



INSTITUTE
OF FOOD &
GROCERY
MANAGEMENT

18th Annual
**FOOD &
GROCERY**
EXECUTIVE PROGRAM

21-24 September 2015

Mt Eliza Executive Education

Mt Eliza, Victoria

www.ifgm.com.au

SUPPORTED BY:



Australian Food and Grocery Council



IFGC

NEW ZEALAND FOOD & GROCERY COUNCIL

WHAT PAST PARTICIPANTS SAY

"The program was the most beneficial thing I've done in my career so far and I recommend it to everyone. It's been incredibly useful and I hope I can do it again!"

Nicole Ferguson,
Woolworths

"I still to this day, think that your course is the best one I have ever attended. The learnings that I still live by today are around the importance of personal energy, the pursuit of simplicity (highlighted by the fantastic innovation ideas we developed in just a couple of days using a simple process versus the months that it takes us to do innovation normally!), the enormous opportunity to engage with our retail customers and the importance of leadership conviction".

Catherine Tan, Goodman Fielder

Fantastic program. What an amazing program full of brilliant learnings, great insights about ourselves and our industry, plus very practical tools to implement in my workplace and home. I'm a better me now".

Clare Mitchell, Wiley

- *"Hugely enjoyable and worthwhile – has rekindled my enjoyment of learning and mental stimulation. Thank you"*
- *"The sessions by Professor Hughes were fantastic – I could have sat through weeks of them alone"*
- *"An incredibly motivating and enjoyable experience that I think has had a genuinely positive impact on my life"*
- *"Very insightful, comprehensive. I liked the variety of the activities. Good for networking too"*
- *"Thank you so much for what is the best week of my career to date. I feel so inspired and confident to take the next step and be a leader in the industry. Exactly what I needed at this stage in my career"*
- *"A great week with great people and some amazing insights"*
- *"Outstanding. From all the academic courses, leadership and other learning programs, this was by far the best one"*
- *"Fantastic. The calibre of speakers and peers in the group was perfect. The venue is gorgeous as are the service. Everything was relevant and delivered in a practical way. Thank you again it was fantastic"*

LIST OF COMPANIES OF PAST PARTICIPANTS

- 7-Eleven Stores
- Alliance Marketing Corporation
- Ansell Healthcare
- Arnotts
- Aust Food & Grocery Council
- Aust Prawn Farmers Association
- Australian United Retailers
- Balfours
- Bi-Lo
- Blackmores
- Bonland Dairies
- Botanical Food Company
- BP Oil
- Bulla Dairy Foods
- Caltex NZ
- Campbell/Arnott's
- Cantarella Brothers
- Capilano Honey
- Carman's Fine Foods
- Cerebos Foods
- Chiquita Brands
- Clorox
- Coles Supermarkets
- Costa Group
- Dairy Brands
- Dairy Farmers
- Drake Supermarkets
- Effem Foods
- Ferrero Australia
- Fonterra Brands
- Foodbank NSW
- Foodstuffs New Zealand
- Foodworks
- Frucor Beverages
- George Weston Foods
- Gillette Australia
- Glendal Foods
- Goodman Fielder (AUS & NZ)
- Griffins Foods
- GSF Australia
- Hans Continental
- Hansells NZ
- Harris Farm Markets
- Harvest Freshcuts
- Heinz - Watties
- Henry Jones Foods
- Herdsman Fresh Essentials
- Hereford Prime
- Houston's Farms
- JC's Quality Foods
- Johnson & Johnson
- Kailis and France Foods
- Kellogg (AUS & NZ)
- Kimberly-Clark
- La Famiglia Fine Foods
- Lanes Food Group
- Leaderbrand Produce
- Lenard's
- Lion Co
- Lisa's Healthy Foods
- Mainland Dairies
- Mainland Products
- Manassen Foods
- Mars New Zealand
- Mars Snackfood
- McCain Foods (NZ)
- McCormick Foods
- Meadow Lea
- Meat and Livestock Australia
- Metcash Food and Grocery
- Metcash Trading
- MG Marketing
- Moore Wilson
- Murray Goulburn
- National Foods
- Nestle
- Nestle Purina Pet Care
- New Zealand Dairy Products
- New Zealand Sugar
- New Zealand Trade & Enterprise
- Nice Pak Products
- One Harvest
- OSI International Foods
- Pacific Magazines
- Pauls/Parmalat
- PB Foods
- Pelikan Artline
- Perfection Fresh
- Picasso Foods Australia
- Pinata Marketing Australia
- Pitango
- Procter and Gamble
- Progressive/Foodtown
- Prolife Foods
- PLC (NZ)
- Safcol
- Safeway
- Sakata Rice Snacks
- Sanitarium (AUS & NZ)
- Sara Lee
- Sealord
- Shell Company of Australia
- Simplot Australia
- Snack Brands Australia
- Stockyard
- Stahmann Farms
- Sugar Australia
- Sundown Foods
- Sunny Queen Australia
- Tassal Group
- Tetley Australia
- The Harvest Group
- The New Zealand King Salmon Company
- The Warehouse
- Toops Wholesale
- Uncle Toby's
- Unicharm Australasia
- Unilever
- Vegco
- Visy Industries
- WAMMCO International
- Wendy's Supa Sundaes
- Wiley & Co
- Woolworths Ltd
- Wrigley
- WWF- Australia
- Zespri International

