



INSTITUTE
OF FOOD &
GROCERY
MANAGEMENT

SUPPORTED BY:



17th Annual Food & Grocery Executive Program

21-26 September 2014

Melbourne Business School - Mt Eliza Executive Education
www.ifgm.com.au

Quotes from 2013 Participants:

- *"Insightful, relevant, very well facilitated and a great investment of time. Liked the breadth of subjects covered, the learning environment and the course style"*
- **"Very enjoyable and extremely beneficial"**
- *"Fantastic Program. Highly recommended"*
- **"Great course. Well delivered and seamless coordination"**
- *"Thoroughly enjoyable. Liked the culture and environment which encouraged creative thinking in a non-judgmental environment"*
- **"Informative, very comprehensive and offered great insights in the industry"**
- *"A great opportunity to step outside the business and understand the wider issues and trends. Good opportunity to ask questions of senior people in the industry"*
- **"Fantastic. A well structured and informative week covering relevant industry issues."**
- *"Enjoyed all the content. Great people/presenters and terrific environment and facilities"*
- **"Excellent. Really enjoyed it. Liked the variety of activities, the range of participants, the guest speakers, the field trip and all the insights"**
- *"Fantastic course. Very beneficial to me, both professionally and personally"*
- **"Overall a good course for networking and getting the views of others. Liked the camaraderie and the free exchange of information"**

Recent Participating Companies:

- 7-Eleven Stores
- Alliance Marketing Corporation
- Ansell Healthcare
- Arnotts
- Australian Food & Grocery Council
- Australian 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
- Campbell Soup
- 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 (Auckland)
- Foodstuffs (South Island)
- Foodstuffs (Wellington)
- Foodworks
- Franklins
- Frucor Beverages
- George Weston Foods
- Gillette Australia
- Glendal Foods
- Goodman Fielder
- Goodman Fielder (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 (Aust)
- Kellogg (NZ)
- Kimberly-Clark
- La Famiglia Fine Foods
- Lanes Food Group
- Leaderbrand Produce
- Lenard's
- 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 and Enterprise
- Nice Pak Products
- One Harvest
- OSI International Foods
- Pacific Magazines
- Pauls/Parmalat
- PB Foods
- Pelikan Artline
- Perfection Fresh
- PHD Denmark
- Picasso Foods Australia
- Pinata Marketing Australia
- Pitango
- Procter and Gamble
- Progressive/Foodtown
- Prolife Foods
- PLC (NZ)
- Safcol
- Safeway
- Sakata Rice Snacks
- Sanitarium Australia
- Sanitarium NZ
- Sara Lee
- Sealord
- Shell Company of Australia
- Simplot 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

17th ANNUAL FOOD AND GROCERY EXECUTIVE PROGRAM

21-26 September 2014

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 formal lectures from our international faculty, industry leaders as guest speakers, moderated forums, open workshops, case studies on live issues, field trips, group discussions and presentations. A feature of the program is the extensive use of syndicate groups involving participants from different parts of the food and grocery industry in assessing the implications of materials presented, group assignments, case studies and discussion of industry issues. The course is designed to assist delegates to apply what they learn during the week to their job and also offers a structured workshop where they can 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.

Mr Gary Dawson

[Market Issues](#)

A discussion of the latest issues in the Australian marketplace with insights into progress on the development of an industry Code of Conduct.

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.

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 adapt to succeed in today's market environment.

Mr David Hix - Nestle

[In Discussion](#)

Matthew Foster - Mars Petcare

[In Discussion](#)

Succeeding at Innovation

Ms Lisa Smith

[Succeeding in Innovation](#)

Practical tools to help solve day-to-day management problems and longer term strategic issues will be introduced and then applied to team and individual challenges identified by participants.

Dr Melinda Muth

[Field Trip](#)

A field trip to the Costco, Coles, Aldi and Woolworths followed by an interactive discussion with the CEO of Costco on market position, marketing approaches and marketing strategies.

Mr Patrick Noone

[In Discussion](#)

Dr Melinda Muth

[Feedforward](#)

This session is designed to familiarize participants with a practical, efficient and effective tool for quickly harnessing the creativity of colleagues and associates.

