

USING FRESH IDEAS TO ACCELERATE CAREERS

WE SUPPORT YOUR GROWTH

2024

19 - 24 May

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streamwise
LEARNING

INSTITUTE OF
FOOD & GROCERY
MANAGEMENT

INTERNATIONAL
FRESH PRODUCE
ASSOCIATION™

IFPA PRODUCE EXECUTIVE PROGRAM

PROGRAM OVERVIEW

Driving the future of the Australia-New Zealand produce industry, the Produce Executive Program is a forum on global trends, next generation innovation and an energising exchange between business insiders, executives and experienced teachers.

Put together with a passion for relevant and experiential learning including talks with industry leaders and experts, this program is a unique combination of personal and professional development.



“Very enjoyable program and provided a number of key learnings to directly assist my development back in the office on Monday.”

DAVID LENSINK
- CATEGORY MANAGER, FRESH PRODUCE GROUP

WHO SHOULD ATTEND

Produce Executive Program delegates are high stakes influencers in the Australia and New Zealand produce industry. They have a mix of skills and category experience across all facets of the supply chain from growers through to retailers.

Build your organisations future

- Access the latest industry thinking to maximise your competitive edge.
- Analyse and understand present market pressures and technology disruptions.
- Prepare your executives of tomorrow for a fast-changing landscape.
- Nurture your best talent, a week of renewal can yield long term loyalty and results.
- Develop industry ambassadors and increase team-wide performance.
- Optimise your workplace for collaborative results, build personal resilience.

Invigorate your career

- Gain clarity of today's key market movements and emerging issues.
- Build a robust skill set for evolving markets.
- Redefine real-world problems with innovative solutions.
- Enhance your management strategy and refine high performing teams.
- Investigate best practice for building more rewarding relationships.
- Expand your network with industry-leading peers throughout the supply chain.
- Step ahead of competitors with executive mentoring opportunities

OUR ALUMNI SPECIALISE IN AREAS INCLUDING :

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

PROGRAM DETAILS

Designed to maximise team based learning and innovation, the course promotes the generation of new ideas from perspectives across the supply chain, followed by the opportunity to present one of those ideas utilising the new tools, skills and information acquired during the week.

Mastering Market

Professor David Hughes

Succeeding at Innovation

Ms Lisa Smith

Leadership & Collaboration for Business Performance

Mr Gavin Freeman

Mr Lex Dwyer

Industry Insights and Opportunity

- TRENDS, CUSTOMERS AND MARKETS

A review of the key demographic, economic, lifestyle, shopping pattern and dietary factors which are driving the consumer market for produce, how these are changing and how produce retailers, foodservice operators, distributors, processors, suppliers and producers will need to respond if they are to succeed.

- PROBLEM SOLVING AND INNOVATION

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

- LEADERSHIP, MOTIVATION AND DECISION MAKING

The key issues involved in motivating and retaining productive employees to grow the business will be examined. Participants will be provided with a framework to help interpret and understand their own management style and their primary motivating factors and how these can influence their decision-making as leaders.

- LEADING EFFECTIVE TEAMS - LEARNING INTO PRACTICE

A syndicate group exercise over the course of the week involving the use of collaboration and innovation on a real-life situation and requiring team building and team management, situation and opportunity analysis, application of course materials, group decision making and presentation of conclusions and recommendations.

- COLLABORATIVE ADVANTAGE

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

- 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 individual and team-based decision making.

Mr Michael Simonetta, Perfection Fresh

Mr Warwick Hope, Woolworths

Mr Steven Marafioti, Sundrop Farms

Mr Matthew Atley, ALDI Stores

Ms Julie Bird, HIA

Mr Ben Hoodless, IFPA

Ms Charlotte Gilbert, Coles

Ms Kara Hurry, Entente Agency

Mr Frank Barillaro, ROC Partners

Mr James Hutchinson, James Tyler

Mr Simon Manetti, James Tyler

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

THE FACULTY

Mr Tristan Kitchener

DIRECTOR OF THE PRODUCE EXECUTIVE PROGRAM

Tristan is an ex-retailer, having previously held senior positions with Sainsbury's (UK) and Coles supermarkets, and is now a management consultant providing advice and support along the grocery value chain, from major retailers through to manufacturers and primary producers. He has a focus upon fresh foods and was the Group Merchandise Manager, Fresh Produce, at Coles Supermarkets (2005-09).



Mr Lex Dwyer

FACILITATOR - CORPORATE FITNESS SERVICE

CFS business forum facilitator Lex Dwyer has been refining his craft for over 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. His facilitation is people-friendly and business savvy. It offers both substance and fun, grounded in proven processes that deliver outcomes for individuals, teams and organisations.