FOOD AND GROCERY EXECUTIVE PROGRAM

This course is a unique blend of personal development, enhancement of professional skills, industry forum, practical learning experience and networking opportunity. The program method involves interactive lectures with our international faculty, industry leaders as guest speakers, moderated forums, open workshops, case studies on live issues and group discussions. Another feature is the extensive use of syndicate groups with participants from different parts of the food and grocery industry working together to assess the implications of materials presented. The course is designed to assist delegates to apply what they learn during the week to their job and also offers opportunities to seek creative input and advice on a business issue or challenge of the moment.

Benefits of attending:

- Gain practical tools for problem solving, decision-making, driving innovation and leading high performance teams
- Investigate best practice in managing business relationships and creating collaborative advantage
- Expand your personal network with peers throughout the supply chain
- Participate in analysis and discussion of key marketing trends and emerging issues
- Learn from interactive forums with senior industry leaders
- Avail yourself of faculty and executive mentoring opportunities
- Position yourself for career growth and progression

Who should attend?

It is intended that the class include representatives from all sectors of the Australian and New Zealand food and grocery industry including packaged goods, beverage, health and beauty suppliers, retailers, wholesalers, distributors, logistics and support services to the industry.

The program is specifically designed for Directors and Managers in such areas as:

National Sales	Key Accounts
Trade Marketing	Retail Operations
National Marketing	Customer Development
National/Senior Buying	Sales and Marketing
General Management	Category Development
National Accounts	Promotion and Advertising
Financial Management	Supply Chain & Logistics
Senior Brand Management	Regional/State Management

The Program comprises four core topics:

- **Mastering Market Realities**
- **Succeeding at Innovation**
- **Growth through Collaborative Advantage**
- **Leadership, Decision-making and High Performance Teams**

PROGRAM DETAILS

Mastering Market Realities

Professor David Hughes - [Trends, Customers and Markets](#)

A review of the key demographic, economic, lifestyle, dietary and shopping habit factors which are driving consumer change and how retailing, distribution, manufacturing and service firms will need to respond if they are to succeed and grow.

Professor David Hughes - [Emerging Issues Forum](#)

An open discussion on emerging issues in the food, grocery, beverage and FMCG industries, including sustainability, green and other social and economic concerns, and their implications for manufacturers and distributors with one of the world's leading experts in the field.

Mr Geoff Erby, Manassen Foods - [In Discussion](#)

Succeeding at Innovation

Ms Lisa Smith - [Problem Solving and Innovation](#)

Practical tools to help solve day-to-day management problems and longer-term strategic issues and a framework for generating and evaluating innovation will be introduced and practised.

Mr Paris Golden, Coca Cola Amatil - [In Discussion](#)

Growth Through Collaborative Advantage

Mr Lex Dwyer - [Collaborative Advantage](#)

A series of experiential activities aimed at understanding collaboration and its impact on teamwork, goal setting and performance, identifying the barriers to collaboration and deciding when to collaborate versus compete.

Dr Melinda Muth - [Leadership and Decision Making](#)

This is an interactive session on essential competencies for leaders. It includes a discussion of emotional intelligence, neuroscience applied to management, and a review of the evidence on core leadership competencies. A self report tool and a series of group activities are used to illustrate key points and give participants the opportunity to express their view.

Mr Lex Dwyer - [Personal Resilience](#)

Experiential activities and discussion of the impact of personal health on emotional and mental well being and the connection of well-being with decision making, managing energy peak performance of oneself and team.

Industry Insights and Opportunities

Professor David Hughes - [Succeeding in the 21st Century Marketplace](#)

A review, analysis and examples of innovations and changes being made by leading companies around the world as they adapt to succeed in today's market environment.

