

Bulletin



Issue 21 | September 2015



MESSAGE FROM THE MANAGING DIRECTOR

I am delighted to inform you that this month we started the process for developing the Competitiveness Plan for the food and agribusiness industry. A group of 23 business and industry leaders were nominated by their peers to participate in the first phase of this development. The process is being facilitated by two experts: Dr Gary Saliba, a specialist in complex adaptive systems and scenario mapping; and Dr Sam Bucolo, a Professor of Design Innovation and co-founder of the Design Innovation Research Centre at UTS.

Over the coming months, the team will work towards building a vision and strategy for the sector, which will form the basis of the Competitiveness Plan. Feedback will then be sought from other stakeholders during intensive consultations across Australia, before the reworked vision and strategy are shared with the Minister and Department of Industry, Innovation and Science. Stay tuned for the update.

In this edition, we also introduce our new team members, new offices in Melbourne and details on some of our initiatives such as the strong interest in the Enterprise Solution Centre. We do hope you enjoy our update and share our news with your colleagues.

MEET THE NEW FIAL STAFF

FIAL is delighted to welcome three new staff members to the team. As you will read from their bio's below, they bring a broad range of skills and capabilities to FIAL. Feel free to drop them a line to say hello!

MS KATE CINI General Manager, Stakeholder Relationships

Kate Cini is an experienced food industry strategist who has led and developed key initiatives for the Victorian food and beverage industry through various food industry-focused roles with the Victorian Government.

In her most recent role as International Trade Manager, Food and Beverages, Kate developed a sophisticated program to match the food and beverage industry with a network of overseas buyers.

Kate also developed a new framework for the Victorian Government's Inbound Mission Program and secured \$12 million of funding over four years to enable its delivery.

She has led several projects that have achieved significant outcomes including *International Food and Beverage Trade Weeks* between 2013 and 15. This unique, personalized event has provided the platform to connect more than 400 Victorian food businesses and 500 international buyers in its first three years.

She has also led other large inbound trade missions including *Meet the Winemaker* and in 2015, coordinated a team of fifty staff to design and deliver the first multi-sector inbound mission, the *Victoria Invitation Program (VIP)*. This initiative brought 209 international delegates to the State, offering tailored programs involving the food, energy, ICT, biotechnology, fashion, automotive and energy industries.



Supported by



Australian Government

Food Innovation Australia Ltd
671 Sneydes Road, Werribee 3030
Private Bag 16, Werribee 3030
+61 3 9731 3422
www.fial.com.au

Kate has contributed to the development of a number of food strategies including the Victorian Government's \$100 million *Food to Asia Action Plan*, designed to examine the impediments to the State's food supply chain and propose new initiatives to capitalise on growth opportunities in Asia.

MR ROD ARENAS Manager, Market Development

Rod brings more than 10 years experience as senior strategic buyer and national category management with high profile branded products. He has worked in fast-paced, large-volume retail environments and with private label ranges including Pacific Brands, Mitre 10, Clark Rubber, Australian United Retailers Limited (FoodWorks Supermarket Group) & Alibaba's T-mall Global (via ALOG).



He brings a combination of commercial qualifications and knowledge of procurement, contract negotiations, planning, supply chain, international trade, end-to-end project management and implementation, tender projects and strategic business development to the role.

Rod has a Postgraduate degree in global trading issues and retail buying program from Monash University.

Rod has significant experience in the high-level execution of product range reviews, promotional activities and advertising. He is known for his competency in keeping abreast of emerging trends, brand and product management, with a passion for sourcing and developing new products. This also encompasses all aspects of wholesale and retail buying activities including merchandise techniques, demand planning and supply chain management.

Rod was formerly the buyer and business development manager responsible for bringing Australian products to Chinese customers through the Alibaba-owned company, ALOG Logistics Australia, using e-commerce platforms. ALOG processed 278 million orders via T-mall worth \$9.34 Billion in sales during one single promotion.

Rod has international trade, e-commerce and marketing management experience in both imports and exports at large corporate organisations within retail, shipping and banking including ANL, MSC, JP Morgan and ANZ.

DR ANGUS CROSSAN Manager, Innovation

Angus has a passion for innovation and leveraging R&D investment through building strategic relationships with government and commercial partners. He believes that commercialising innovation is the only way for Australians to prosper in a rapidly changing and global marketplace.



He has facilitated and led the commercial development of a diverse range of products of innovation including an agribusiness management software program, a web-based animal health diagnostics tool, a food provenance technology and a "point-of-care" food safety diagnostics. Angus also has experience as a scientist and consultant, leading projects across the resources, environmental, agricultural, food and agribusiness industries in both the public and private sector.