Prof David Hughes

EMERITUS PROFESSOR OF FOOD MARKETING

David has an international reputation on food industry marketing and management issues and fresh food in particular. He is an international advisory board member with food companies on three continents. Professor Hughes has developed and sold successful food businesses and been an adviser to McDonald's, Waitrose, and J Sainsbury, and more recently, with major value-added fresh produce businesses in North America, Europe and Australasia. David is a strong proponent of building strong alliances between key chain members.



Ms Lisa Smith

MINDS AT WORK

Lisa Smith is the driving force behind the Minds at Work unique "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, food industry executives, meat industry executives, seafood industry executives, leading farmers and bull semen traders. She will challenge you to open up your potential for more creative thinking and provide you with action and evaluation tools for effective problem solving.



Mr Gavin Freeman

DIRECTOR - BUSINESS OLYMPIAN CONSULTING

Gavin is a sport / corporate psychologist who has bridged the gap between sport and the business world. After supporting elite athletes from 1998 to 2006 and being fortunate enough to be a part of several Olympic Campaigns, he moved into the corporate world. His passion is sharing information and providing a humanist and psychological explanation to everyday events. Not shy in front of a camera or behind a mic, Gavin has been commenting in the media for over 20 years. Always keen to share and provide commentary.



GUEST SPEAKERS

Mr Michael Simonetta

CHIEF EXECUTIVE OFFICER, PERFECTION FRESH

Michael Simonetta joined the Perfection Fresh sales team in 1984, was promoted to General Manager in 1988 and became CEO in 1991 when he and his brothers took control of the Company. They have grown a small operation in the Sydney Markets into a major marketer of fresh fruits and vegetables with particular emphasis on unique branded products such as baby broccoli and grape tomato. Michael is very involved in industry organisations and policy making in NSW, nationally and internationally, particularly through the Produce Marketing Association (PMA). In May 2009 Michael was appointed Chairman of PMA's first-ever affiliate, PMA Australia/New Zealand. In 2005 Michael received an Award for Excellence as the inaugural Rabobank Agribusiness Emerging Leader of the Year.



Mr Warwick Hope

HEAD OF STRATEGIC SOURCING - FRUIT & VEG,
WOOLWORTHS

Warwick is a retail executive at Woolworths Supermarkets leading the Strategic Sourcing and Agronomy team in the Fruit and Vegetable Department. A passionate fresh retailer, Warwick has 20+ years working in all aspects of Fruit & Vegetable retailing, from buying and merchandising to leadership and strategy. In 15 years of commercial management experience, he has led the team through pandemic buying and supply chain disruptions and had active participation and regular dialogue with key industry partners and a regular panel participant at industry forums.



Mr Steve Marafioti

CEO, SUNDROP FARMS

Steve is a Director and CEO of Sundrop Farms, which develops, owns and operates protected intensive cropping businesses using world class sustainable innovation. Steve's former roles include CEO of the South Australian Potato Company and MD of Australian Quality Plus. Steve is a Graduate of the Australian Institute of Company Directors and holds a Bachelor of Commerce with a double major in management and marketing. He is the former Chair of the SA Premiers Food Council and has served on more than 15 boards across business, industry associations and government.



Mr Matthew Atley

ALDI STORES

Matt Atley is a Group Director within Buying at ALDI, having worked with the business for over 14 years. His current responsibilities include Fresh Produce, Bakery and Commercial Strategy. Throughout his time at ALDI Matt has worked in several areas of the business including Fresh Meat, Chiller, General Merchandise and Store Operations. His experience lies in international retailing and an impressive background delivering results, driving change and leading highly-engaged teams. Matt's qualifications include Bachelor of Business from Monash University (Marketing and Business Law) and an MBA from the Australian Institute of Business.



Ms Julie Bird

CHAIR, HIA

Julie is an experienced non-executive director in the agribusiness sector. She was elected as a Director of Horticulture Innovation Australia in 2018 and is the current Chair, being appointed to this position in November 2020. Julie has a broad background in the Australian horticulture industry, with experience spanning a variety of roles across a range of horticulture commodities. She is currently the owner and manager of retail floristry business Say It With Flowers. Previous roles include a Non-Executive Director of United Almonds Limited, a Non-Executive Director and Deputy Chair of Plant Health Australia, CEO of the Almond Board of Australia, and a Non-Executive Director of the Australian Nut Industry Council.