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

[Group Case Study](#)

A syndicate group exercise which runs for the duration of the program and is designed to utilize the learnings of the week to enhance the understanding and operation of the retailer-supplier interface.

Mr James Tan - Woolworths

[In Discussion](#)

Mr Alex Freudmann- Coles Supermarkets

[In Discussion](#)

Leadership, Decision-making and High Performance Teams

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.

* Note: Some aspects of the program may be subject to slight alteration.

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.

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 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 Alex Freudmann

General Manager - Grocery Food, Coles Supermarkets



Alex joined Coles in July 2009 as Business Category Manager, Health, Beauty & Baby and in May 2013 was appointed to the role of General Manager, Grocery Food. Prior to joining Coles, Alex worked in the UK for Tesco, where he held a variety of roles including Senior Buying Manager for Added Value Foods and Category Director for Telecoms. Alex attended Oxford University, from where he holds a BA Hons in Modern History.

Professor David Hughes

Associate Director of the Food and Grocery Executive



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.

Mr Gary Dawson

Chief Executive Officer, AFGC



Gary Dawson joined the AFGC as Chief Executive in July 2012 bringing experience in senior corporate affairs roles, politics and the media. Prior to joining the AFGC Gary was VP Communications & External Affairs for Thales Australia, shaping strategy and corporate affairs for one of Australia's largest defence and technology contractors. From 2005-08 he played a similar role at the ABC as Director Communications, managing government relations and helping to set the national broadcaster's successful digital broadcasting strategies. He also has senior experience with one of Australia's largest member organisations, the NSW Law Society, where he worked as Director Communications. From 1999 – 2004 Gary worked as a Senior Advisor to Prime Minister John Howard, both in the Prime Minister's Press Office and from 2002-04 as policy advisor on communications, media, science and innovation. His first job in politics was with ACT Chief Minister Kate Carnell, working as her Media Advisor and then Director Economics Branch in the Chief Minister's Department. Earlier in his career Gary spent 15 years as a journalist working in places as diverse as Sydney, Rockhampton, Emerald, Townsville and Canberra. His experience spanned newspapers, radio and television and included five years with the ABC in Townsville and Canberra. He is married, has three daughters and a son, and for many years has done the weekly shopping. Occasionally he also tries to grow things.

Mr David Hix

Director of Supply Chain and Procurement, Nestle



David Hix joined Nestle in 1988 on the then Rowntree Mackintosh graduate program. After completing the two year program, he spent the next 13 years working in progressively Senior Planning, Customer Service, Physical Logistics and Sales roles in Nestle UK. In 2006, David moved to Canada to become VP Supply Chain and to Australia in 2011 as Director of Supply Chain and Procurement for the Oceania region. In addition to Nestle, David sits on the boards of GS1 Australia and ECRA. Nestle is the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night. Our key brands include Nescafe, Milo, Purina, Uncle Tobys, Maggi, Kit Kat, Aero, Smarties, Carnation, Club and Nespresso. In Oceania, encompassing Australia, New Zealand and the Pacific Islands, over 70% of our products are produced locally, employing more than 5,000 people in over 70 offices, factories and distribution centres through the region.

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 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.

www.ifgm.com.au

General Information

Course Dates The program will be held from mid afternoon Sunday 21 September through to lunch on Friday 26 September 2014.

Registration Fee The Registration fee is \$7,490 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 complete online at www.ifgm.com.au at your earliest convenience and not later than 25 August 2014. A tax invoice will be issued when this is received. Payment can be made by cheque, credit card or electronically.

Cancellation Any cancellation after 28 July 2014 will incur 50% of the program fee. Any cancellation after 25 August 2014 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.

Venue and Accommodation

The Program is fully residential and accommodation is provided on site for all participants. The program will be held at the Mt Eliza Centre for 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.

Ph: (03) 9215 1100 Fax: (03) 9787 5139



Mt Eliza Centre for Executive Education

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

Anita Pike

Program Manager

Institute of Food and Grocery Management

T +61 3 8640 0947 or +61 411 238 883 F +61 3 8678 1835

apike@streamwise.com.au

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

Food and Grocery Executive Program • 21-26 September 2014 • 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 \$7,490 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.