

# Bulletin



Issue 7 | January 2014

## A MESSAGE FROM THE CHAIR



Welcome to the 7<sup>th</sup> bulletin of Food Innovation Australia Ltd. I hope you have all had a great break over the Christmas/New Year holidays and are back refreshed and inspired like the FIAL team. It is also good to be able to use the term “team” and for us to be able to finalise the

strategy. I am stepping back to 2 days a week this year and allowing the enthusiastic team Mirjana has established to just get on with implementing the FIAL plan. We have done the consulting, stakeholder engagement, recruitment and strategizing and it is time for the rubber to hit the road.

## A MESSAGE FROM THE MANAGING DIRECTOR



Happy New Year! I do hope you all had a fantastic, relaxing break and are ready for the challenges of 2014. This year is an exciting one for FIAL, as our team is on board and we are about to commence our programs. On Friday 31 January 2014, Peter and I presented FIAL's strategy to Mr Anthony Murfett, General Manager Business Competitiveness and Trade

Division, Department of Industry. Our strategy was well received and I am hoping to share our goals and plans in March / April following consideration by the Minister. Stay tuned for the details of the forthcoming presentations across the country. In the meantime, please do not hesitate to contact me at [mirjana.prica@fial.com.au](mailto:mirjana.prica@fial.com.au) should you wish to follow up on any matter.

## UPDATE ON THE BOARD

The nominations for the smaller strategic Board are being finalized this week for the Minister's approval and we should be able to make an announcement shortly. Please note that the 2 Founding Member

sub-committees (Innovation and Market Development) will be confirmed following the appointment of the new board and the FIAL team looks forward to working with these groups.

## MARKET DEVELOPMENT ACTIVITIES

Establishing new connections and being informed are critical for export success. Fial will be hosting export workshops using the Reciprocity Circle – a concept developed in the US and brought to Australia by Allan Ryan from Hargraves Institute. Aim is to involve 24 participants from 24 companies where each participant brings two challenges directly related to their future export success.

Sydney	10 <sup>th</sup> March
Melbourne	12 <sup>th</sup> March
Brisbane	14 <sup>th</sup> March

These workshops will be facilitated by Allan Ryan from Hargraves Institute and will focus on establishing market connections and market intelligence with an emphasis on understanding the importance of market visits, trade shows and missions. To register your interest, please contact David Greenwood from Hargraves Institute: [davidg@hargraves.com.au](mailto:davidg@hargraves.com.au), or (03) 9509 3558. Please click here for details on these workshops - <http://hargraves.com.au/fial-event>.

## MEET TERESE HETTERICH – EXECUTIVE ASSISTANT TO THE TEAM



Terese has over 20 years extensive experience working with high-level executives in a fast paced corporate environment. Prior to commencing at FIAL, Terese was the Personal and Executive Assistant to Harold Clough, AO OBE, in Perth for eight years and also an Executive Assistant for Ernst & Young in Melbourne for eight

years. Terese is a people focused and an enthusiastic new team member whose invaluable support makes everything FIAL does possible.

Supported by



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