Mr Mathew Foster, Mars Petcare - [In Discussion](#)

Mr James Tan, Woolworths - [In Discussion](#)

Mr Patrick Noone, Costco - [In Discussion](#)

Mr Jon Haggett, Coles Supermarkets - [In Discussion](#)

THE FACULTY



Dr Melinda Muth - Director of the Food and Grocery Executive Program

Melinda Muth is Managing Director of the Institute of Food and Grocery Management and an adjunct faculty member at the Australian School of Business, AGSM Executive Programs. She specialises in leadership development, team effectiveness, emotional intelligence and managerial decision making. Dr Muth designs and delivers customised corporate courses and has taught in a variety of global academic programs. She is also a facilitator and writer for the Australian Institute of Company Directors. Melinda graduated from the University of Cincinnati magna cum laude with a Bachelor of Science in Design followed by an MBA from the Harvard Business School and a PhD from AGSM in the field of corporate governance.



Professor David Hughes - Associate Director of the Food and Grocery Executive Program

David Hughes is Emeritus Professor of Food Marketing at Imperial College, London. He has an international reputation on food and beverage management issues in general and fresh food marketing in particular. Professor Hughes is an international advisory board member with a number of food companies and service organisations. He has been an adviser to Waitrose and J Sainsbury and is a regular consultant to McDonalds internationally.



Mr Lex Dwyer - Facilitator, Corporate Fitness Service

Corporate Fitness Service business forum facilitator Lex Dwyer has been refining his craft for 25 years. That is, enabling accelerated learning for individuals and teams participating in business forums, executive training and development, and leadership programs. Lex has worked with, and observed the world's best presenters and facilitators. This experience, combined with his own insights, has enabled Lex to create his unique style of bringing business forums to life. CFS business forum facilitation is people-friendly and business-savvy. It offers both entertainment and substance, grounded in proven processes that deliver outcomes for individuals, teams and organisations. The combination of these principles makes CFS effective.



Ms Lisa Smith - Minds at Work

Lisa is currently the driving force behind the Minds at Work "Problem Solving Program" in which role she has been sharing the organisation's thinking strategies with corporate high fliers, "community builders", principals, teachers, crack police response teams, fire fighters, SES, truck builders, produce industry executives, meat industry executives, seafood industry executives, leading farmers and bull semen traders.

GUEST SPEAKERS



Mr Geoff Erby - Chief Executive Officer- Manassen Foods

Geoff Erby commenced his professional career at Coca Cola Amatil in finance before progressing through a number of Senior Sales Management roles. He joined Goodman Fielder Consumer Foods in 1999 as Group Category Manager and in 2003 was promoted to Managing Director of the Home Ingredients Division where he was responsible for significant sales and profit growth. Mr Erby was also an active member of the Goodman Fielder Executive Team which led the business transition from private ownership to listing on the ASX in 2005. He was appointed Chief Executive Officer of Manassen Foods in February 2011. Geoff holds a Bachelor of Economics from the University of Sydney and is a graduate of the Food and Grocery Executive Program.

GUEST SPEAKERS Continued



Mr Patrick Noone - [Managing Director, Costco Australia](#)

Patrick Noone started his career with Woolworths in Victoria and spent time managing stores before his Canadian wife encouraged him to relocate to Canada where his first job was with Zellers, a discount chain similar to Target in Australia. Mr Noone was then hired by Loblaw's with responsibility for setting up new stores under the banner of "The Real Canadian Superstore" which they had just launched. In 1990 Patrick transferred to the Price Club when they launched their Membership Warehouse Club format in Vancouver. In 1993 Price Club and Costco merged to eventually become Costco Wholesale. Mr Noone rose to the position of Regional Manager in 2002 and later Vice President of the Western Canadian Region. In 2006 the Company asked Patrick to move to Australia to set up Costco Wholesale and its Membership Warehouse Club format.



Mr Matthew Foster - [Divisional Director Sales, Mars Petcare Australia](#)

With over 20 years experience in the FMCG industry Matthew started his career with Procter & Gamble in Sydney, Australia. He has worked extensively across Asia and in the US working with International, Regional and Local Retailers. He led the Hypermarket & Supermarket Channel for P&G across Australia, South East Asia and India. He worked 5 years as Sales Manager in Thailand and completed assignments in Singapore leading Market Strategy & Planning for P&G Asia's Fabric & Home care and Haircare business. Matthew returned to Australia as P&G's Customer Business Development Director prior to his move to Mars Inc. in 2012.



Mr James Tan - [Head of Trade- Packaged Foods, Woolworths Ltd](#)

James Tan is currently Head of Trade Packaged Foods for Woolworths Supermarkets. Prior to moving to Australia in 2012 James worked for Sainsbury's Supermarkets across a variety of commercial roles ranging from Frozen Food to Produce and Petrol. James has spent his entire career in the food retail, starting as a graduate trainee at Tesco and spending 10 years there in a number of buying and trade marketing roles. James was educated at Brunel University in England.



