

MWFIA Strategic Focus



MID WEST
FOOD INDUSTRIES ALLIANCE

EST. 2019

The Mid West Food Industries Alliance (MWFIA) Inc (MWFIA) was established in 2019 and incorporated in 2021. MWFIA is a cohort of people enabling new and existing food industry businesses in the Mid West region of WA to grow.

PURPOSE

To help members market and promote their products under a recognised regional brand fostering sustainable business growth.

VISION

A recognised food and beverage region known for its diverse products and experiences.

MISSION

A viable industry led cluster that creates value and contributes to the growth and sustainability of the Mid West WA Food and Beverage industry and its associated tourism, hospitality and agrifood partners.

VALUES

- Local Champion
- Regional Advocate
- Collaborative and Trusted Alliance Partner
- Industry Led
- Future Focussed

OBJECTIVES

The objectives of MWFIA include:

- Build a recognised regional food brand that benefits the growth and sustainability of industry members and contributes to positive economic outcomes.
- Build and maintain a collaborative member base that experiences value in their connection to MWFIA, fellow industry members and key stakeholders/partners.
- Partner with industry, government and key stakeholders to:
 - support new entrants to the industry,
 - unlock future business opportunities,
 - identify value add opportunities,
 - showcase and champion the regional brand, and
 - advance the sustainable growth of industry members.
- Facilitate a schedule of events, activities, projects and opportunities that help to build capacity and foster increased engagement in local, domestic and export pathways by industry members.
- Create financial stability and uphold good governance for MWFIA.