



ra.

The image features a man with a beard and short brown hair, wearing a red t-shirt, standing behind a wooden counter in a cafe. The background is filled with chalkboards containing handwritten text in various colors. The entire image is overlaid with a semi-transparent red filter. The text 'ra.' is prominently displayed in the center in a large, white, lowercase, sans-serif font.

What we do

**Good food is one thing.
Good business is something else.**

We are here to assist our members in any way we can. Be it something small, or large, we are a one stop shop to help hospitality business owners do business better.

Associate members are important to us and we work hard to provide opportunities for you to connect with industry.





How can we help you?

Essentially, we help our Associate members in 4 different ways:

- We provide networking opportunities.
- We promote and market members and the industry as a whole.
- We save you money.
- We provide you with relevant information, resources, industry insights and tools.



Events & networking

Celebrating, connecting and learning. Our events keep your business moving!

- **Regional MeetMe events.** Our regular membership events across 12 regions are a unique opportunity for suppliers to connect one-on-one networking with your target market.
- **Key events – Hui-Hospitality Summit, Hospitality Awards & more.** Each year the RA brings the industry together at key events to learn, network and grow your business.
- **Regional branch activities...** have an office somewhere else in the country? Get involved with one of our 12 regional branches. A great way to expose your brand and service.



Marketing & promotion

Getting your business out there can be hard work. Let us give your business a boost.

- Free promotion of your business online through the RA **supplier guide** plus opportunity to **promote a special member discount** through the guide. **Find out more here**
- **Advertise at discounted rates** through the RA's fortnightly e-news and quarterly magazine, Savour.
- To promote your brand and your commitment to the industry, the RA offers a number of **key sponsorship opportunities**. Hui - Hospitality Summit, regional hospitality awards, golf days and more.
- Associate members also have the opportunity to **partner** with the Restaurant Association with extensive co-marketing and promotion opportunities.



Save!

Check out www.restaurantnz.co.nz/about-us/partners_supporters/ to find out more about our exclusive member discounts.

- Noel Leeming
 - Eftpos NZ
 - Westpac
 - Nova Energy
 - Crombie Lockwood insurance
 - OfficeMax
 - NetPay online payroll
 - Hesketh Henry legal representation
 - Helping Hands staff recruitment
 - Harrows furniture and more...
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- Our commercial kitchen and venue in Auckland, **taste.**, is available to hire at discounted member rates, for all your function requirements.



Your membership could be free!

Associate members have the opportunity to earn free membership with the Restaurant Association through our Association referral programme.

If you come across a business who you think would benefit from becoming a Restaurant Association member, send a referral through to us and we will get in touch with them. For every 10 that are converted to become members (over a 12 month period) you will receive a free Association membership. Any over 10 and you can store the free membership for following years, gift to another business, or use towards purchases of resources, event tickets, or gift vouchers through the Association.



Relevant information

Keep your finger on the pulse of the hospitality industry.

- RA magazine, **Savour**, and fortnightly **e-news**, keep you up to date with what is happening in the industry.
- Free **24/7 advice line and mentoring** team can assist with employment relations, legal and financial queries and more.
- The right **information and resources** to run your business effectively is also included as part of your membership. **Find out more here.**
- The **Foodservice Facts** and Hospitality Report provide key industry insights - trends, research, growth and statistics.
- Live streamed **professional development** seminars and webinars can be accessed from anywhere. **Find out more here**



Who do we connect you with?

Our core membership is more than just restaurants – we have cafes, food trucks, take away sites, chain restaurants, quick service restaurants, standalone cafes, restaurants and bars, catering companies and companies that feed into the industry. The majority of our 2000 members are restaurants and cafes (75%). Businesses where food is the hero.

Our most successful owners are strong leaders - passionate entrepreneurs with sharp business skills to crunch the numbers and organisational skills to keep all areas of the business running smoothly. They are problem solvers, motivators and great communicators.



In essence we are a bridge and a link.
At the heart of our industry is
communication - it's about talking, listening
and supporting. We do this by constant
streams of advice and dialogue.
**If you link with us our support will help you
and your business thrive.**





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www.restaurantnz.co.nz