Previously as General Manager of the Australian Egg Corporation Ltd's R&D program, Angus managed the annual industry and Australian Government co-funded investment across welfare, health and disease, environment, human nutrition, food safety and industry training. The main objectives were to provide on-farm and supply chain innovation and efficiency.

Angus also recently developed the 'Salmonella Initiative' for the egg industry. This stakeholder led, multifaceted program continues to address a critical food safety issue within the supply chain, and was endorsed and supported by industry, regulators and scientists.

Angus has won a number of awards including an Australian Government Science and Innovation Award for Young Scientists in 2007 and an International Specialised Skills Fellowship in 2011.

MELBOURNE OFFICE SPACE

FIAL NOW HAS ACCESS TO OFFICE SPACE IN CENTRAL MELBOURNE

The Institute for Supply Chain and Logistics, Victoria University, has kindly provided FIAL with access to a central office location in the Melbourne CBD. This inner city location offers FIAL the convenience and flexibility of access to facilities for meetings and other important stakeholder events.

Special gratitude is extended to Professor Hermione Parsons and her team for making this possible, thank you. We look forward to meeting with you there!

Supported by



Australian Government

Food Innovation Australia Ltd
671 Sneydes Road, Werribee 3030
Private Bag 16, Werribee 3030
+61 3 9731 3422
www.fial.com.au

INDUSTRY, INNOVATION AND SCIENCE MINISTER

A NEW MINISTER FOR THE DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

In his first speech as Industry, Innovation and Science Minister, Christopher Pyne re-committed the new Turnbull government to his predecessor's \$225 million "growth centres" program and confirmed co-operative research centres would be brought under their wing.

Mr Pyne said the five growth centres were a central plank of the government's innovation and competitiveness agenda, which aimed to drive growth by concentrating investment on five key sectors with strong growth potential.

Each growth centre will set long-term strategies to boost productivity, skills and jobs, cut red tape, engage with international markets and link between businesses, industry, science and research.

View the full article from *Manufacturers' Monthly* [here](#).

FINAL PRECINCT REPORT

READ THE FINAL INDUSTRY INNOVATION PRECINCT REPORT BY FIAL

This Final Report captures the highlights from the activities undertaken and achieved by FIAL under the Industry Innovation Precinct Programme.

The report discusses FIAL's role as a catalyst for collaboration, integration and solution sourcing for the Australian food and agribusiness industry. It highlights the 12 new industry programmes developed for the industry, which enabled over 1200 enterprise stakeholders to participate in the 100 plus workshops and forums held during the last six months of 2014.

The Report is now available on our website – click [here](#) for the link.



FOOD SAFETY AUDITING REPORT

BURDEN OF FOOD SAFETY AUDITING IN AUSTRALIA

Major retailers, quick service restaurants, food service companies and major manufacturers commission a large number of audits of suppliers of fresh products, ingredients and finished retail ready products. Regulatory agencies also conduct food safety audits. Industry surveys indicate that there is appreciable overlap between audits and there are many common elements between audits. Read more about the cost to industry [here](#).



ENTERPRISE SOLUTION CENTRE



The Enterprise Solution Centre (ESC) program, previously known as the SME Solution Centre, continues to be well supported, with 12 submissions received in June. Three companies have secured funding for projects, which will be completed by December 31st 2015. The projects cover cheese heating scale up, tropical juice flavour extraction and stabilizing, and product reformulation to remove allergens.

The ESC is supported by CSIRO who have contributed funding to the program for the 2015-16 financial year. The latest round received 21 submissions which are currently under review, companies who have applied will be notified of the outcome in early October.

We are currently in discussion with other partners to add their financial support to the program and enable a greater number of companies to benefit from collaborative research that gives an opportunity to reach expanded markets.

Supported by



Australian Government

Food Innovation Australia Ltd
671 Sneydes Road, Werribee 3030
Private Bag 16, Werribee 3030
+61 3 9731 3422
www.fial.com.au

LINKING STUDENTS WITH INDUSTRY



INNOVATIVE NEW PROGRAM TO LINK STUDENTS TO INDUSTRY

In Melbourne's northern suburbs, an organisation is making the process easier for food and beverage companies to recruit for student placements.

NORTHLINK have been funded to undertake a pilot project which brings together five universities to provide food and beverage firms with a simple recruitment process for student placements.

The institutions involved are La Trobe University, Melbourne Polytechnic, Victoria University, RMIT and Deakin University.

NORTHLINK are currently recruiting students for a reverse-marketing campaign, with a number of students from each discipline ready for firms by early October.

