

Professional capability development program

Accelerating the capability of fmcg Professionals





The Australian Food & Grocery Council (AFGC) represents a vibrant Industry with a turnover of \$127.4 bn, sustaining Australia through the provision of 320,302 jobs.

The industry is made up of over 30,748 businesses and accounts for over \$67.9 billion of the nation's international trade, investing \$2.7bn per annum in capital. The AFGC exists to represent our vital industry and to support its growth in the future.

In 2017 the AFGC partnered with Real World Marketing (RWM) to launch a new initiative - the **Australian Grocery Academy**. A program targeted at high potential fmcg professionals and future Commercial leaders.

AFGC Foreword

"The Australian Grocery Academy, developed in partnership with the AFGC, aims to fully equip the next generation of sales, category, marketing and commercial leaders with the knowledge and capability specifically required within the local industry to deliver commercial success for their businesses.

The program aims to accelerate the development and performance of our best talent, and encourage them to stay in our businesses and industry longer."

Tanya Barden, CEO, AFGC



Industry called out a need to improve capability and some critical focus areas.

Question	Affirmative Response **
Capability Development is an Issue	69%
Training & Development Important to Talent Retention	74%
Capability Requirements Met by Internal Programs	36%
Capability Requirements Met by External Agencies	49%

Content areas that fmcg executives called out as most important to build capability in.



Source AFGC member research, Oct 2016, n = 60

Which ensured we created a Program designed to the specific needs of the Australian supermarket industry

A number of sales directors from the AFGC oversaw the design and structure of the curriculum and the Australian Grocery Academy was born with the inaugural intake in May 2017.



Sponsor Feedback

“The Category Development and Commercial modules of the program proved a great way to fast track the development of some of our highest potential sales talent, helping them to connect the dots across between different information sources, see the bigger picture and develop insights to deliver mutual growth for our customers.”

*Nicola Richardson | Sales Director
Lion Dairy & Drinks*

“Program design was just what we were looking for ... now that members of my team have attended we couldn't be happier”

*Nigel Parsons | Commercial Director Australia
Mondelez*

Targeted on a clear audience

The AFGC has , a clear focus on who should attend the program – “high potential” (future leadership) individuals within the sales & related functions of AFGC manufacturers and suppliers, for example:



Identified talent that has the potential to become a functional lead or direct report in 3-5 years, such as Sales Director or head of Category / Trade Marketing / Comm Finance



A high potential employee you want to fast track – providing them with the right breadth and depth of experience

People in key roles currently that you feel would benefit immediately from the program and can leverage the learnings for biggest return to your business.

An integrated program with built in flexibility



1

Companies can choose any combination of programs that meet their specific needs



Insight led selling & category management

Know how to utilise a broad range of category, consumer, shopper & commercial insights to proactively identify and capitalise upon the category levers for joint growth

Commercial management

How to manage the P+L and all Trade investment to deliver to improve Net Revenue realisation. All delivered through long term Joint Business Plans

Advanced customer management & negotiation

Building the required Customer Management, Commercial Selling & Negotiation skills to achieve sustainable value realisation

Highly effective personnel performance

Developing leadership behaviours and an effective performance style for effective commercial, customer & team management

2

Delegate can access additional support to embed learning

+ On line resources

+ 360 feedback on action plan success

+ Coaching

+ Group Learning Forums

Delegate feedback has been nothing short of fantastic

Course Ratings

	Melbourne		Sydney	Average
PROGRAM	1	2	1	
I would recommend the Program to a colleague	4.7 / 5	4.5 / 5	4.5 / 5	4.6
My learning objectives were fully met	4.3 / 5	4.2 / 5	4.1 / 5	4.2
The quality of the facilitators	4.9 / 5	4.9 / 5	4.9 / 5	4.9

Course Feedback

Congratulations on choosing a knowledgeable, enthusiastic agency to prepare & deliver this content”

“I underestimated the value this course could give me. It’s a wake up call to be better at what I do with customers and internally”

Crucially, delegates are translating learning into outcomes

Here are just a few examples



Program 1. Insight led selling & category management

An Independents NAM from a small to medium business reviewed what data and insights the business had and reviewed how they supported presentations... leading to gaining 5 new listings in a key customer

The category management team in a medium sized business has completely changed how they provide category updates and how their brands and products are being measured within the category. They're also now sharing a common category management language, opening up more conversations with their customers.



Program 2. Commercial Management

An Account Manager from a large company has achieved his key goal of improving how their business presented NPD, using insights and a story led approach. As a result of the course he reviewed and improved the process and presented 2018 NPD gaining great feedback from his customer and intention to range at the next review, surpassing expectations.

A NBM for a large, multi category supplier leveraged a new found and deeper understanding of the 'life of a buyer' to understand what information their buyer would like to receive, when and how often, to add value and make life easier for their buyer. They implemented this on day 2 of the program!

The Australian Grocery Academy is about building the capability of your teams

Spaces still available for 2017 programs...

For anyone looking to fast track capability, reward or engage a key team member or trial the program, please get in touch.

For companies looking to finalise plans for 2018 and F19, now is a great time to talk – please get in touch so we can answer any questions you may have.



Summary

The Australian Grocery Academy is a major industry initiative that the AFGC has pioneered and that is already having a significant impact.

It's a highly contemporary, industry specific and rigorous training program journey spanning 15 months via 4 modules. Covering the key things your Sales and Category teams need to understand and be accomplished in to work most effectively with your major retailers.

We are taking bookings now for the 2018 intake plus we have a few spaces available for the remaining 2017 intake individual modules.

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