

# USING FRESH IDEAS TO ACCELERATE CAREERS

WE SUPPORT YOUR  
GROWTH

# 2024

6 - 11 October

WAURN PONDS ESTATE  
DEAKIN UNIVERSITY  
GEELONG  
VICTORIA

## MEAT EXECUTIVE PROGRAM

  
**streamwise**  
LEARNING

INSTITUTE OF  
**FOOD  
& GROCERY**  
MANAGEMENT



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# PROGRAM OVERVIEW

Looking to the future of the Australia-New Zealand meat industry, the Meat Executive Program is a forum on how the industry is coping with pandemic disruption, innovation in tough times, personal resilience and re-energising interactions with business insiders, executives and experienced teachers.

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



**The program has great content, is engaging and has interesting speakers. The content covers the entire supply chain.**

HENRY NOBLE  
EXPORT MANAGER - RTC FOODS

# WHO SHOULD ATTEND

**Meat Executive Program delegates are high stakes influencers in the Australia and New Zealand beef, lamb, pork and poultry industries. They have a mix of skills and category experience across all facets of the supply chain from producer and processor through to retailers.**

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## **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 networks and increase team-wide performance.

Optimise your workplace for collaborative results, build personal resilience.

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## **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 strategic thinking skills and build high performing teams.

Investigate best practice for building more rewarding relationships.

Expand your network with industry-leading peers throughout the supply chain.

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## **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 having utilised the new tools, skills and information acquired during the week.

## Mastering Market Realities

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 meat, discuss how trends are changing and how meat retailers, foodservice operators, distributors, processors, suppliers and producers will need to respond to sustain their success.

### - 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, which requires team building and team management, situation and opportunity analysis, application of course materials, group decision making and a 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 performance.

Mr Anthony Pratt, Endeavour Meats

Mr Mark Heintz, Turosi

Mr Anthony Abraham, ROC Partners

Ms Anna Speer, Greenstock

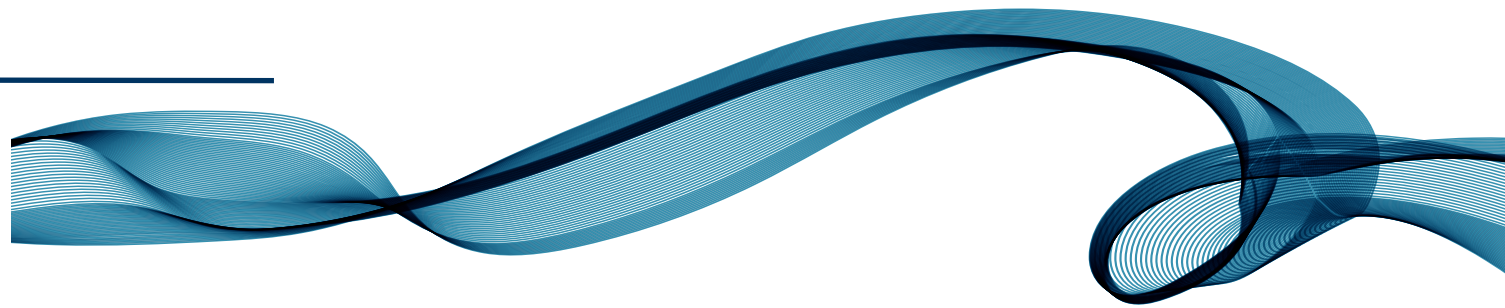
Mr James Hutchinson, James Tyler

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

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# THE FACULTY

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## 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).



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## Mr Lex Dwyer

FACILITATOR - CORPORATE FITNESS SERVICE

Corporate Fitness Service 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.



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## 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.



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## 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.



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## 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 Anthony Pratt

CEO, ENDEAVOUR MEATS

Anthony is currently CEO of Endeavour Meats. He was previously Chief Operating Officer of JBS Australia from 2012 to recently. Prior to that he was JBS Australia's – Beef Sales Manager Australia. Anthony has been involved in the Australian meat industry for the past 20 years. During that time, he has held various positions including General Manager of JBS' trading division Swift & Company Trade Group. He has extensive experience in the sales & marketing of Australian protein to global markets as well as the Australian domestic market.



## Mr Mark Heintz

CEO, TUSOSI

Mark is Chief Executive Officer of Turosi Food Solutions Group. His previous roles have been CEO at Hazeldenes and CEO at Otway Pork, a fully owned subsidiary of privately-owned Australian agri-food company The Pastoral Pork Group. He is Vice President of Cycling Victoria and also a former chair and a Board member of Lentara UnitingCare. Formerly a crisis intervention counsellor, Mr Heintz has extensive leadership experience in large-scale business turnaround, change management, strategic planning and dealing with conflict. Mark was awarded the St James Ethics Centre Fairfax Fellowship and an Asialink Business Leaders Scholarship.



## Mr Anthony Abraham

PARTNER - ROC PARTNERS

Anthony Abraham is the Investment Director for Agriculture at 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 wagyu specialist Stone Axe Pastoral Company, Australia's biggest independent chicken farmer ProTen, the oyster farm Australian Oyster Coast, the family-owned vegetable grower Flavorite and a stake in Capilano Honey. Anthony will discuss ROC's approach to making investment decisions and selection of management teams in regard to leadership skillset.



## Ms Anna Speer

MANAGING DIRECTOR, GREENSTOCK - WOOLWORTHS

Anna is the Managing Director of Greenstock, Woolworth's new red meat division. Greenstock has been created to work with primary producers and suppliers to provide the combined beef and lamb needs of Woolworths Group's retail, international and wholesale businesses. Anna joins Woolworths from the world's largest cattle and beef company, the Australian Agricultural Co, where she was chief operating officer until April 2021. Prior to that role, she spent time as the chief executive of online livestock marketing platform AuctionsPlus. Anna is a member of the Australian Institute of Company Directors, a Board Director of Agribusiness Australia and a graduate of the Australian Rural Leadership Foundation.



## Mr James Hutchinson

COFOUNDER AND CEO - JAMES TYLER

As the Co-founder 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 a fresh and insightful perspective on the opportunities and challenges in China.



# PROGRAM INFORMATION

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## COURSE DATES

The program will be held from

**Sunday 6 October 2024**

through to

**Friday 11 October 2024**



## REGISTRATION FEE

The Registration fee is \$9,610 plus 10% GST. 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 9 September 2023. 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:

**Anita Pike - Program Manager**

**Streamwise Learning**

**+61 2 8324 1343 or +61 411 238 883**

**Fax +61 2 8324 7592**

**apike@streamwise.com.au**



## VENUE AND ACCOMMODATION



Waurn Ponds Estate, Deakin University  
- Geelong, Victoria

Tucked away on Deakin University's Waurn 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.

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