

aga.

The Australian
Grocery Academy.

2024 Open House Program

Accelerating the
development and
performance of
Grocery's key
commercial talent



BOOKINGS NOW OPEN
MELBOURNE 6-10 MAY 2024



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL

Real World
Marketing

Advantage_

About the program

The Australian Grocery Academy (AGA) is a uniquely Australian education program, aimed at the specific needs of the FMCG industry. This interactive and outcome-focused program equips delegates with the thinking and tools to work better with grocery retailers and deliver improved top and bottom-line results.

Developed in partnership with Real World Marketing, with input from the foremost experts in supplier and retailer engagement, The Advantage Group, and endorsed by the Australian Food and Grocery Council (AFGC), the AGA will equip your teams for success now and into the future. Built by industry, for industry, the Open House program comprises five modules, each delivered by a faculty of industry experts with real world experience and specifically designed to drive commercial performance.

Open House programs have returned to in-person learning in 2023, with AGA Bootcamps in Melbourne in May and Sydney in October. Each day will be dedicated to 1 module, with a networking lunch allowing delegates to make valuable cross-industry connections. Delegates can attend the full week program, or individual modules of their choosing.

Delegate Benefits

Practical training delivered by industry experts

Created and delivered by Real World Marketing, FMCG capability and best practice experts with a deep understanding of the retailer-supplier interface and how to unlock joint value creation

Tools that can be used from day one

Industry best practice tools and frameworks delivered via interactive sessions with practical exercises that help demonstrate principles and translate theory into action

Reflective of latest industry and retailer needs

Curriculum designed in partnership with the AFGC and industry Sales Directors, with input from the Advantage Group, to reflect latest retailer needs and best practice that help sets top performing suppliers apart






Pricing & Location*

\$1,800 AUD per person/per module for AFGC members (Non members \$2,100)*
Complete the full program and receive 5 hours 1-to-1 coaching (valued up to \$2,925)

Venue: Karstens, 123 Queen Street, Melbourne

**Each day includes a networking lunch plus a ready supply of tea, coffee & snacks*

MELBOURNE | 6-10 MAY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
Customer Centric Growth	Strategic Category Management	Strategic Revenue Management	Intro to E-Com Strategy for FMCG	Joint Business Planning

Intro to Negotiation training module is available In House all year round (min. 10 pax)

CUSTOMER CENTRIC GROWTH

Understand how to develop a customer centric growth culture and the conditions to enable success as an FMCG organisation



1. Explore how Customer's think about Suppliers and what great engagement looks like from their perspective
2. Understand and evaluate how Customer Centric you and your business are today
 - a. Review your key processes and strategies through the lens of your Customer
 - b. Understand how to integrate the voice of the Customer into your business
 - c. Create the conditions for success – enablers of a successful customer centric culture
3. Learn about the principles that underpin successful collaboration

STRATEGIC CATEGORY MANAGEMENT

Understand how to develop and execute a best-in-class Category Growth Strategy



1. Learn about the role and benefits of strategic category development
2. Identify the core components of a good category growth strategy
3. Assess a category for growth opportunities and create compelling insights
4. Learn how to engage Customers by connecting strategy to their agenda
5. Explore how to use category strategy to inform brand and portfolio choices

STRATEGIC REVENUE MANAGEMENT

Understand how to develop and execute the full range of Revenue Growth Management opportunities for Joint Value Creation



1. Learn about the role and benefits of Strategic Revenue Management including how companies can drive improved profitability beyond price increases.
2. Understand Retailer key performance indicators and how Strategic Revenue Management should deliver Joint Value Creation
3. Deep dive key approaches that enable optimisation of revenue, growth and profitability
4. Understand how to execute Strategic Revenue Management opportunities
5. Identify ways to embed Strategic Revenue Management capability into your business

INTRO TO eCOM STRATEGY FOR FMCG

Understand how to create an eCom strategy to win at the digital shelf with omnichannel shoppers



1. Explore the need for an omnichannel approach to succeed in today's retail landscape
2. Reflect on the role of eCom for Fast Moving Consumer Goods (FMCG) businesses and learn the key steps to creating a winning strategy
3. Learn to view eCom through the eyes of the shopper, identifying key points along the path to purchase to maximise conversion
4. Understand the digital shelf and how to win with merchandising and activations
5. Discuss how to integrate eCommerce internally and into commercial plans

JOINT BUSINESS PLANNING

Understand how to develop and execute a best-in-class Joint Business Plan that delivers Joint Value Creation (JVC) for sustainable growth



1. Understand the need for a JVC approach and what this entails
2. Be able to align strategically with Retailers and identify what is most important for JVC
3. Understand how to create a great Joint Business Plan that integrates Category Strategy and Strategic Revenue Management for improved mutual growth and profitability
4. Understand how to engage and sell the Joint Business Plan
5. Understand how to track, measure and review the Joint Business Plan

INTRO TO NEGOTIATION – AVAILABLE IN HOUSE ONLY

Understand the process and principles of negotiating for Joint Value Creation (JVC) outcomes



1. Know how to identify joint value outcomes
2. Understand the negotiation framework
3. Develop your negotiation objectives and detailed negotiation plan
4. Prepare for your negotiation
5. Practice and refine the execution approach to ensure successful implementation

Meet the Trainers



Simon Mosley

Commercial and Marketing specialist, Ex Sales Director and Marketing Manager for General Mills ANZ, NBM and Category at Mondelez



Rebecca Jones

Insights, Category and Customer Marketing specialist with agency & supplier experience across AUS, UK and European Grocery and Alcohol



Nicole Stallard

Category, Point of Purchase, Commercial and e-Commerce specialist with experience across AUS and international Grocery, Pharmacy and Alcohol



James Tan

Retail specialist, Ex Buyer, Merchandising Manager and Head of Promotions for Tesco and Sainsburys UK and Woolworths AUS

About Real World Marketing

Real World Marketing is a boutique consultancy that focuses on building capability for Joint Value Creation across multiple commercial disciplines from Integrated Strategic Planning through Category Strategy and Revenue Management to Joint Business Planning and execution. Their team knows what sets best-in-class suppliers apart when it comes to engaging with FMCG retailers for mutual success, having worked with market leading suppliers and retailers across Australia, the UK and other international markets.

Real World Marketing understands the retailer–supplier interface and the capabilities needed to succeed. As proven experts in business strategy and coaching for performance, they bring their expertise and benchmarked best-practice to form the critical foundation of the Australian Grocery Academy program. Working ongoing in the Australian market and a part of The Advantage Group family of companies, they ensure the up-to-date needs and dynamics of the local industry are reflected in the course curriculum.

Real World Marketing’s philosophy is grounded on the need for suppliers and retailers to work together to create mutual value that drives both growth and profitability. Sustainable growth creation sits at the heart of our approach:

- ✓ Sustainable growth comes from understanding and providing solutions for the needs of **consumers and shoppers** that deliver incremental value.
- ✓ Growth is accessed when **shoppers transact in-store or online** and what is critical is that the path to purchase inspires behaviour change across a range of pre and in store opportunities.
- ✓ Ensuring that the **agenda for growth is aligned internally and externally** to direct effort and investment in a way that is clearly purposed and maximises return on investment.

Learn More, Register Your Interest, Or Book Now

For questions and more information, [email the team](#)

For delegate registrations, [register here](#)

To book and pay on-line, [book here](#)