

# USING FRESH IDEAS TO ACCELERATE CAREERS

WE SUPPORT YOUR  
GROWTH

# 2023

8 - 13 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

Dr Melinda Muth  
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.

TBA

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

# THE FACULTY

## Mr Tristan Kitchener

### DIRECTOR OF THE MEAT 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).



## Dr Melinda Muth

### MANAGING DIRECTOR - STREAMWISE LEARNING

Melinda Muth is Managing Director of Streamwise Learning / IFGM. 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, writer and faculty adviser 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.



## 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.



## 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 GROUP

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.



## 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 a fresh and insightful perspective on the opportunities and challenges in China.



# GUEST SPEAKERS

## 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 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.



## Dr Francois Visser

CEO, CARBON FRIENDLY PTY LTD

Francois started his sustainability journey as an organic fresh produce supplier (growing, packing / processing) to Woolworths in South Africa for 10 years, being the main supplier for value added lines. In Australia he embarked on a PhD at UQ in 2009, focussing on developing the science and methodology of measuring, tracking and communicating the sustainability levels of crops to consumers. After his PhD, Francois stayed on as a Senior researcher at UQ focussing on crop carbon accounting in various industries. Since establishing Carbon Friendly, Francois and the team have conducted over 200 carbon footprint assessments for crop and livestock production in Australia and abroad, based on the ISO 14064-2 (2019) Standard and the GHG Protocol, and recently also in alignment with the SBTi guidelines. They have become one of the leading Agri-carbon consultancies internationally.



## Mr Angus Gidley-Baird

SENIOR ANIMAL PROTEIN ANALYST, RABOBANK

Angus is a Senior Analyst responsible for research and analysis of the local and global animal protein sectors. In his role, Angus provides regular market updates on beef, sheepmeat, pork, poultry, and seafood markets. Angus is a regular public speaker at farmer and industry events and also produces podcasts for the RaboResearch Australia/New Zealand team. Angus formerly held roles at NSW Farmers' Association and at the Department of Food and Rural Affairs in the United Kingdom. He holds an Honors degree in Agricultural Economics from the University of Sydney, with majors in Agricultural Economics and Marketing, and a Masters in Accounting from Curtin University in Western Australia.



## Ms Julia Waite

CN30 PROJECT MANAGER - MLA

Julia Waite is an agri-professional with a background in startup, agtech and investment. As the CN30 Project Manager with Meat & Livestock Australia, she is excited to be an opportunity broker for the red meat sector in a decisive decade for climate adaptation. Her role involves identifying high value opportunities and technologies that may reduce livestock emissions, increase carbon sequestration potential and support the red meat sector to achieve its carbon neutral target by 2030. Prior to joining MLA, Julia was Head of Operations at SproutX, a national accelerator and venture fund for agtech startups, based in Melbourne.



## Mr Mark Ritchie

DELATITE STATION

Mark and his wife Fenella have been running the family grazing enterprise on Delatite Station, Mansfield since 1990. They operate on 2,600 ha running two enterprises, a self-replacing flock of fine wool merinos and a self-replacing, spring calving herd of Angus cows. Mark holds a Bachelor of Applied Science in computing and since coming back on the farm he and Fenella have run a profitable business based on an ability to identify risks and develop management strategies to deal with them, whilst continually focusing on the main goal of improving productivity through evidence-based decision making and the adoption of new technology.



## Ms Kara Hurry

ENTENTE AGENCY

Kara founded Entente Agency in 2016 and has since led global marketing strategy and projects across fashion, food, beverage, agriculture and cultural industry. Kara is a current Senior Marketing Advisor for transparency technology FibreTrace, climate positive Good Earth Cotton and My Childe, an Australian start up on a mission to reduce the environmental impact for 0-3 year olds. Previously as Global Marketing Director of iconic Australian brand R.M. Williams, Kara drove the rebrand, repositioning in Australia and New Zealand, and new market introductions in UK and USA. Prior to this she has led communications for Louis Vuitton Oceania, led marketing across the Northern Hemisphere for The Woolmark Company, drove global marketing for niche cycling brands. Kara is a current Board Director for The Australian Fashion Foundation.



# PROGRAM INFORMATION

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## COURSE DATES

The program will be held from

**Sunday 8 October 2023**

through to

**Friday 13 October 2023**



## REGISTRATION FEE

The Registration fee is \$9,135 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 11 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