

Australian Grocery Academy Course Overview

Attend 4 modules to achieve accreditation

aga. The Australian Grocery Academy.

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to you by



AUSTRALIAN
FOOD &
GROCERY
COUNCIL



Real World
Marketing



Customer Centric Growth

How to adopt a Customer Centric Growth culture & how individuals can support

- ✓ Creating conditions for success
- ✓ How to think about Customers
- ✓ How you can influence



Strategic Category Management

How to develop & execute a category growth strategy

- ✓ Category Strategy development
- ✓ Category POP Execution
- ✓ How to engage & sell in a category centric way



Revenue Management

How to develop & execute SRM opportunities

- ✓ Why SRM is important
- ✓ SRM deep dive by lever
- ✓ Executing SRM opportunities



Intro to E-Com Strategy for FMCG

How to win online & integrate E-Commerce into commercial plans

- ✓ How to think omnichannel
- ✓ Winning at the digital shelf
- ✓ Integrating E-Commerce into Commercial Strategy & JBPs



Customer Management

How to achieve best practice collaboration & partnerships with Customers

- ✓ Supplier & Customer segmentation & role
- ✓ Aligning strategic priorities
- ✓ A day in the life of a buyer



Joint Business Planning

How to develop & execute a best in class JBP

- ✓ Joint value creation approach
- ✓ Developing a JBP
- ✓ Best practice engagement & execution



Introduction to Negotiation

How to negotiate for mutual growth & profits

- ✓ Fundamentals of negotiation
- ✓ Negotiating the right plan
- ✓ Putting it into practice



Australian Grocery Academy Open House Dates & Pricing

Delivered virtually, as an open mixed company programme*



2022 Dates

Each module includes 3x 2.5hr sessions to be delivered in consecutive weeks, to run based on a minimum number of delegates. In house modules can be scheduled for any date, subject to availability

Accreditation requires attendance of min. 4 modules & assessment completion. Graduation will take place at the FGA Conference in May 2022

	Customer Centric Growth	Strategic Category Management	Revenue Management	Intro to E-Com Strategy for FMCG	Customer Management	Joint Business Planning	Intro to Negotiation
Commencement	March 2022 (date TBC)	2 nd February 2022 (PM)	17 th November 2021	2 nd February 2022 (AM)	23 rd February 2022	16 th March 2022	20 th April 2022

2022 Pricing

Fee is chargeable per person, per module attended

In house training is subject to a 10pax minimum & can be delivered in person or virtually – in person delivery is will be subject to travel costs for the facilitator

In House

	Non AFGC Members	AFGC Members
1 Module	\$1,520	\$1,280
2+ Modules	\$1,440	\$1,200

Open House

	Non AFGC Members	AFGC Members
1 Module	\$1,600	\$1,360
3+ Modules	\$1,520	\$1,280

Optional Add-Ons – *applying theory into practice*

1-1 or Team Coaching	Sponsor Engagement & Planning
\$300 <i>per 1hr session</i>	\$1,250 <i>per half day</i>

Contact info@theaustraliangroceryacademy.com.au for more information