Students are mostly undergraduate (some post grad) students from Food Science, Engineering and Business. Placements can vary, but during semester they are usually 2-3 days per week for around 4 weeks (can also be longer).

Firms can benefit by being able to select the best students from the five universities by going through one channel.

The flyer can be found [here](#), or get in touch with Skye d'Avoine from La Trobe University on 0437 509 799 or fspp@melbournenorth.com.au

INDUSTRY EVENTS

SHOWCASING AUSTRALIAN PRODUCTS AT GULFOOD AND FOOD & HOTEL ASIA SINGAPORE '16



Due to popular demand, FIAL has taken additional exhibition space at Gulfood (Dubai) and Food & Hotel Asia (Singapore) in 2016.

In collaboration with Austrade and State Government agencies, FIAL will showcase Australian brands to Middle Eastern and Asian markets.

The date to register your supplier profile has been extended to 16th October 2015, only suppliers that are profiled on the FIAL eCatalogue by this date will be considered for inclusion. Registration is free at www.fial.com.au/ecatalogue.

The FIAL eCatalogue is continuously being reviewed by over 400 international buyers and is the sourcing tool used by senior buyers that participate on FIAL Inbound Missions.

For further information, please contact Mr Najib Lawand, GM Market Development on najib.lawand@fial.com.au.

Supported by



Australian Government

Food Innovation Australia Ltd
671 Sneydes Road, Werribee 3030
Private Bag 16, Werribee 3030
+61 3 9731 3422
www.fial.com.au

ARE YOU READY FOR EXPORT?

Tailored for the food industry, FIAL is delivering a number of **Export Workshops** to assist you in your steps towards export. The innovative, full day workshops, delivered by facilitators that have food exporter experience, guides you through an Export Marketing Plan that allows you to self diagnose your areas of needs and take these away with you at the end of the day.

Date	Location	To Register
Tuesday October 6	L46, 55 Collins Street, Melbourne VIC	Click here
Thursday October 8	Suite 16, Level 1 20 Enterprise Drive, Bundoora VIC	Click here
Monday October 12	Boardroom, 90 Welsford Street, Shepparton VIC	Click here
Wednesday October 14	Level 4, 165-169 Thomas Street, Dandenong VIC	Click here
Friday October 16	10 Morrabool Street, Geelong VIC	Click here
Tuesday October 20	Toowoomba	Contact Jo Sheppard, GM Agribusiness and Export at TSBE on jo@tsbe.com.au or 0407 024 665

EXPORT BRAND BUILDING & PROTECTION – PILOT



In partnership with the Export Council of Australia, FIAL is piloting a new workshop tailored to helping companies understand some approaches to protecting your brand once your product is in market.

The workshops will cover a range of topics including; name searches, e-commerce and your brand, IP and trade marks in China.

Date	Location	To Register
Tuesday November 10	Newcastle	Click here
Tuesday November 17	Perth	Click here
Wednesday November 18	Margaret River	Click here

MARKET DIVERSIFICATION WORKSHOP

FIAL is proud to roll out the **Market Diversification Program**, a half day workshop to help SMEs discover domestic opportunities that will deliver growth and reduce risk. The program focuses on how to maximise business with current customers (improved customer and channel planning and execution) and expanding on current customer base (new customers and channels).

Case studies and exercises focusing on participants' current business issues will be used to enable individuals to develop tangible, business specific strategies and initiatives.

The workshop is facilitated by industry experts that collectively have over 50 years' industry experience.

The next workshop will be held on **October 23** in Sydney at Level 47, MLC Centre, Martin Place. Space is limited, secure your place by clicking [here](#).

RETAIL & FOOD SERVICE READINESS WORKSHOP

To build on the learning from the Market Diversification Workshops, the **Retail & Food Service Readiness Workshop** aim to give companies the skills and confidence to compete more effectively in retail and food service channels.

You will be provided with information and tools to:

- Identify where you currently sit on the retail and food service readiness matrix
- Understand retail and food service buyer KPIs
- Understand how to price for profit
- Understand the market audit process
- Identify and communication your Unique Selling Proposition
- Prepare for buyer meetings.

It is advisable that you attend both the Market Diversification and Retail & Food Service Readiness workshops for optimum learning but you can also attend each workshop separately.

Join us on **November 2** in Sydney at Level 47, MLC Centre, Martin Place. Space is limited, register now by clicking [here](#).

We look forward to seeing you at one of these events soon!

Supported by



Australian Government

Food Innovation Australia Ltd
671 Sneydes Road, Werribee 3030
Private Bag 16, Werribee 3030
+61 3 9731 3422
www.fial.com.au