Ms Charlotte Gilbert

GENERAL MANAGER - FRESH PRODUCE,
COLES SUPERMARKETS

Charlotte has been with Coles since 2005 and has recently taken up the role of General Manager of Fresh Produce. She has held numerous leadership roles across both Fresh and Packaged, with her previous role as General Manager of Meat. She brings with her, extensive commercial and trade experience as well as a strong background working with farmers across the country.

GUEST SPEAKERS

Mr Ben Hoodless

MANAGING DIRECTOR A-NZ, IFPA

Ben Hoodless has over 20 years' experience working in Australia, New Zealand, and South-East Asia for large multinational R&D companies. Ben is the newly appointed Managing Director A-NZ for the International Fresh Produce Association (IFPA) – the largest and most diverse international association serving the entire fresh produce and floral supply chain. Ben has a global mindset, and is committed to delivering value for IFPA members, both in A-NZ, but also globally.



Ms Kara Hurry

FOUNDER, ENTENTE AGENCY

Kara founded Entente Agency, a boutique marketing firm, in 2016 and has since led global marketing strategy and brand projects across fashion, arts, food, beverage and agriculture - working with brands from Christian Dior to Pernod Ricard Winemakers, Hawkes Brewing Company to 555 Superfoods. Kara is a current Senior Marketing Advisor for transparency technology FibreTrace, climate positive Good Earth Cotton, carbon assessment experts Carbon Friendly, and My Childe, an Australian start up on a mission to reduce the environmental impact for 0-3 year olds.



Mr James Hutchinson

COFOUNDER AND CEO, JAMES TYLER

As the Cofounder of James Tyler, a company that specialises in cool chain logistics, in-house customs clearance and digital sales in China, James and his business partner Tyler Ye supply Chinese buyers, such as Alibaba, China Resources and Community Buying Groups nationwide, with quality products from their partners including Norco, Lion, Allied Pinnacle and Fonterra. James holds a Bachelor of Communications from UTS Sydney and years of experience connecting Australian wine, tourism and fresh produce industries with China, James is well placed to provide and fresh and insightful perspective on the opportunities and challenges in China.



Mr Frank Barillaro

PARTNER AND AGRICULTURAL LEAD, ROC PARTNERS

ROC Partners is a major investor in the Australian food and agriculture sector with about \$9 billion invested in private equity funds, co-investments and directly into portfolio companies, including the oyster farm Australian Oyster Coast, wagyu specialist Stone Axe Pastoral Company, Australia's biggest independent chicken farmer ProTen and a stake in Capilano Honey. In 2020, ROC acquired a stake in family-owned vegetable grower Flavorite, which is best known for its greenhouse tomatoes. Frank will discuss ROC's approach to making investment decisions and selection of management teams in regard to leadership skillset.



Mr Simon Manetti

PARTNER, JAMES TYLER

Simon is a versatile, highly analytical and purpose-driven leader experienced in growing businesses with purpose, compassion and determination. Simon has launched a WPP marketing agency and an FMCG company from the ground up in China, leading both complex projects across all commercial and operational functions. Simon has also grown a suite of SaaS and project-based technology solutions across APAC serving top tier FMCG, augmenting his professional toolkit with multi-stakeholder technology sales, change management and digitization skills. A professional grounding in corporate law combined with the commercial experiences above gives Simon a unique ability to solve complex problems and deliver growth in difficult situations.

PROGRAM INFORMATION



COURSE DATES

The program will be held from
Sunday 19 May 2024
through to
Friday 24 May 2024



REGISTRATION FEE

The registration fee is \$8,610 plus GST for IFPA members or \$9,610 plus GST for nonmembers. The fee includes instruction, accommodation, all meals, books and supplies. No refunds are possible for any part of package not taken. Telephone and personal expenses, such as laundry and extra drinks, are not included.

REGISTRATION AND PAYMENT

Your registration should be completed online no later than 22 April 2024. A tax invoice will be issued when this is received. Payment can be made by EFT or credit card.

CANCELLATION

Any cancellation within eight weeks of program start will incur 50% of the program fee. Any cancellation with four weeks of program start 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.



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.

For more information about the program or any general information about Streamwise Learning please contact:

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VENUE AND ACCOMMODATION



Wourn Ponds Estate, Deakin University
– Geelong, Victoria

Tucked away on Deakin University's Wourn Ponds Campus, the Estate is surrounded by a beautiful, distraction free rural environment with complimentary car parking. The Estate is approximately one hour drive from Melbourne and 30 minutes' drive from Avalon Airport. The Estate consists of 60 contemporary refurbished accommodation rooms, eight technology rich conference rooms, extensive breakout areas, gym, swimming pool and a stunning restaurant leading to the kitchen garden.

Wourn Ponds Estate, Nicol Drive South, Wourn Ponds, Victoria 3216