by sharing our links, articles etc. on their social media and within their networks

I would like to take this opportunity to thank all the council members, the TechnicalChefs, sponsors and all other AITC supporters for their contribution. - Without you, this institute would not be able to exist.

Culinary regards,

Martin Probst

General Manager - Marketing
AITC - Australian Institute of TechnicalChefs

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