Mr Paris Golden - [General Manager, Coca Cola Amatil](#)

Paris has a track record of success in senior strategic, commercial and customer roles with a variety of FMCG companies. He has over 20 years' experience in blue chip FMCG and pharmaceutical organisations and has been able to leverage a broad base of functional and international experience in the UK, Asia and Australia to lead operations in achieving accelerated revenue and profit growth. He is experienced in leading collaborative strategic partnerships at CEO and board level and is recognised for building and driving organisational capability, as well as shaping high performing teams to deliver outstanding results.



Mr Jon Haggett - [General Manager – Bakery and Dairy, Coles Supermarkets](#)

Jon joined Coles in August 2004 in their Supply Chain Transformation team, and has since spent time in their Dairy, Meat, and Deli buying teams as a category manager and business category manager. He was appointed General Manager, Dairy / Bakery in September 2014. Prior to joining Coles Jon worked for Tesco in the UK where he held various supply chain operations and strategy roles having joined on their graduate trainee scheme in September 1995.

PROGRAM INFORMATION

Course Dates The program will be held from mid afternoon Monday 21 September through to mid afternoon on Thursday 24 September 2015.

Registration Fee The Registration fee is \$5,900 plus 10% GST. The fee includes instruction, accommodation, all meals, books and supplies. No refunds are possible for any part of the package not taken. Transportation, telephone and personal expenses, such as laundry and extra drinks, are not included.

Registration and Payment Your completed registration form should be faxed/emailed to the Program Manager or completed online at www.ifgm.com.au at your earliest convenience and not later than 24 August 2015. A tax invoice will be issued when this is received. Payment can be made by cheque, credit card or electronically.

Cancellation Any cancellation after 27 July 2015 will incur 50% of the program fee. Any cancellation after 24 August 2015 will incur the full program fee. However, a company may send a replacement (subject to approval by the Program Director) if cancellation of the intended participant is necessary.

Expectations and Requirements Participants accepted for attendance should be completely free from official company duties while participating in the program. Because of the heavy workload of the program, including evening group assignments, it is recommended that spouses/partners do not accompany participants. Participants do not require any formal educational qualifications to attend the program.

Participation Participation in the program is limited. The Program Director reserves the right to select participants to achieve a desired balance of occupational and professional backgrounds and responsibilities. If an accepted applicant finds it necessary to withdraw from the program, the sponsoring organisation may send a replacement subject to approval by the Program Director.

OUR LEARNING ENVIRONMENT

Venue and Accommodation - Mt Eliza Executive Education

The Program is fully residential and accommodation is provided on site for all participants. The program will be held at the Melbourne Business School - Mt Eliza Executive Education, Kunyung Road, Mt Eliza, Victoria about 1¼ hours south east of Melbourne's Tullamarine airport and 1 hour south of the city halfway down the Mornington Peninsula. The Centre is based in a spectacular Victorian residence amid magnificent gardens and with a breathtaking view of Port Philip Bay. The centre has all facilities, individual bedrooms, recreation room, gym and two tennis courts on the grounds and direct beach access.

Mt Eliza Executive Program, Kunyung Road, Mt Eliza, Victoria



For more information about the program or any general information about the Institute of Food & Grocery Management please contact:

Anita Pike - Program Manager

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apike@streamwise.com.au

Apply online at www.ifgm.com.au or complete the application form below.

Food and Grocery Executive Program • 21-24 September 2015 • Victoria, Australia

To be completed by the applicant. Please type or print neatly.

Personal Information

Title: Mr/Ms/Mrs/Dr

First Name:

Last Name:

Position:

Company:

Business Address: (Street/PO Box)

State

Post Code

Phone: (B)

Fax: (B)

Mobile:

Email:

Signature:

Date:

Registration Steps

1. Please fax (+61 3 8678 1835) or email completed registration form to the Program Manager or complete an online registration form at website: www.ifgm.com.au
2. Program Manager will acknowledge application and send a tax invoice for \$5,900 plus GST. Payment options are Cheque, Electronic Transfer (details provided on invoice) or Mastercard/Visa/AMEX (will incur a 2% surcharge)

Or I wish to pay by Credit Card: Mastercard / Visa / AMEX (please circle one)

Card Name: _____

Credit Card No: _____ Expiry Date: ____ / ____

3. On receipt of payment, confirmation of participation and practical details will be sent to you.